

LA MODE Fashion

JULY 2016: THIRD-PARTY RETAILERS



TRIBE DYNAMICS

Contents

2 EARNED MEDIA VALUE

3 Top 10 Retailers by EMV

4 EMV Performance by Channel

7 Trending EMV Performance

8 WORD CLOUDS

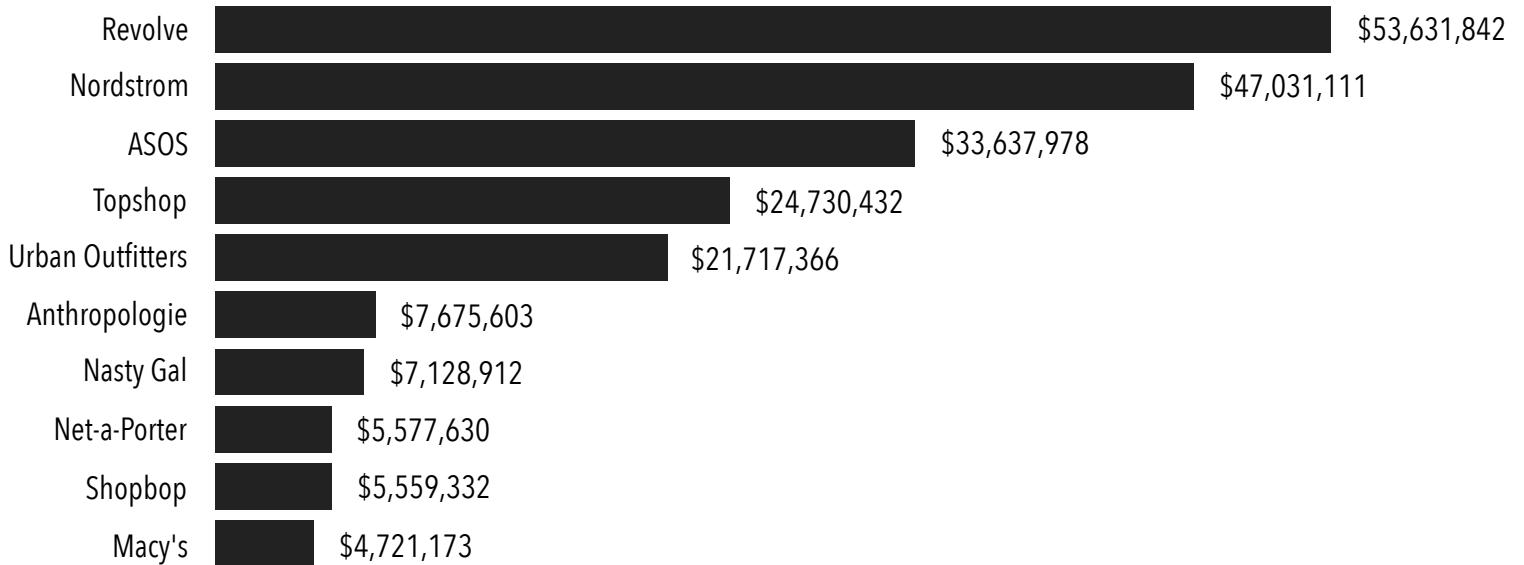
10 TOP INFLUENCERS BY RETAILER

Earned Media Value

Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

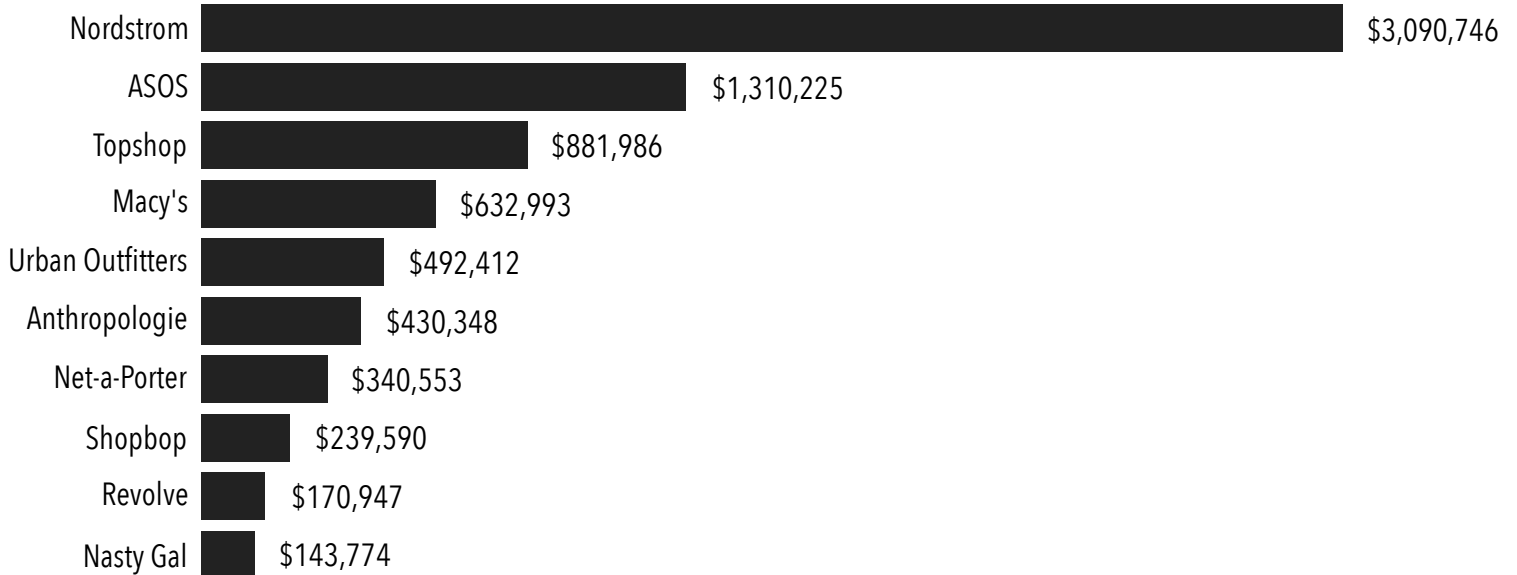
TOP 10 RETAILERS BY EMV



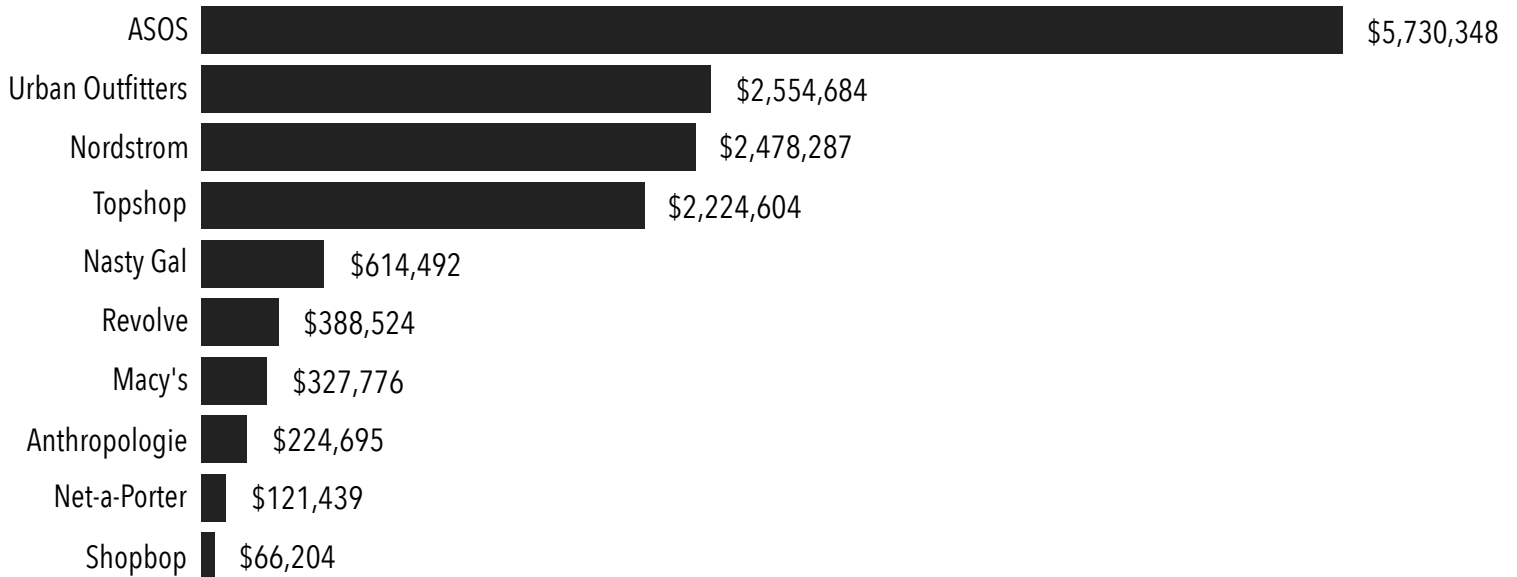
EMV LEADERBOARD HIGHLIGHTS

1. Revolve hosted its influencer family, which included Kim Kardashian and Chrissy Teigen, at the brand’s Hamptons House to celebrate the Fourth of July and the launch of the Majorelle Collection. Mentions of Revolve and the Hamptons drove \$31.2M EMV, which fueled the retailer’s impressive 200% month-over-month growth.
2. Nordstrom overtook ASOS and Topshop, thanks to a boost from its Anniversary Sale, with #nsale generating \$18.9M EMV. Influencer sincerelyjules (3.9M Instagram followers) launched her clothing line and met with her followers in Nordstrom stores, netting \$464.8K EMV.
3. Veteran fashion blogger garypeppergirl took over Net-a-Porter’s Instagram account to chronicle her Mykonos vacation.

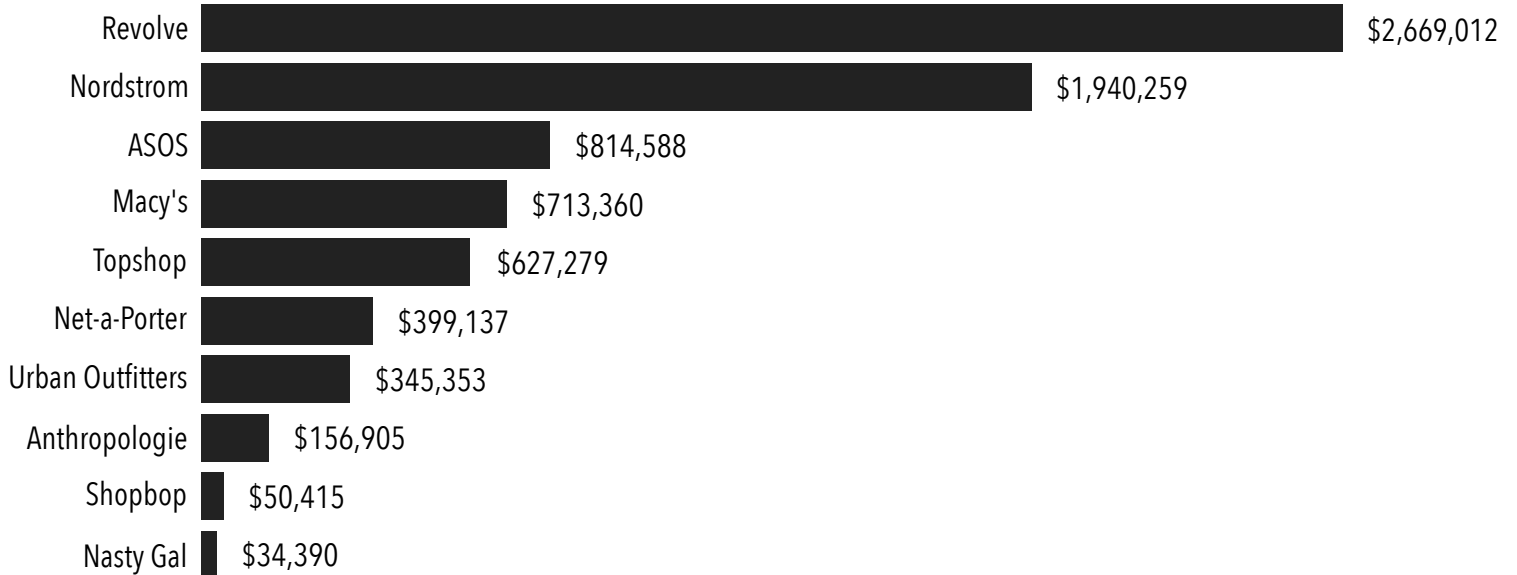
BLOG



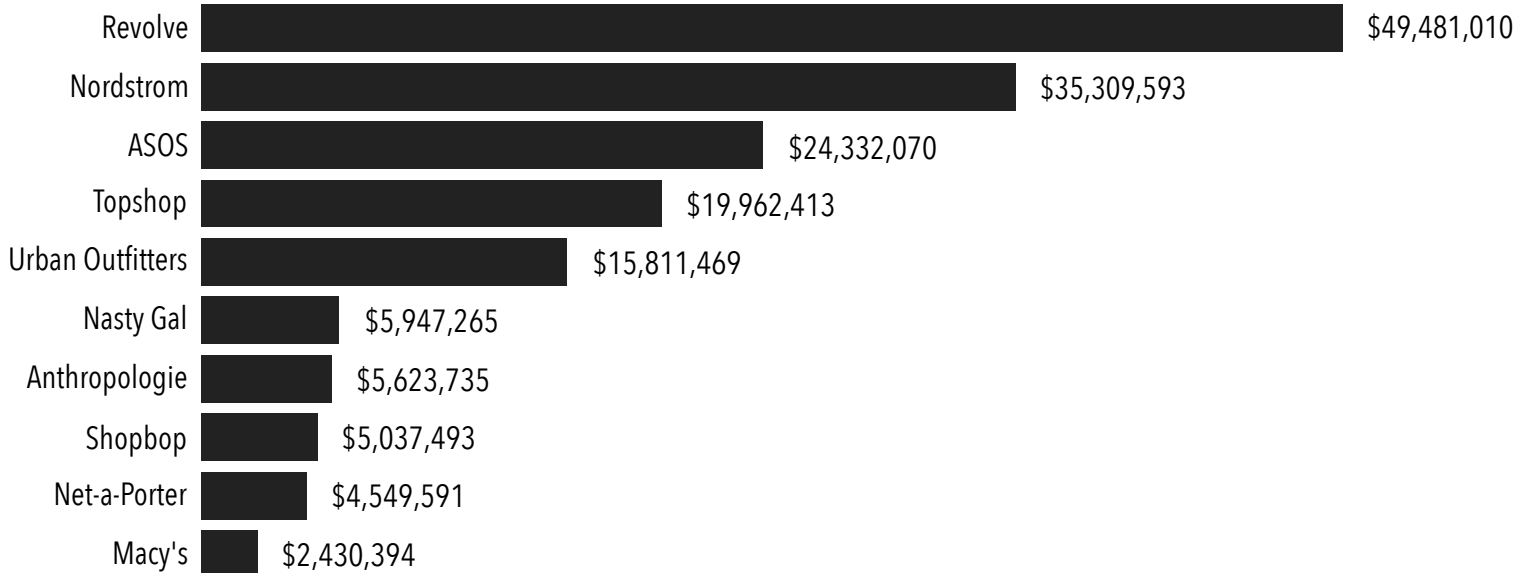
YOUTUBE



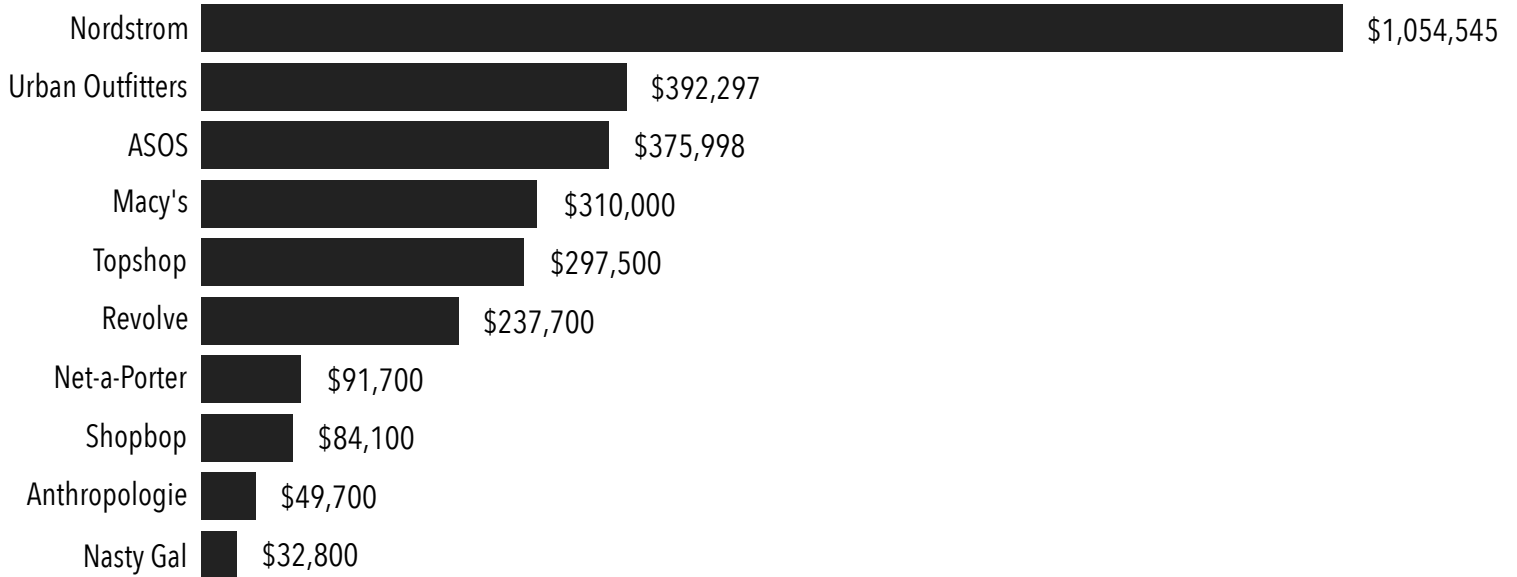
FACEBOOK



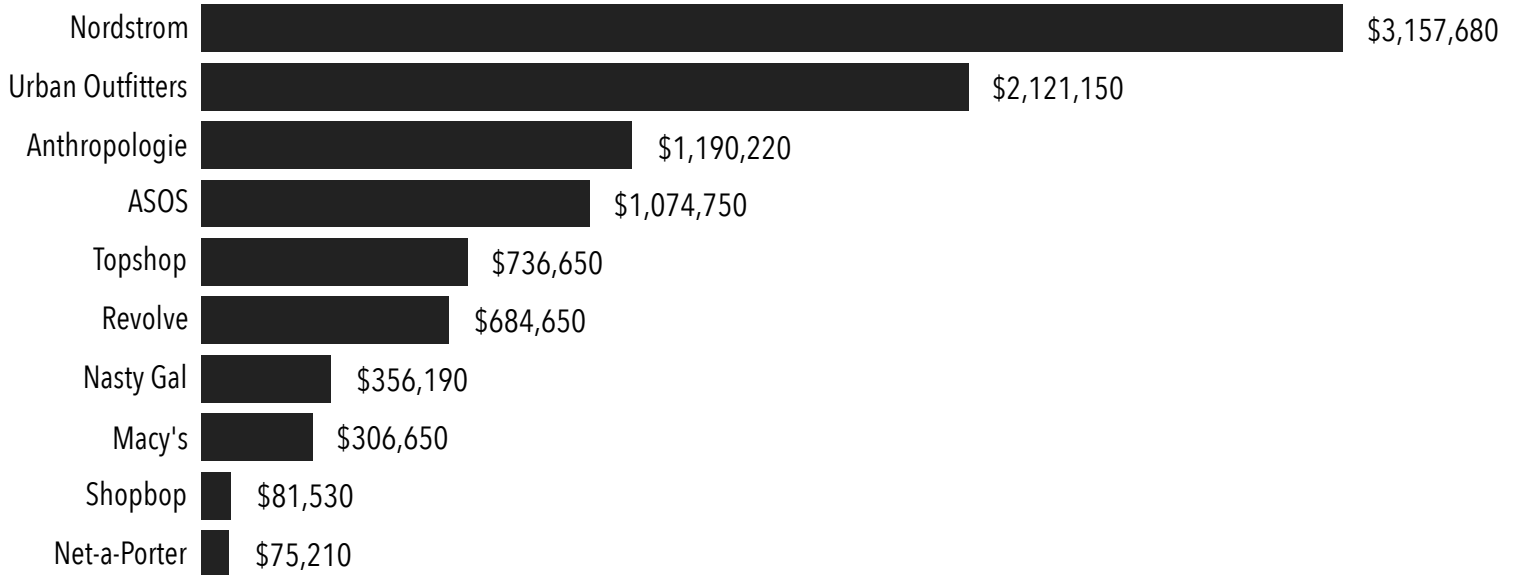
INSTAGRAM



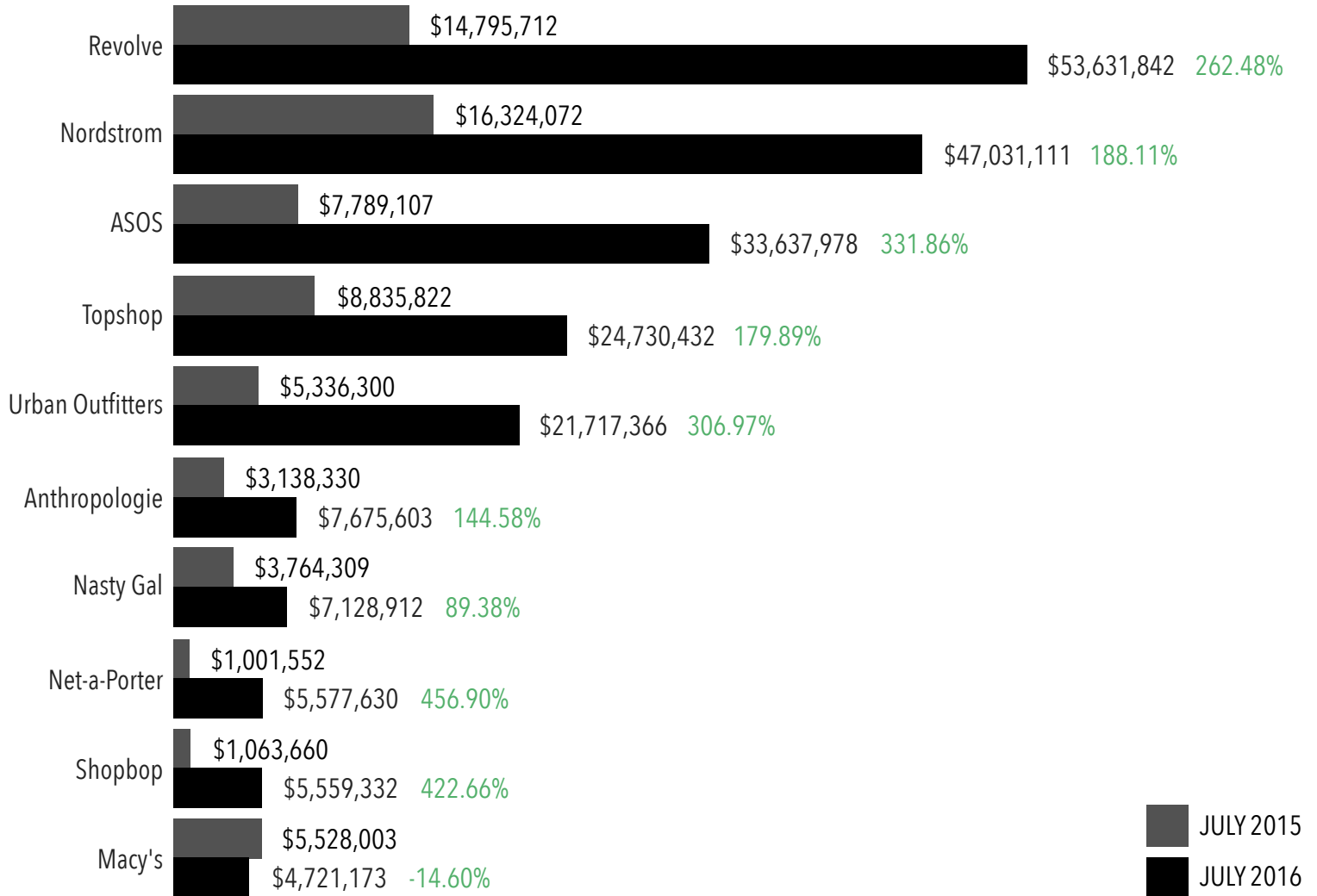
TWITTER



PINTEREST



YEAR-OVER-YEAR GROWTH IN EMV



Word Clouds

Each cloud contains words that are associated with significantly more EMV for that brand versus other brands in the set. Words are sized by relative EMV generated.

REVOLVE



NORDSTROM



ASOS



TOPSHOP



URBAN OUTFITTERS

lately sponsored wearing like email coffee tiffany
decor shorts ready
 subscribe business final vsco likes routines lcpkh
uonyou lifestyle
 forever21 tests levimelville life brandy funtarget
summer hope yahoo
 enjoy purposed tourmerch tuesday inquiries filmed
converse room
 snapchat school misstiffanyma levis 2016 health
 reformation **tumblr** ftc ride
 wcnj9 uber forever hacks enjoyed **diy**
 vintage **vlog channel** shirt
 apartment rayban etsy
 mikeddyphotography list new darlings home

ANTHROPOLOGIE

target style candle anthro durham
 reading **living notes**
 weekend house really alberta hand
 blog pretty **last** family day morning
 see **like kit** great beautiful
 western **like kit** itk style tip
 board many nothing project made green
today like to know say
 letter don friends cream time
summer things
 sunday make kitchen friends
 good home calgary
 around coffee things
home goods profile
 chris to go shopping williamssonoma

NASTY GAL

setting looks fashion in lover yesterday skin house of cb
 palette **hope** deets bandeau
 booty con mrmonty jackson party **glow** shine
 kit products jodiurichuk levi
 conditioning factory kat angeles gel outfit 9851
beauty con la top lulus
 finest styles snapchat stuartweitzman hass style suede
 italian makeup **guys rayban** lock
 hotel everything netflix leave style
 maybelline swim mist **choker**
 eps blush shorts tee edgy moisturizer tools
 romper venezia necklace stud brow laura
 urban **shoes** ootd skirt belt
 beauty con season right fashionzine
 anastasia lack of color aus

NET-A-PORTER

spilia **hotel** the fashion guitar
 dnamodels wear **mykonos** ohhcinqueterre
 united beverly rachel 10th canadian ocxnetporter
 kiss in fashion london instalmanya
 hills good **xorz edit** nicolerichie
 truly american style rachel zoe
 zimmermann cinque
 woman with style maison valentino cinqueterre
gucci capsule seaside
 collection styles zoe chloerestaurant
 grace zoe fashionzine
 kingdom boutique socratful
 piece **shop rachel zoe**
 bar mayazap blogging4style thefashionguitaronmykonos

SHOPBOP

byblos women with style ohhvenice forever new official shakuhachi
tropez lookbook shakuhachi
 bestylish chanel axd1961 street style paris
 day **like kit** chictopia
 chanel official wait working target australian details dress
 splendidla holiday d1961 the uniform ootd footwear
ootd submit perth
 dropped state bags about a look
 finally venice **like to know** inspo cafe
 pool ootd browser outer fashionish saint sign
 ootd watch dresses up
 ysl **ootd magazine**
 street style luxe australia

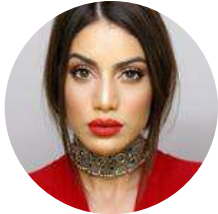
MACY'S

see always time live city now
 bring date **meet** done finally series 26th
 free shop style friday store power
 giving line sunday fashion available half 4th
 york sephora **fireworks** girl night
 south excited makeup forget collection
 favorite connect true nyc full don let
 fourth back special link episode bar
 take watching seen together macy
 know first august love might
 check tutorial cosmetic floor mgxpamia
material girl ever
 online white channel street purchase every

Top Influencers

An influencer's EMV represents the EMV the influencer generated for the brand on all of their active channels in July 2016. The percentage displayed represents the influencer's contribution to the brand's total EMV.

REVOLVE \$53,631,842 EMV



camilacoelho
\$4,151,306
7.74% of total EMV



lovelypepa
\$2,856,083
5.33%



chiaraferagni
\$2,372,414
4.42%

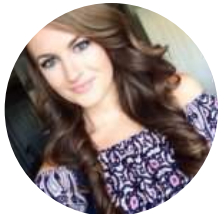


alexcentomo
\$2,308,375
4.30%



inthefrow
\$2,025,243
3.78%

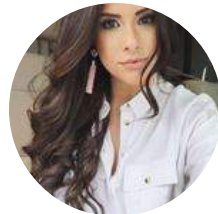
NORDSTROM \$47,031,111 EMV



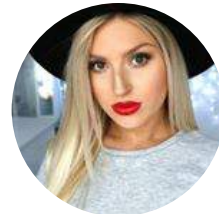
cmcoving
\$1,601,334
3.40%



rachparcell
\$1,554,885
3.31%



emilyannemma
\$1,290,095
2.74%

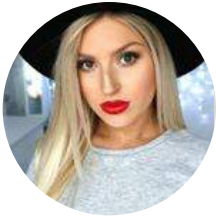


Shaaanxo
\$1,044,090
2.22%



joeygraceffa
\$709,345
1.51%

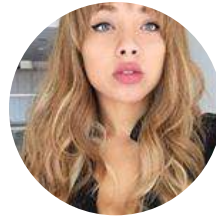
ASOS \$33,637,978 EMV



Shaaanxo
\$1,251,365
3.72%



oliviaemilyx
\$816,745
2.43%



samanthamariaofficial
\$690,377
2.05%



aww.sam
\$611,370
1.82%



itsmarziapie
\$596,382
1.77%

TOPSHOP \$24,730,432 EMV



Nordstrom
\$937,663
3.79%



Tanya Burr
\$881,719
3.57%



thriftsandthreads
\$740,675
2.99%



tesschristinexo
\$578,712
2.34%



amandaensing
\$508,929
2.06%

URBAN OUTFITTERS \$21,717,366 EMV



newdarlings
\$916,780
4.22%



tesschristinexo
\$701,929
3.23%



thepinkdiary
\$366,820
1.69%



prettittlefawn
\$358,025
1.65%



misstiffanyma
\$354,325
1.63%

ANTHROPOLOGIE \$7,675,603 EMV



livingnotes
\$399,505
5.20%



rachparcell
\$394,430
5.14%



conveythemoment
\$226,710
2.95%



Sweetie Pie Style
\$154,300
2.01%



Tanya Burr
\$152,798
1.99%

NASTY GAL \$7,128,912 EMV



amrezy
\$335,302
4.70%



jemerced
\$315,174
4.42%



bridgethelene
\$253,945
3.56%



jennettemccurdy
\$238,171
3.34%



claudiasulewski
\$230,692
3.24%

NET-A-PORTER \$5,577,630 EMV



Rachel Zoe
\$684,690
3.67%



garypeppergirl
\$657,452
12.28%



thefashionguitar
\$316,495
11.79%



ohhcouture
\$286,616
5.67%



elizabethjanebishop
\$204,821
5.14%

SHOPBOP \$5,559,332 EMV



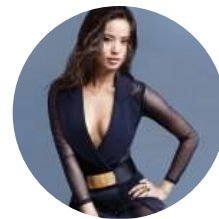
lioninthewild
\$441,380
7.94%



marianna_hewitt
\$342,045
6.15%



rachparcell
\$328,370
5.91%



Jamie Chung
\$206,560
3.72%



ninaagdal
\$204,928
3.69%

MACY'S \$4,721,173 EMV



princesspamia
\$490,393
10.39%



nikkietutorials
\$167,464
3.55%



Taryn Manning
\$162,134
3.43%



Hello Fashion Blog
\$138,960
2.94%



George Watsky
\$117,233
2.48%