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FÉDÉRATION
DE LA HAUTE COUTURE
ET DE LA MODE

LAUNCHMETRICS

Paris Fashion Week Womenswear
FALL-WINTER 2021-2022

Paris Fashion Week Womenswear
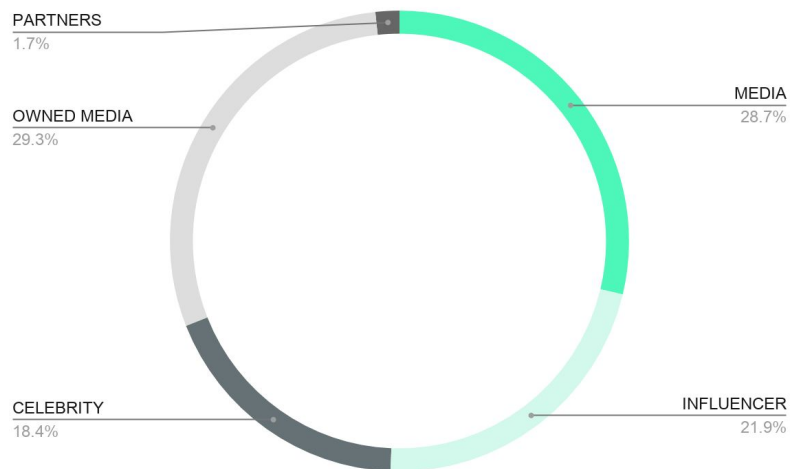Fall-Winter 2021-22 generated

$132M
Media Impact Value™

26.689
Placements

Compared to the Fall-Winter 2020-21 PFW, the performance is down by -26%, but this actually equals the PFW Womenswear SS21 results.

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VOICE SPLIT

PARTNERS
1.7%

OWNED MEDIA
29.3%

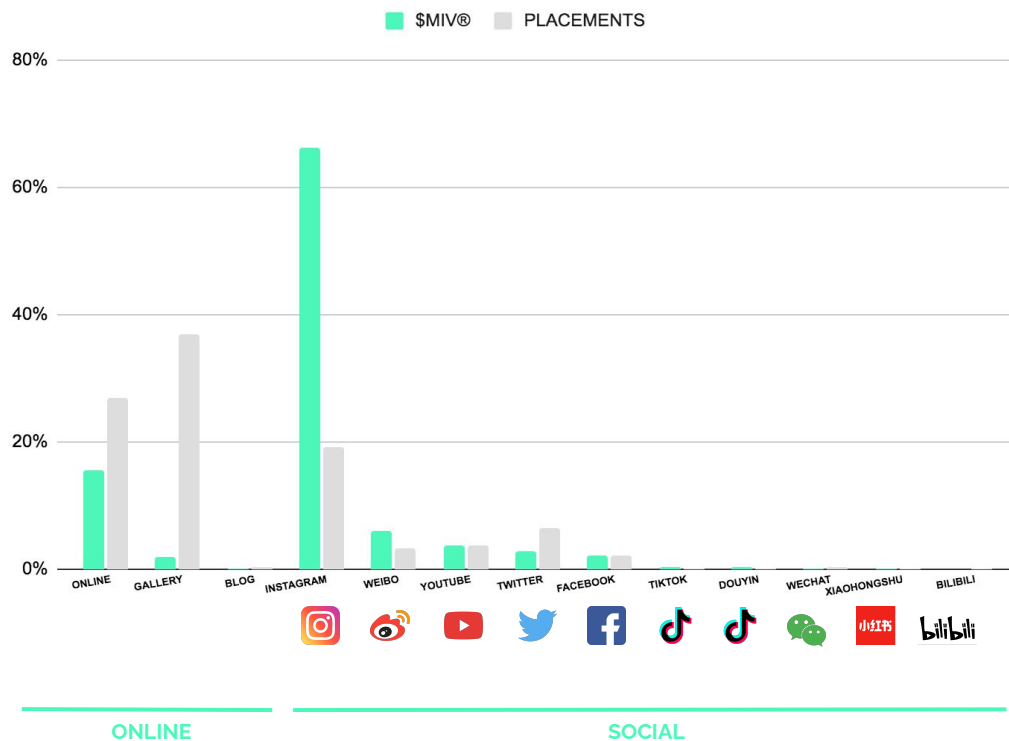MEDIA
28.7%

INFLUENCER
21.9%

CELEBRITY
18.4%

As seen previously this season, the performance of the Voice Media continues to decrease (-29% vs. SS21), while the Voices Influencers & Celebrity both increase drastically (+87% and +265% each)

CHANNEL SPLIT

ONLINE
17.8%
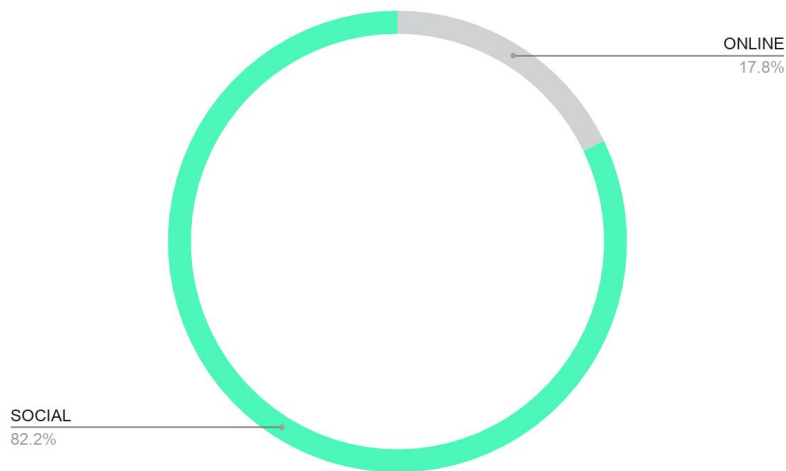
SOCIAL
82.2%

As the Media is decreasing but not the Influencers or the Celebrities, Social is still on the rise (+18% compared to SS21) while Online channel has seen a decrease of 26%.
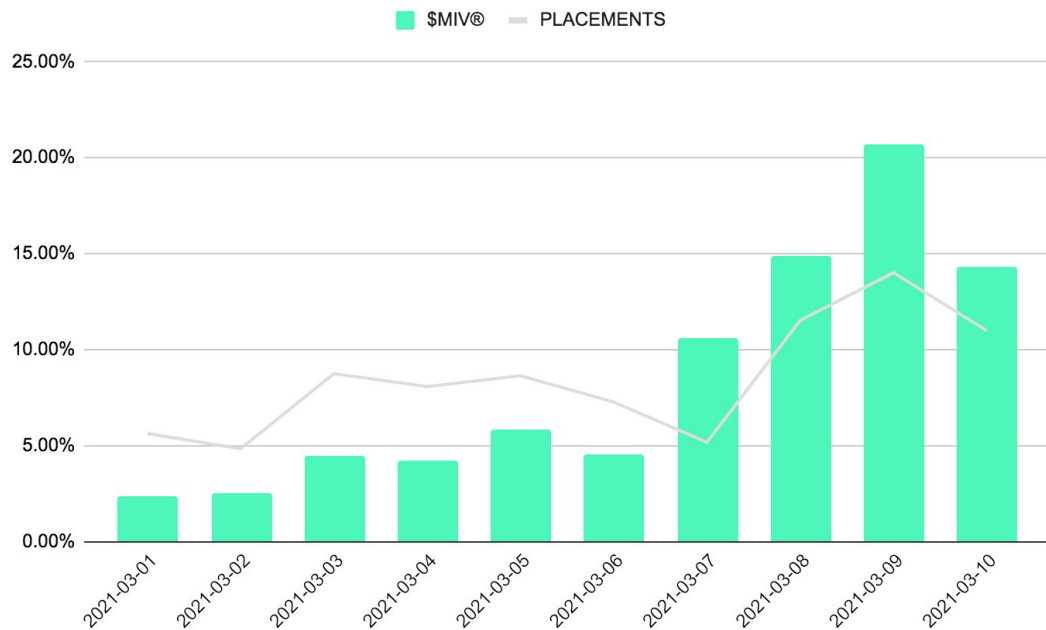
CATEGORY SPLIT

Youtube makes the biggest progression (+41%), interestingly enough thanks to Media Voices (FF chanel, Fashion Video Chanel) reposting the videos of the shows.
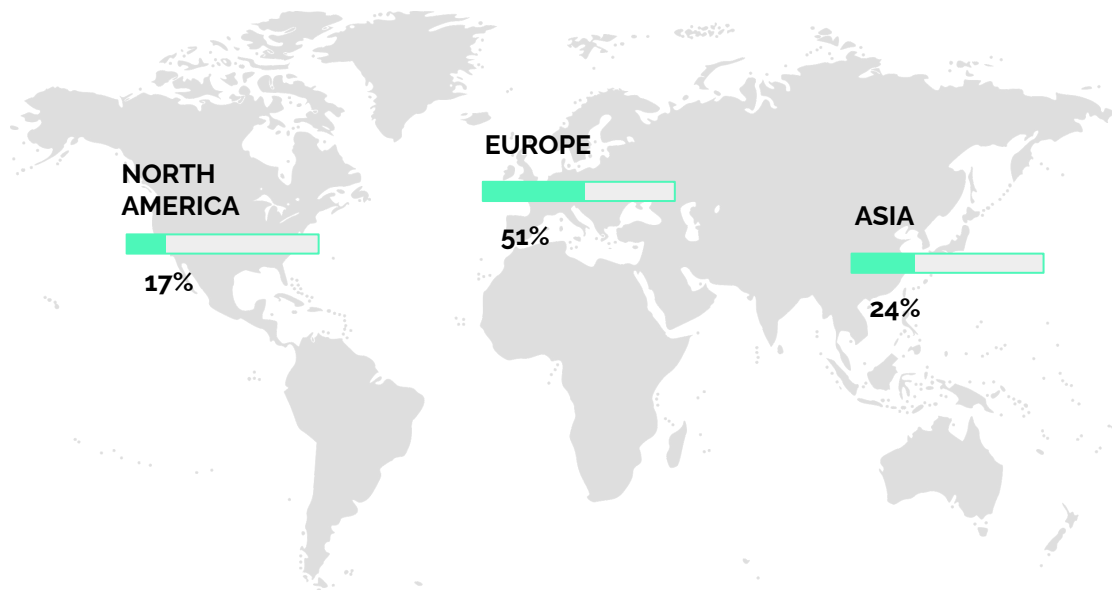
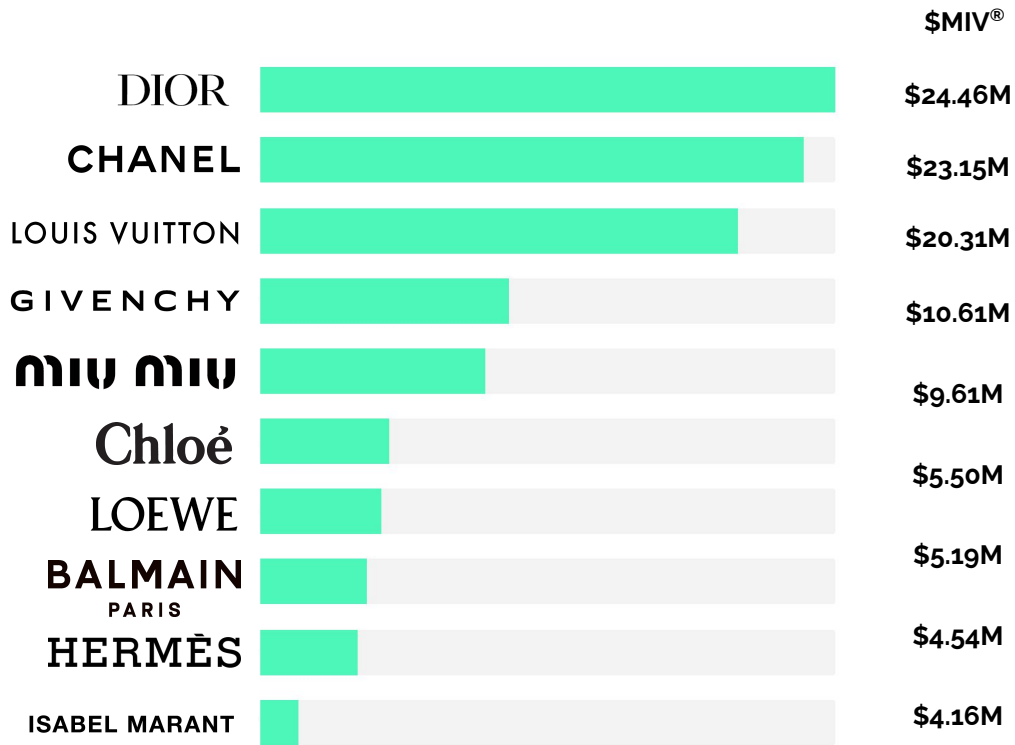Weibo, greatly used by Celebrities and Media.

TIMELINE

■ $MIV®   ▬ PLACEMENTS

The last four days of the fashion week (seing the shows of the top brands) represents 61% of the total fashion week performance.

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GEOGRAPHICAL SPLIT

NORTH AMERICA
17%

EUROPE
51%

ASIA
24%

France is the leading country (30% of the performance), followed by the US and China, where generalists Media and Influencers are the two most performing Voices.

BRAND PERFORMANCE

$MIV®

Brand	$MIV®
DIOR	$24.46M
CHANEL	$23.15M
LOUIS VUITTON	$20.31M
GIVENCHY	$10.61M
MIU MIU	$9.61M
Chloé	$5.50M
LOEWE	$5.19M
BALMAIN PARIS	$4.54M
HERMÈS	$4.16M
ISABEL MARANT	

The 10 top performing brands generate more than 80% of the global PFW performance.

Compared to SS21, Givenchy is one of the top brand making the biggest evolution (+107%), ranking fourth.

TOP PERFORMING VOICES

Top Voice Media	Top Voice Influencer	Top Voice Celebrity	Top Voice Owned Media	Top Voice Partner
LE FIGARO — $2.25M	Kylie Jenner — $1.67M	Jennie Ruby Jane — $4.00M	DIOR — $8.44M	DIOR MAKEUP — $502K
madame FIGARO — $1.53M	Leonie Hanne — $1.62M	Kim Ji-soo "Jisoo" — $1.41M	CHANEL — $7.89M	MAC — $285K
FF BR — $1.34M	Kendall Jenner — $1.51M	Manu Gavassi — $1.06M	LOUIS VUITTON — $5.21M	FASHION WEEK — $188K
VOGUE IT — $1.27M	Kim Kardashian — $1.24M	Kwon Ji-yong "G-Dragon" — $1.01M	Chloé — $2.28M	L'ORÉAL PARIS — $120K
VOGUE GB — $867K	Bunga Citra Lestari — $921K	Ninh Dương Lan Ngọc — $927K	miu miu — $2.25M	CHANEL — $97K
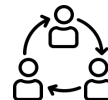
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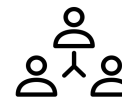
INFLUENCERS & CELEB

		COUNTRY	VOICE TYPE	$MIV®	BRAND
Instagram	Jennie Ruby Jane	🇰🇷	CELEBRITY	$4.00M	Chanel
Instagram	Kylie Jenner	🇺🇸	INFLUENCER	$1.67M	Givenchy
Instagram	Leonie Hanne	🇩🇪	INFLUENCER	$1.62M	Chanel
Instagram	Kendall Jenner	🇺🇸	INFLUENCER	$1.51M	Givenchy
Instagram	Kim Ji-soo	🇰🇷	INFLUENCER	$1.41M	Dior
Instagram	Kim Kardashian	🇺🇸	CELEBRITY	$1.24M	Givenchy
Weibo	宋茜	🇨🇳	CELEBRITY	$564K	Chanel
Weibo	THE9-刘雨昕	🇨🇳	CELEBRITY	$527K	Dior
Weibo	Dear-迪丽热巴	🇨🇳	CELEBRITY	$399K	Louis Vuitton

We see a return of the All Star Influencers and Celebrities.

31% of the brands 'influencer performance comes from All-Star influencers (2M+).

The brands rely a lot on APAC Celebrities.

LAUNCHMETRICS
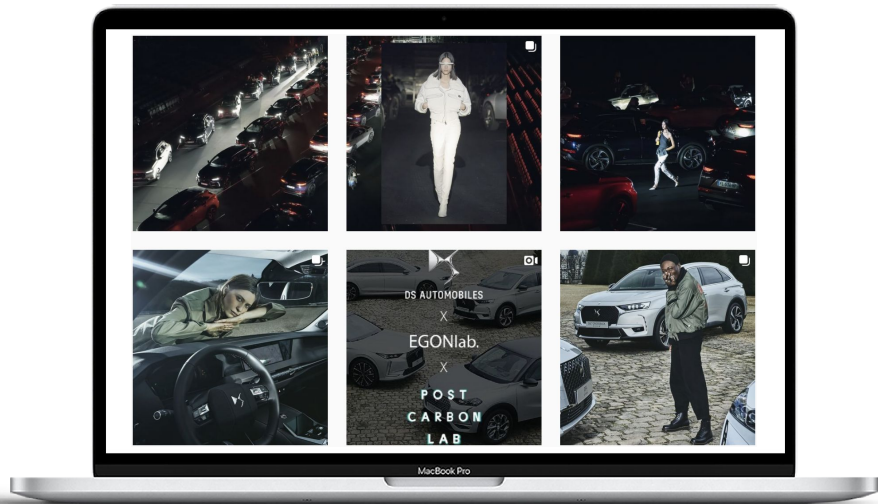
Thanks to an original mise en scène as well as being the exception of the only live show in-person, FHCM partner Ds Automobiles generated **$206K MIV** worth of coverage across **104** Placements.

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SCOPE & METHODOLOGY

- **Period:** February 27th - March 12th 2021

- **Scope:** Paris Fashion Week FW 2021-2022 and brands related keywords.

- **Data Sources: Online** (Online Media, Blogs Galleries) ; **Social** (Instagram, Facebook, Twitter, Tiktok, YouTube ; and Weibo, Wechat, Xiaohongshu, Douyin, Bilibili).

- **Reach:** potential readership of the posts based on the sum of followers for a post on social media and audience of a website for articles.

- **Engagement:** sum of the likes, comments, retweets and shares.

- **Engagement Rate:** is only applied on social media and is calculated based on reach and engagement.

- **Media Impact Value™ (MIV®):** Launchmetrics' proprietary Machine Learning algorithm provides brands with a unified currency to measure the value of all marketing activities across Voices, Channels, and Markets by assigning a monetary amount to every post, interaction, and article. Finely tuned to specificities of Fashion, Luxury, and Beauty, the algorithm was trained on actual media rates and 5+ years of FLB specific campaign data. It analyzes more than 100 quantitative and qualitative attributes including audience engagement, industry relevance, source authority, and content quality, to create a highly accurate method of measurement. MIV® offers a unified way to calculate how brand equity is being created and which strategies create the most ROI.

- **Placements:** amount of product placements within Online and Social media.

- **Voices:** Launchmetrics' Voice-Centric approach highlights the Voices creating value today to provide a holistic view of marketing performance and cross-compare the impact various activities have on the customer lifecycle. From Media, Celebrities, Influencers, Partners and Owned Media, this methodology gives brands a unique framework to understand the ROI of these activities as well as the Voices that influence the customer buying journey from awareness and consideration to conversion and retention.

COMMON EXPRESSIONS

- **$MIV®** – Media Impact Value™

- **PLACEMENTS / PL** – Number of online media articles, blog posts or social network posts which mention the brand

- **M** – Million

- **K** – Thousand

- **AVERAGE $MIV®** - Average MIV® per placement for a specific subset of data, allowing us to measure the average quality of a channel

- **AVG ENG. RATE %** – Average Engagement Rate in %: the percentage of followers engaged in a certain post, averaged across multiple posts

- **GALLERY** – Images from a slideshow on fashion websites

- **FLB** – Fashion, Luxury & Beauty

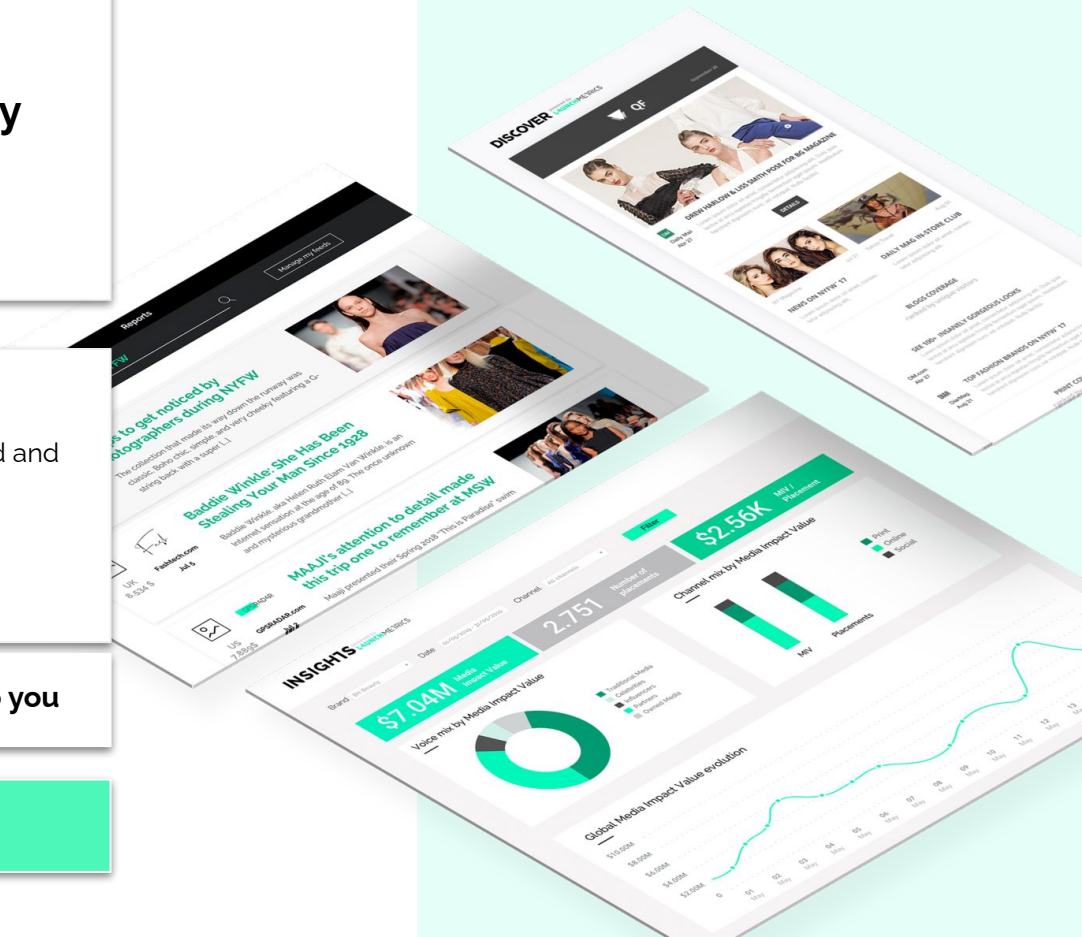LAUNCHMETRICS

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The Leading Brand Performance Cloud for Fashion, Luxury and Beauty

Tools & data to create Inspiring, Impactful and Measurable Brand Experiences

- **Plan** based on comparative performance data.
- **Create** and manage inspiring brand assets with speed and efficiency.
- **Execute** brand activations with high reach and ROI.
- **Track** and benchmark brand performance.

Find out how our Brand Performance Cloud can help you

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