



LUXURY TRADES IN INTANGIBLES.

Brand image generated online is key to shaping consumer perspectives.



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A GUIDE TO BUILDING A HIGH-END, OMNICHANNEL BRAND UNIVERSE:

Conclusions and recommendations based upon an examination of sixteen brands across the four luxury segments of high, historic, new, and street. Research includes evaluation of the following: online search traffic, social media metrics, creative direction, celebrity fan base, popular products, narrative, and innovations. Innovations considers both immersive physical and digital experiences as well as platform presence, virtual reality opportunities, and real-world collaborations.

NEXT →

big de-specialized groups

LVMH: GIVENCHY
FENDI
SAINT LAURENT
LOEWE

OTHER RELEVANT OWNED BRANDS:

LOUIS VUITTON
CELINE
CHRISTIAN DIOR
MOYNOT
BERLUTI
RIMOWA
PATO
LORO PIANA
EMILIO PUCCI
KENZO
MARC JACOBS

**MAYHOOLA
INVESTMENTS:**

BALMAIN
VALENTINO

OTHER RELEVANT INVESTMENTS:

M MISSONI
ANYA HINDMARCH

CAPRI HOLDINGS:

VERSACE

OTHER RELEVANT INVESTMENTS:

JIMMY CHOO
MICHAEL KORS

KERING: GUCCI
SAINT LAURENT
BALENCIAGA
ALEXANDER MCQUEEN
BOTTEGA VENETA

OTHER RELEVANT OWNED BRANDS:

BRIONI
BOUCHERON
POMELLATO
DOTO
QEELIN
ULYSSE NARDIN
GIRARD-PERREGUAX

PRADA GROUP:

PRADA

OTHER RELEVANT OWNED BRANDS:

MIU MIU
CHURCH'S
CAR SHOE
MARCHESI

NEW GUARDS GROUP:

OFF WHITE

OTHER RELEVANT OWNED BRANDS:

COUNTY OF MILAN
PALM ANGELS
UNRAVEL PROJECT
HERON PRESTON
ALANUI
KIRIN PEGGY GOU
OPENING CEREMONY
AMBUSH

Competition in the high-end apparel and accessories sector can be categorized into big specialized and de-specialized groups, independent specialized companies, and independent de-specialized companies.

The growth strategy of master groups such as LVMH or Kering focuses on in-house creation enhanced by purchasing producers and brands. Eight of the brands examined are owned by the two major players, LVMH and Kering. These conglomerates enable vertical integration, the control of design, raw materials, production, and distribution, which offers an differential value to the end product and results in a price premium. These groups keep their supply chains in Europe to manufacture higher quality products and maintain social significance. An Analysis of Value Chain and Sources of Differentiation in International Fashion Markets research study found that value chain control provides the most competitiveness in brand design, image, and identity. Direct distribution channels permit management of the point of sale, allowing firms to practice greater price control and reduce markdowns that damage brand image. Beyond preserving branding, value chain control raises barriers to entry, maximizes profitability, and reduces uncertainty by preventing material shortages for the firms. Moreover, the sharing of resources allows the conglomerates to spread fixed costs across business units, create economies of scale through shared internal functions, exploit closely related technologies and research and development activities, and create value through greater intangible resources. Evidently, scale helps build success through the diversification of risk through multiple sectors and brands. Each brand in a big, specialized group's portfolio has distinct positioning, which will offer notable comparisons for marketing mix methodologies and social media strategies.

Two firms evaluated are independently owned and operated: Jacquemus and Marine Serre. These two de-specialized companies are diversified across product types, such as ready-to-wear, handbags, jewelry and watches. Nonetheless, they operate in the same product categories as their many competitors, have earned high-level brand awareness in just a few decades, and are ripe for acquisition by the conglomerates.

independent de-specialized companies

MARINE SERRE
JACQUEMUS

DEFINING THE MARKET:

NEXT →

THE ONLINE WORLD:

Brands competing for equity online are meeting customers where they are already spending their time and attention – on social media apps such as Instagram, Facebook, and TikTok. The average person spent over 13 hours daily on technology and media in 2020, up an hour from 2019, due to lockdowns and shelter in place. EMarketer forecasts that in-app, social commerce sales will rise to \$36.09 billion in 2021 and projects growth to \$69 billion by 2024. Social commerce offers a native shopping experience for all posts, both ad and organic and across all categories. Social media “also influences e-commerce and brick-and-mortar purchases that happen days and weeks after exposure,” according to eMarketer analyst Andrew Lipsman.

Online customer reviews, counterfeit marketplaces, employee feedback, social media posts, and influencers all reflect back onto a firm’s goodwill and reputation, ultimately impacting brand position and message. While firms can control direct distribution channels and social media strategies, they cannot set the narrative of user-generated content. In many ways this enables positive, authentic, online fans and communities on social media. Fan accounts generate credibility through discussion of the brand universe. From products and campaigns to personal reviews and store experiences, everyday users and influencers engage with fan accounts directly on social and community subscription services, such as Patreon and OnlyFans, to further evaluate messaging. Nonetheless, brand enforcement efforts are a necessary investment to maintain intangible assets and consumer interest.

One example of successful and unique use of social media is the brand, Bottega Veneta. The firm appointed Daniel Lee to creative director in 2018 with a buzzy and influencer-friendly premiere collection that appeared all over Instagram through aggressive paid marketing. However, on January 5, 2021 Bottega Veneta dropped its Instagram account with over 2.5 million followers, as well as Twitter. The firm retains its Facebook page but does not run ads. The abrupt and unannounced departure led to immediate buzz as fans reacted online. A fan account @newbottega features 514 K followers and narrates Bottega Veneta content online. The company proceeded to hold an intimate presentation for SS21 with little released imagery and anticipates a quarterly online magazine with a more thoughtful, journalistic approach. That being said, imagery from the commissioned piece will still flood social media feeds. Platform presence is a defining part of the brand universe and time will tell if Bottega Veneta’s choice represents a successful marketing play or a missed opportunity.

	GUCCI	PRADA	VERSACE	FENDI	VALENTINO	GIVENCHY	BALENCIAGA	OFF-WHITE	BALMAIN	ALEXANDER MCQUEEN	SAINT LAURENT	JACQUEMUS	MONCLER	LOEWE	MARINE SERRE	BOTTEGA VENETA
INSTAGRAM: FOLLOWERS AVG. LIKES AVG. COMMENTS ENGAGEMENT RATE	42,974,389 91,678 307 0.21%	25,832,737 40,770 155 0.16%	22,899,202 99,527 296 0.44%	16,570,336 22,806 102 0.14%	14,283,543 10,922 75 0.09%	14,276,014 37,514 331 0.27%	11,605,518 31,875 0 0.27%	11,103,677 21,892 37 0.20%	10,821,466 27,763 168 0.26%	10,595,401 33,285 213 0.32%	8,579,206 47,112 432 0.55%	3,230,212 130,666 639 4.06%	3,610,056 20,190 71 0.56%	2,649,360 7,513 37 0.29%	502,695 3,839 17 0.77%	
TWITTER: FOLLOWERS ENGAGEMENT RATE	6,110,000 0.01%	1,340,000 0.02%	4,910,000 0.014%	777,000 0.026%	2,150,000 0.041%	1,060,000 0.34%	825,000 0.013%	207,000 0%	562,000 0.014%	1,870,000 0.017%	4,120,000 0.012%	19,400 0%	1,140,000 0.003%	83,500 0.064%	269 0%	
FACEBOOK: PAGE LIKES PAGE FOLLOWS PAGE ENGAGEMENT	19,959,656 20,052,398 0.018%	7,085,640 7,237,733 0.017%	5,998,013 6,502,974 0.12%	3,091,219 3,181,973 0.024%	3,072,373 3,170,901 0.031%	2,772,577 2,763,894 0.018%	1,956,345 2,048,572 0%	258,022 279,944 0.13%	892,710 946,747 0.13%	2,135,574 2,196,246 0.054%	3,169,366 3,279,178 0.076%	76,491 81,510 1.06%	2,949,057 2,954,854 0%	650,143 650,178 0.042%	4,253 4,553 0%	805,774 812,982 0%
YOUTUBE SUBSCRIBERS TOTAL VIEWS	686,000 170,750,584	198,000 65,489,110	249,000 70,676,622	113,000 27,339,421	62,000 55,228,583	72,000 4,748,969	70,100 10,863,354	4,090 425,950	60,400 15,697,389	72,300 5,263,280	171,000 119,660,902	20,400 1,517,656	28,300 35,899,780	0 17,446,095	5,100 248,582	25,100 23,526
TIKTOK VIDEOS FOLLOWERS TOTAL LIKES	90 991,800 6,400,000	13 236,400 726,800		16 62,300 431,400		6 6,035 7,494	56 96,900 536,300		77 154,100 873,000	2 33 47	10 57,600 31,700	15 161,700 1,200,000	30 214,400 1,800,000		3 36 30	
LINKEDIN FOLLOWERS	1,190,044	764,217	327,569	410,061	269,262	242,246	218,021	21,959	90,086	116,257	371,814	27,878	219,412	153,430	2,419	190,524

LUXURY SEGMENTS:

HIGH



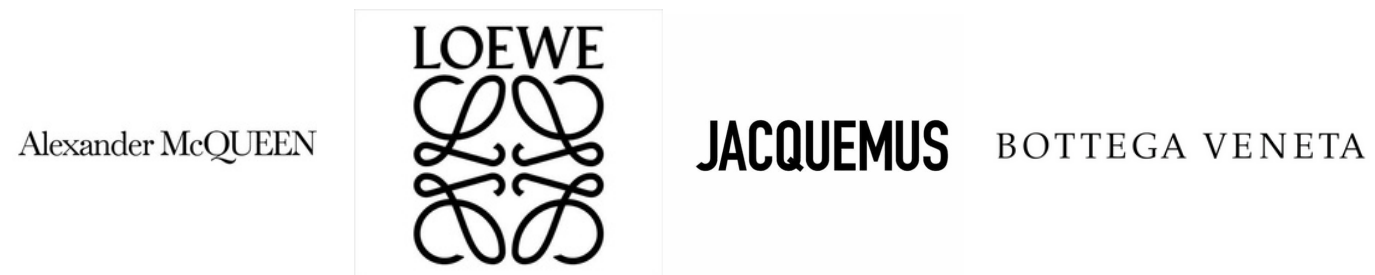
The high-luxury segment is positioned at an extravagant price point for quality products that offer consumers symbolic value through visionary storytelling and creative art direction. These houses are based in Italy and France and are owned by major conglomerates. High luxury targets a wide market through more accessible cosmetic and accessory lines. However, the true clientele is an elite few haute couture consumers.

HISTORIC



Historic luxury brands are often rooted in an entrepreneurial founder who specialized in leather goods. This functional expertise in craftsmanship enables pricing significantly above the new and high street competitors. Players in the segment are owned by massive European groups that offer in-house production ateliers. Today, celebrated luxury firms invest significant resources into big-name designers to sell customers the brand universe as well as their heritage.

NEW



New luxury players are founded by contemporary designers and compete with historic and high luxury offerings. This segment addresses a wider market through highly creative content and an ability to interpret trends in the core ready-to-wear business. Players are diversified across product categories while maintaining a consistent image and style identity. New luxury firms are lifestyle brands embodied in a culture and earn significant traction on social media.

STREET



Street brands are led by disruptive designers or subversive social media strategies. These independent firms challenge the mainstream fashion system through drop-based distribution methods. The product offering is casual and practical, often establishing trends that trickle up into the mainstream.

HIGH LUXURY

	BALMAIN	GIVENCHY	VERSACE	VALENTINO
LYST INDEX BRAND HOTNESS RANK 2020	Q1 23Q2 17Q3 16Q4 16	Q1 14Q2 26Q3 18Q4 17	Q1 10Q2 7Q3 7Q4 8	Q1 8Q2 12Q3 10Q4 9
MISSION	“to always dress women in the right look for the right moment”	“balance between tradition & modernity, know-how, and innovation”	“feel bold, strong, & empowered through beauty & expressive personal style.”	“an aesthetic, contemporary vision & the excellence in the execution”
CORE VALUES	INCLUSION EMPOWERMENT EXCELLENCE	CASUAL CHIC ARISTOCRATIC ELEGANT FEMININE	VICTORY CONSCIOUSNESS UNITY DIVERSITY	TRADITION UNIQUENESS ELEGANCE LUXURY
PRODUCT OFFERING	APPARELLEATHERSHOESGLASSESWATCHESPERFUMES	APPARELLEATHERSHOESGLASSESPERFUMES	APPARELLEATHERSHOESGLASSESWATCHESPERFUMES	APPARELLEATHERSHOESGLASSESWATCHESPERFUMES
	HAUTE COUTUREREADY TO WEARBAGSMALL GOODSWOMENMENSUN GLASSESGLASSESJEWELRYHAIR CARE	HAUTE COUTUREREADY TO WEARBAGSMALL GOODSWOMENMENGLASSESGLASSESBEAUTY	HAUTE COUTUREREADY TO WEARBAGSMALL GOODSWOMENMENGLASSESGLASSESJEWELRYHOTELS	HAUTE COUTUREREADY TO WEARBAGSMALL GOODSWOMENMENGLASSESGLASSESJEWELRYBEAUTY
	JEANS WEARUNDER WEAR	JEANS WEARUNDER WEAR	JEANS WEARUNDER WEAR	JEANS WEARUNDER WEAR
FOUNDER	1945 in Paris by Pierre Balmain	1952 in Paris by Hubert James Taffin de Givenchy	1978 in Milan by Gianni Versace	1960 in Rome by Valentino Garavani & Giancarlo Giammetti
CREATIVE DIRECTOR	Olivier Rousteing	Matthew Willams	Donatella Versace	Pierpaolo Piccioli
OWNERSHIP	MAYHOOLA INVESTMENTS	LVMH	CAPRI HOLDINGS	MAYHOOLA INVESTMENTS
6				

BALMAIN

PARIS

CREATIVE

DIRECTOR



X KYLIE JENNER



X KIM KARDASHIAN



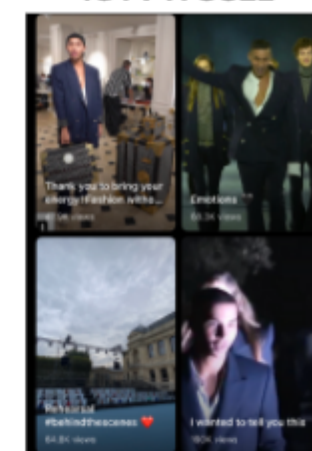
Olivier Rousteing was the first designer to reach 1M followers.



REELS X #BALMAIN1945



IGTV X SS21



The #BALMAINARMY of celebrities collectively reach upwards of 47 million people.

X NEYMAR JUNIOR

X SASHA LUSS

X JENNIFER LOPEZ

X CIARA

X MACHINE GUN KELLY

X BEYONCE



SS20 RUNWAY SHOW



AEM CHARITY DINNER



AMERICAN MUSIC AWARDS



6 Comments 20 Shares

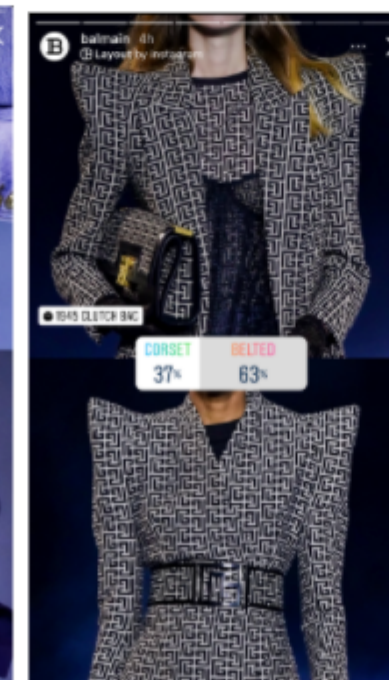
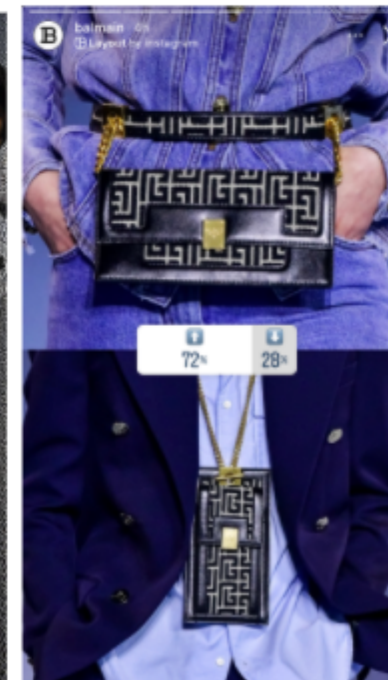
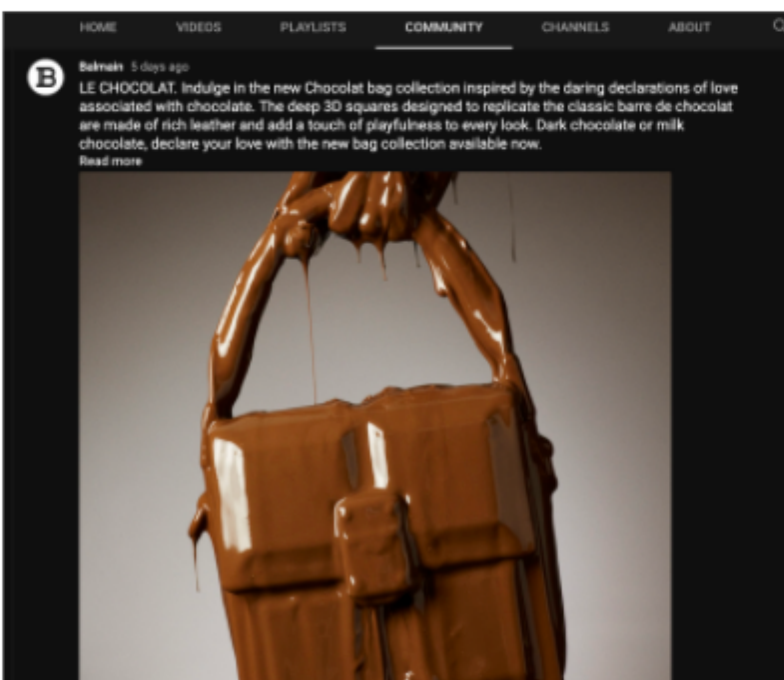


10 Comments 10 Shares



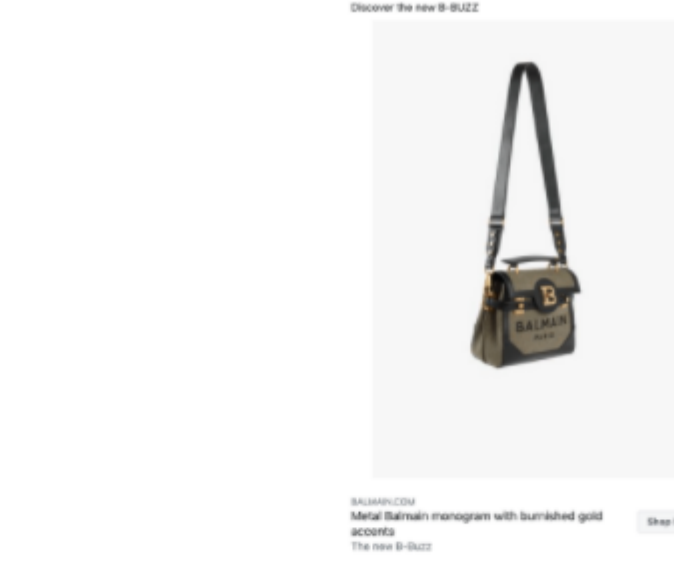
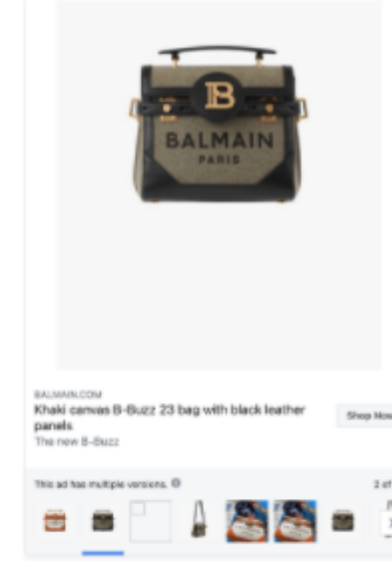
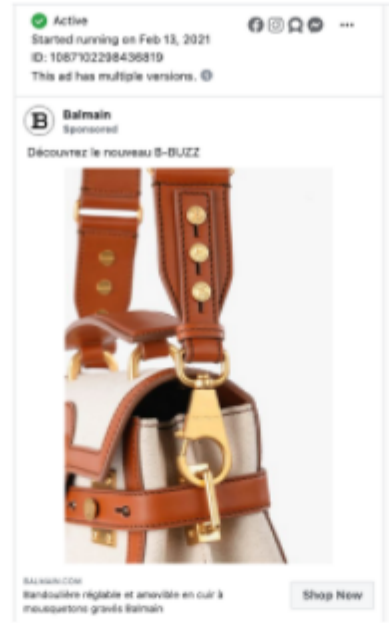
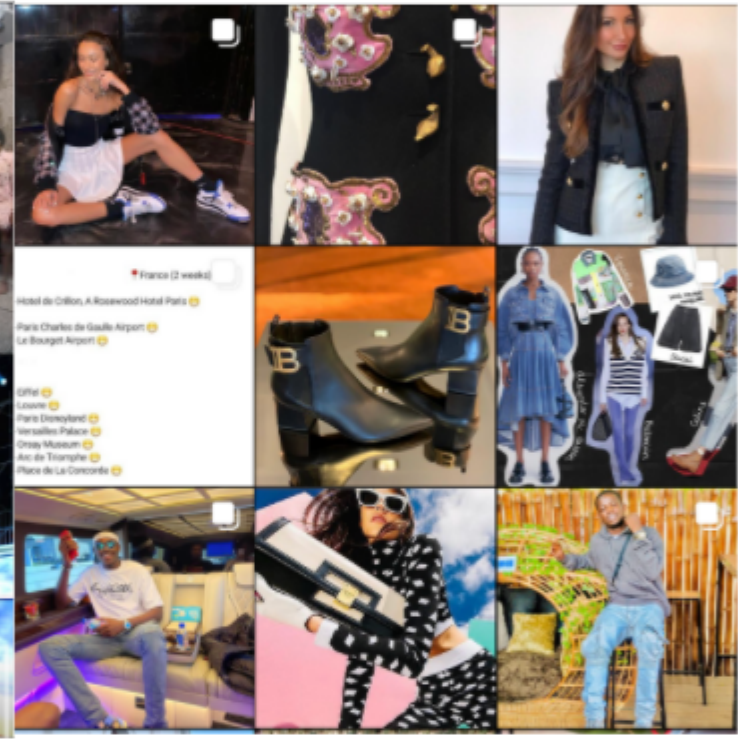
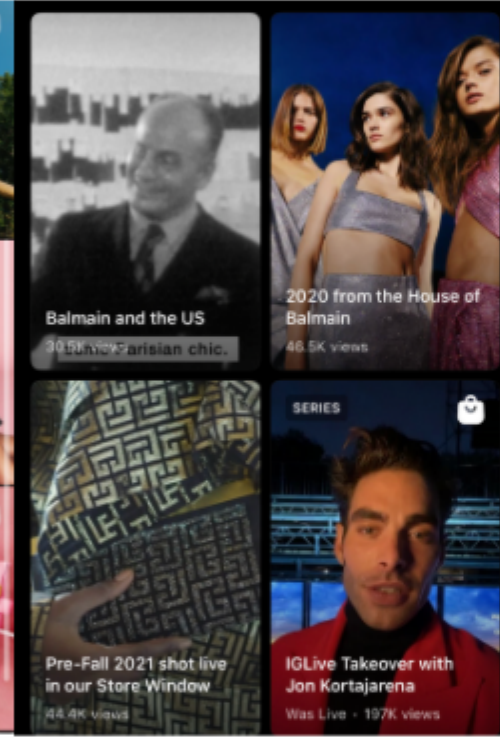
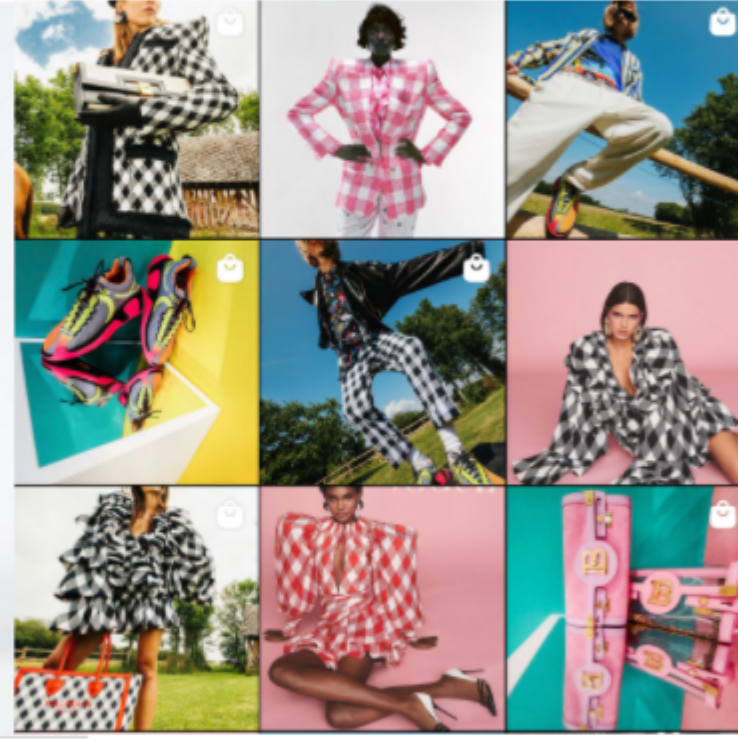
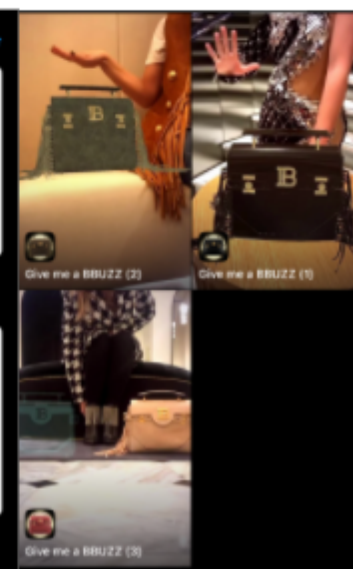
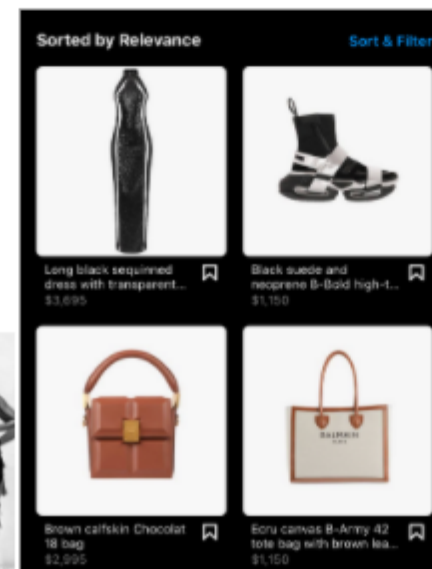
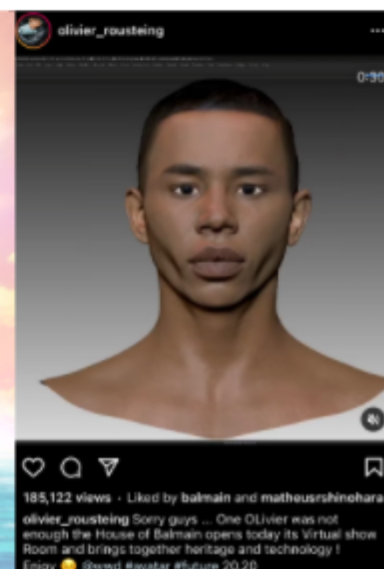
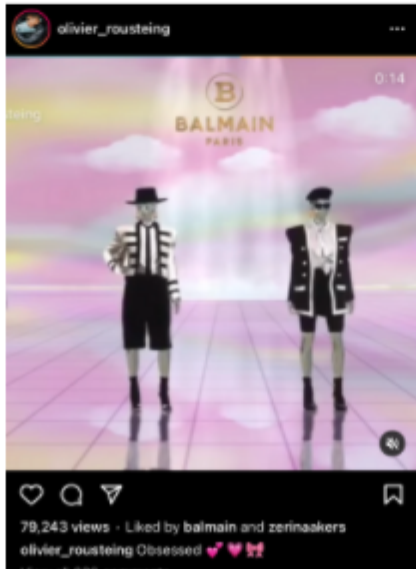
BALMAIN X PERFECT MAGAZINE FOR #LECHOCOLATBALMAIN

#BALMAIN1945



CELEBRITY

PRODUCT PUSH



SS21

REELS X BTS

IGTV X LE CHOCOLAT

TAGGED PHOTOS

VIRTUAL SHOWROOM WITH 3D AVATARS

L'ATELIER BALMAIN PODCAST
APPLE MUSIC BRAND HUB

#BALMAINENSEMBLE

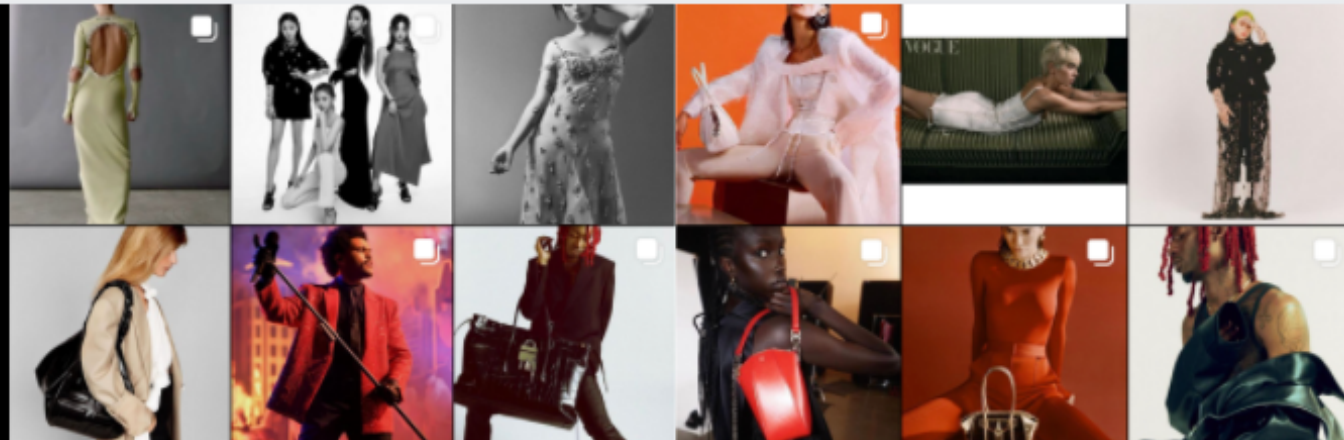
INSTAGRAM SHOPS

VR FILTER



GIVENCHY

CREATIVE
DIRECTOR



X PLAYBOI CARTI

X KENDALL JENNER

X BILLIE ELLISH

X THE WEEKND

X AESPA

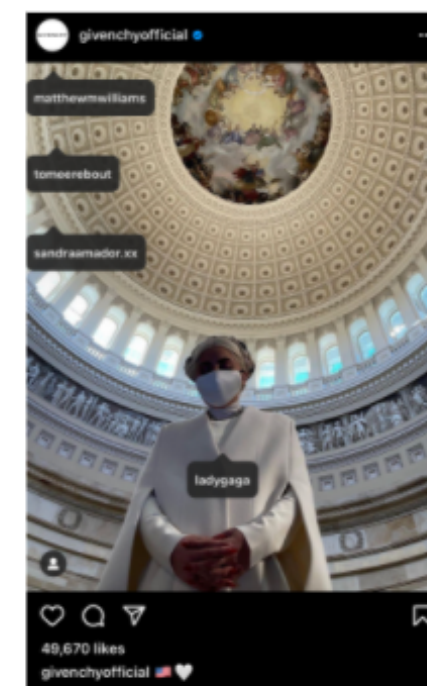
X KENDALL JENNER

X KIM KARDASHIAN

X PLAYBOI CARTI

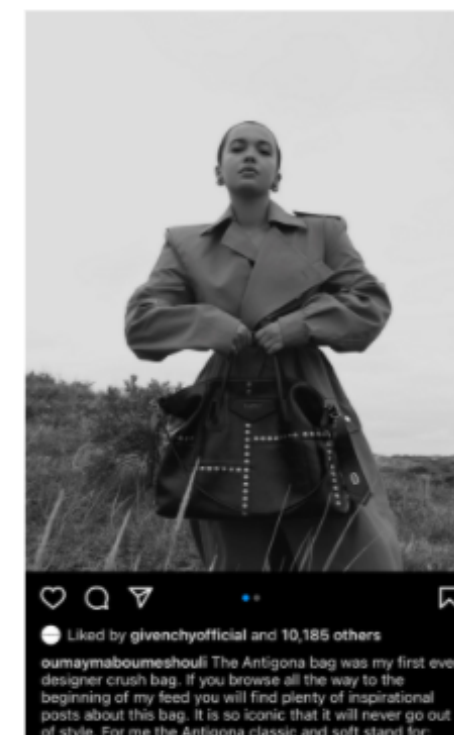
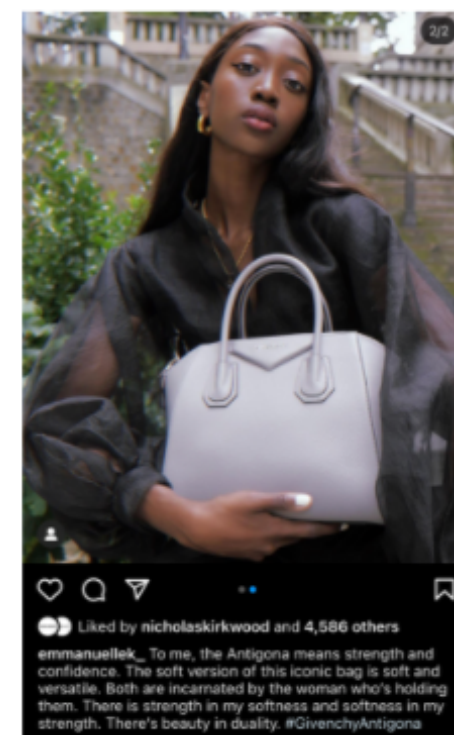
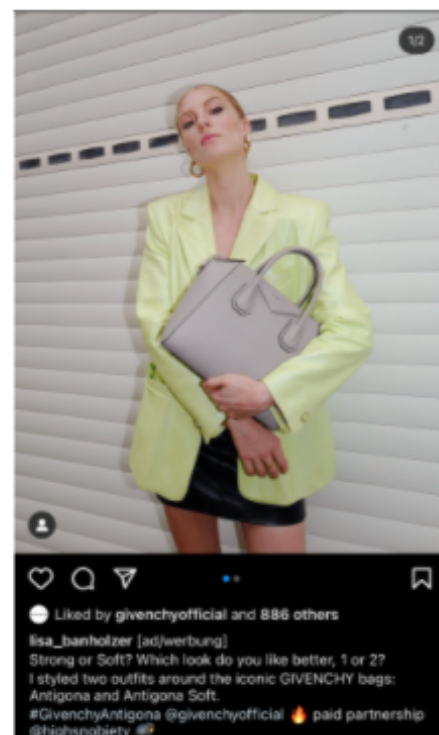
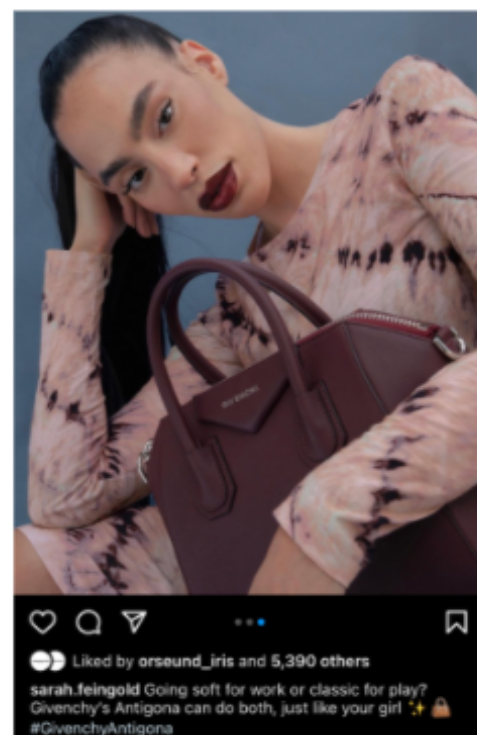
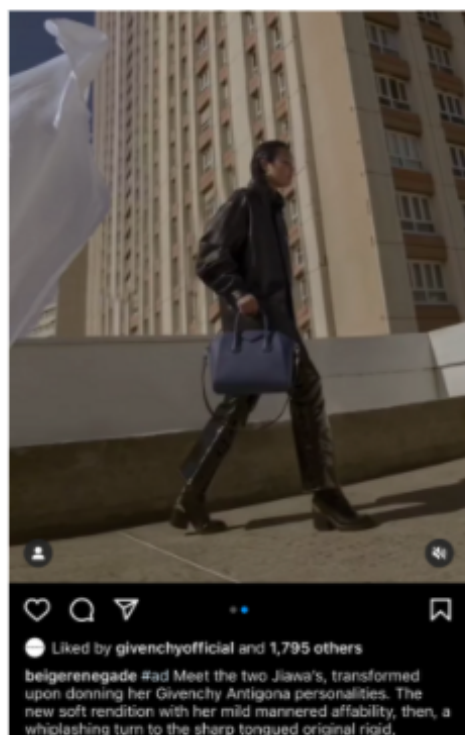
X LADY GAGA

X HUNTER SCHAFER



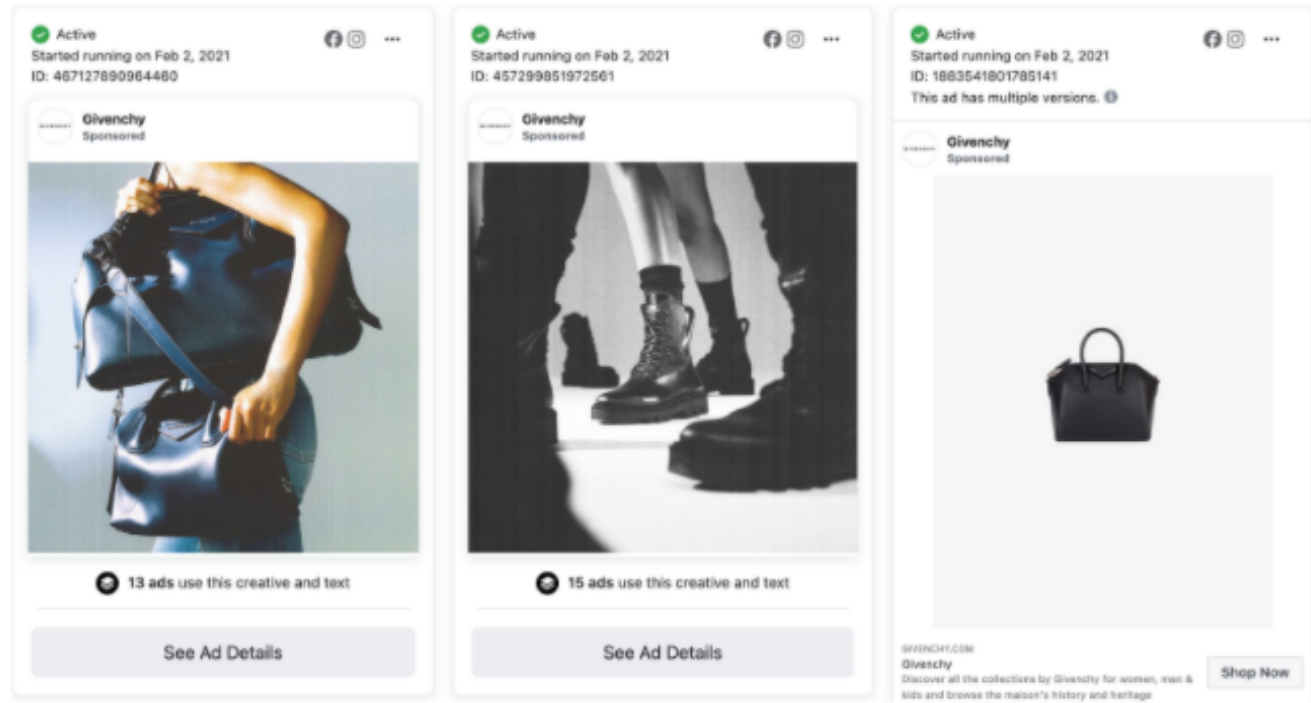
CELEBRITY

SPONSORED STORY X HIGHSNOBIETY X INFLUENCERS FOR GIVENCHY ANTIGONA BAG

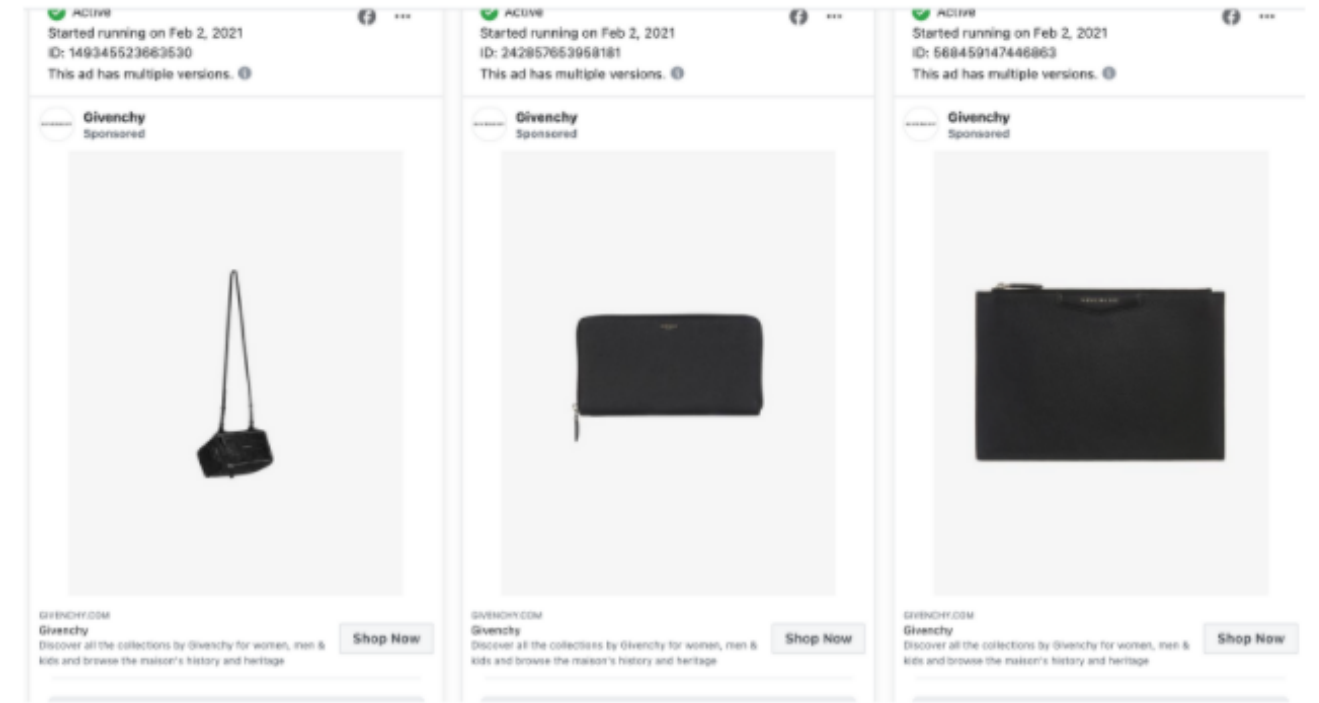


PRODUCT PUSH

FB & INSTAGRAM ADS



SS21 PRODUCTS



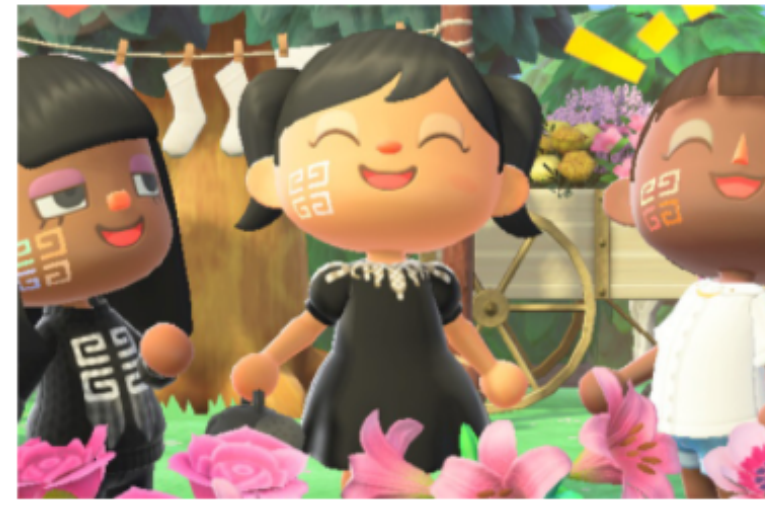
LOVE LOCKS CAMPAIGN - FIRST UNDER NEW CREATIVE DIRECTOR MATTHEW WILLIAMS

SS21 #GIVENCHYFAMILY

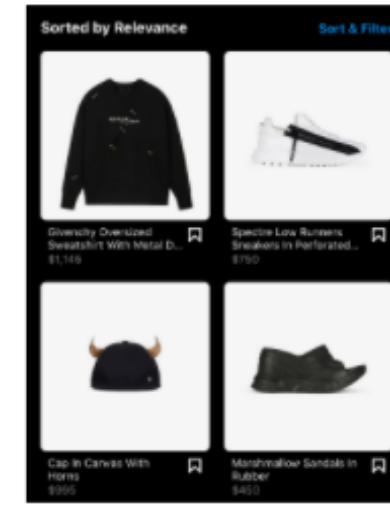


**NO IGTV, REELS, OR
TAGGED PHOTOS ON
INSTAGRAM**

PARFUMS GIVENCHY X ANIMAL CROSSING VIRTUAL MAKEUP



INSTAGRAM SHOPS

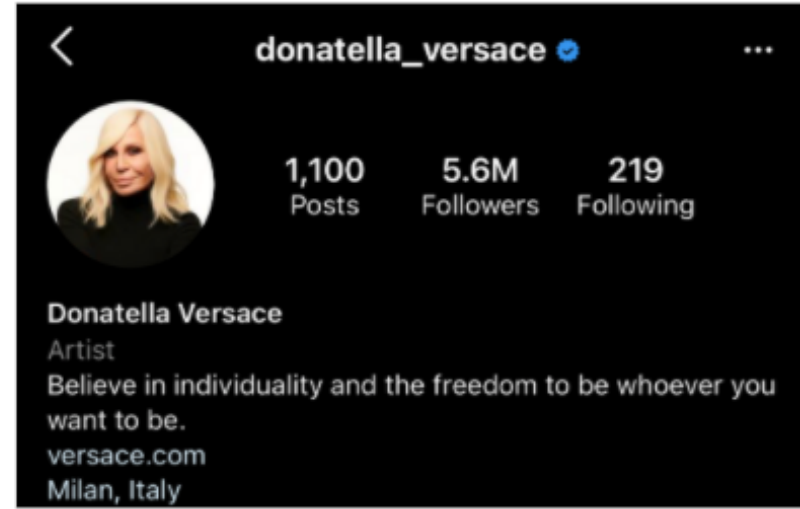


NO VR FILTERS ON INSTAGRAM



CREATIVE
DIRECTOR

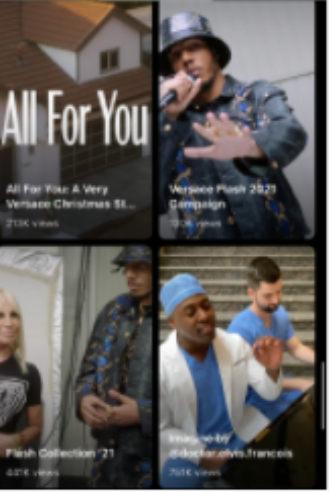
BEDAZZLED CUP



X GIGI HADID X ROMELU LUKAKU



IGTV X FLASH 2021



X HAILEY BIEBER, PRECIOUS LEE, & KENDALL JENNER

X JLO



X KATE MOSS



X BELLA HADID



X HAILEY BIEBER



CELEBRITY

BRITISH VOGUE JANUARY 2021

DYLAN BLUE FRAGRANCE CAMPAIGN

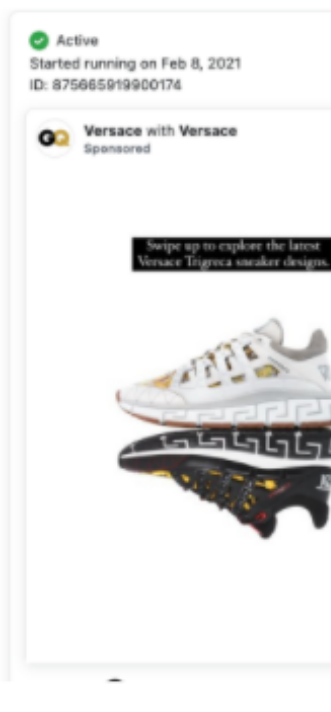
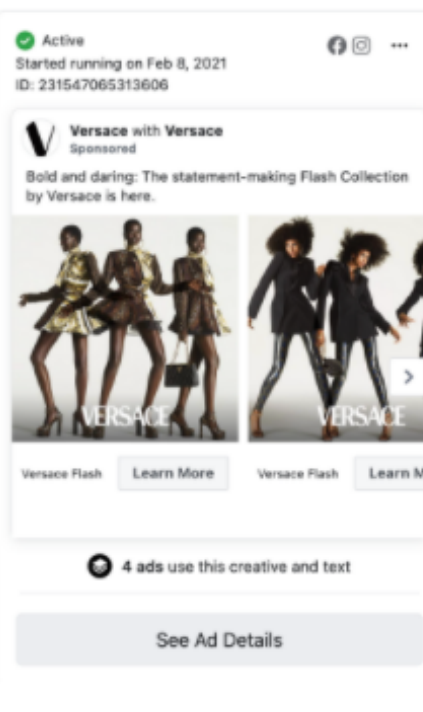
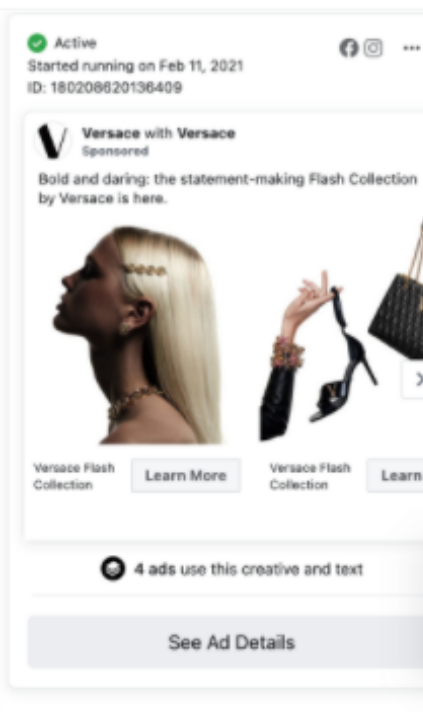
INSTAGRAM SHOP POSTS



Boxer shorts, grew in popularity during peak lockdown, and Versace' style spiked 48% from March until May.



VOGUE SPONSORED AD CAMPAIGN



GQ SPONSORED AD CAMPAIGN

PRODUCT PUSH

SS21 COLLECTION

VERSACE.COM
BV Signature Wool Sweater
Official Versace Online Shop: an exclusive selection of Women's and Men's Ready to Wear, Shoes, Accessories...

Shop Now

VERSACE.COM
Greca and Medusa Drop Earring
Official Versace Online Shop: an exclusive selection of Women's and Men's Ready to Wear, Shoes, Accessories...

Shop Now

VERSACE.COM
Virtus Quilted Small Tote Bag
Official Versace Online Shop: an exclusive selection of Women's and Men's Ready to Wear, Shoes, Accessories...

Shop Now

VERSACE.COM
Medusa Button Envers Satin Midi Dress
Official Versace Online Shop: an exclusive selection of Women's and Men's Ready to Wear, Shoes, Accessories...

Shop Now

CHINESE NEW YEAR

AD: 150461000X.NET
Lunar New Year 2021
www.versace.com

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#VERSACEPOLIS



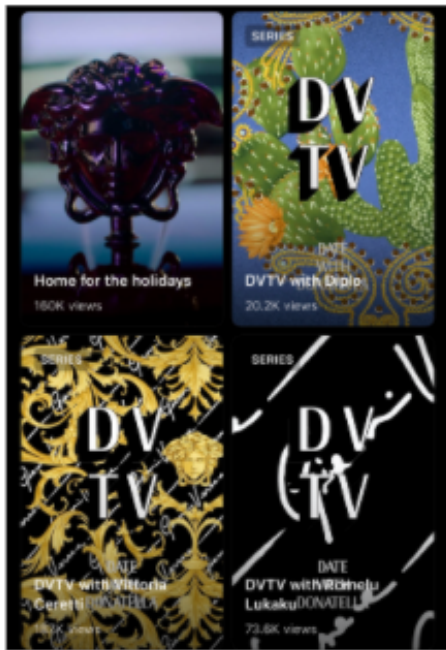
SS21 COLLECTION



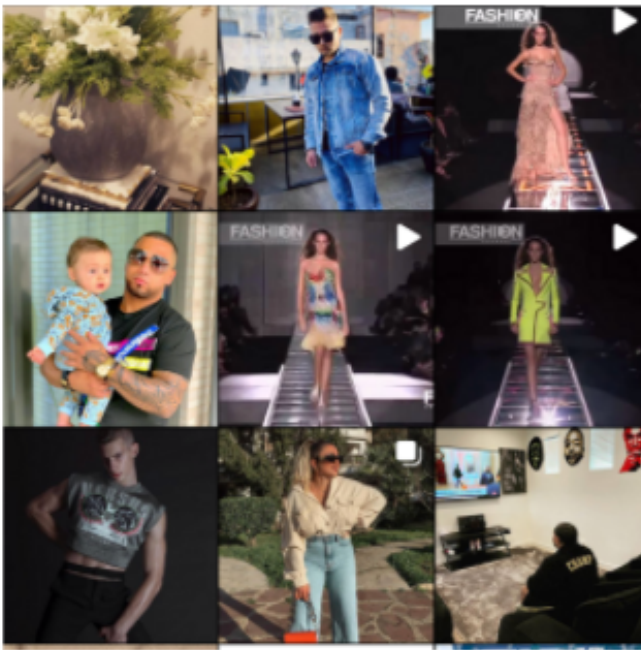
REELS X SS21



IGTV X DVTV



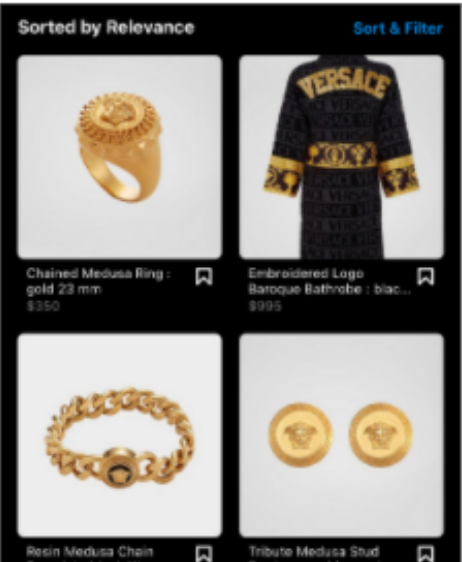
TAGGED PHOTOS



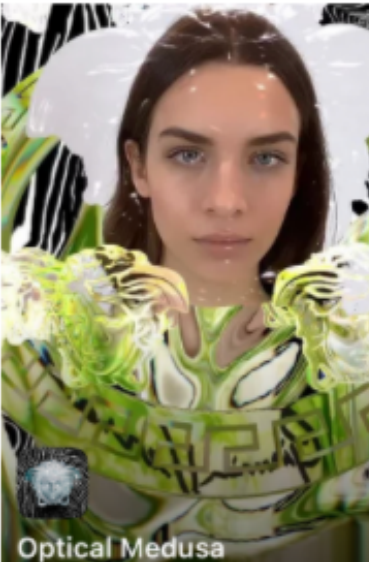
VERY VERSACE CHALLENGE



INSTAGRAM SHOPS



VR FILTER



VALENTINO

CREATIVE
DIRECTOR



VALENTINO HAUTE COUTURE 2021

IGTV X BTS

X LADY GAGA



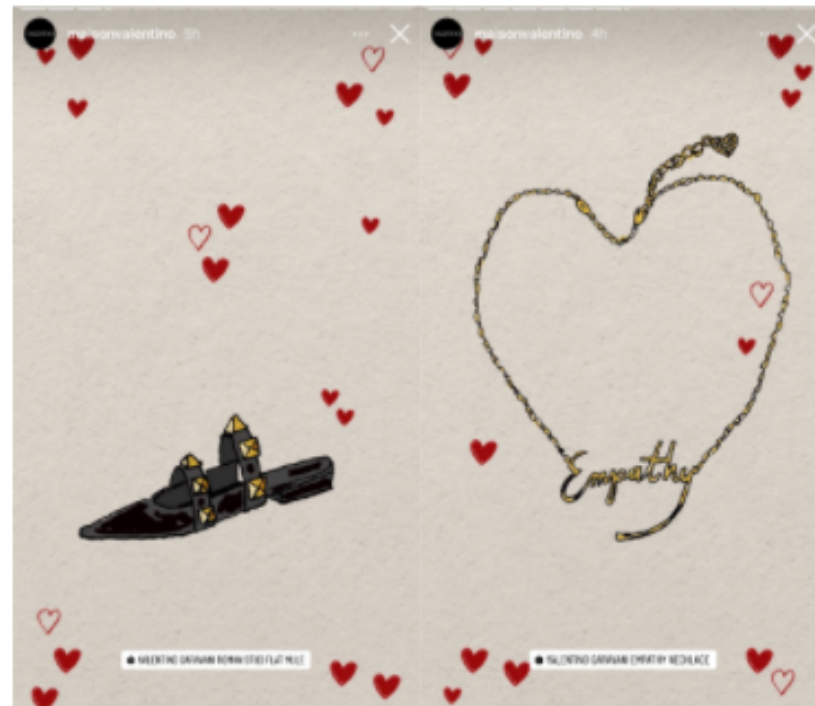
VOCE VIVA FRAGRANCE CAMPAIGN

X ZENDAYA



X LADY GAGA

IG STORYS X VALENTINES PRODUCTS



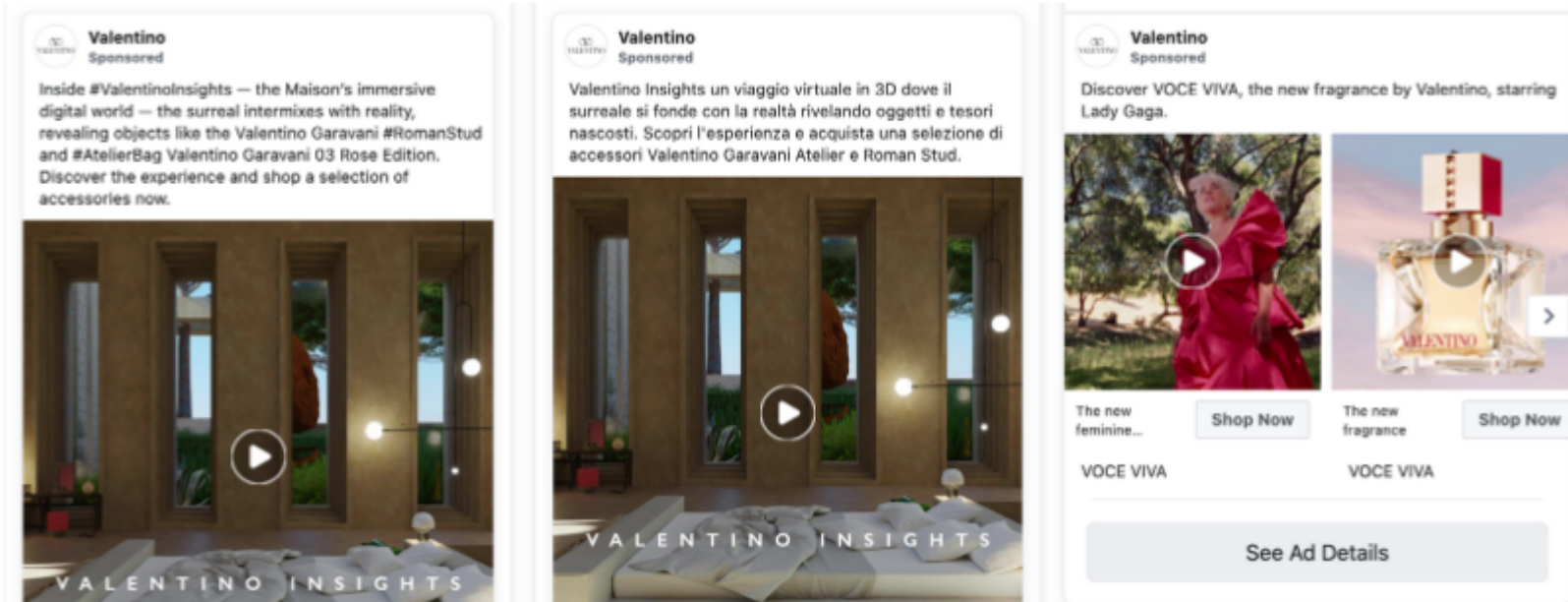
VALENTINO GARAVANI ROMAN STUD CAMPAIGN



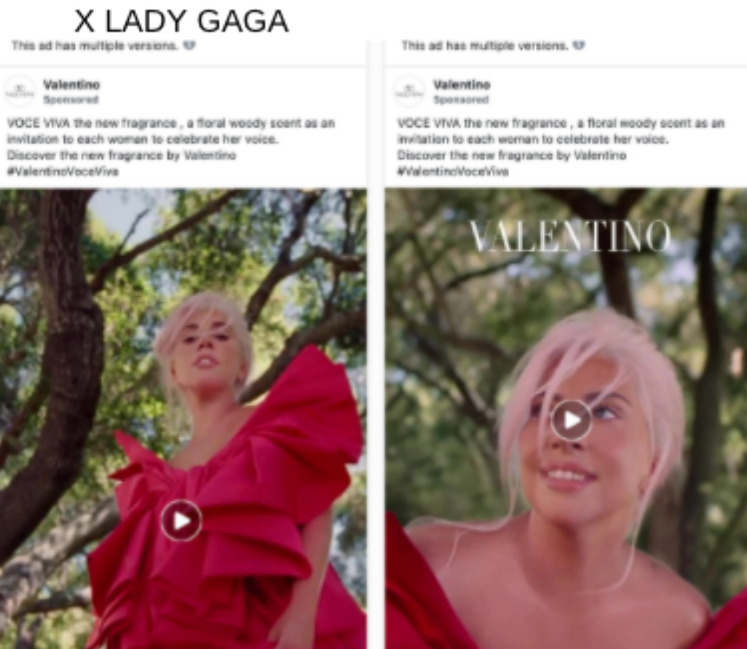
CELEBRITY

PRODUCT PUSH

#VALENTINOINSIGHTS VIRTUAL SHOWROOM



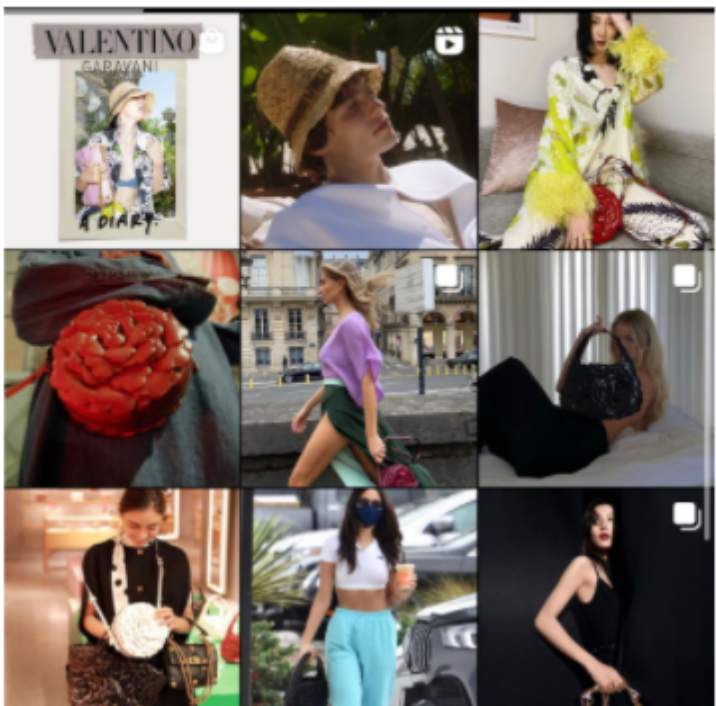
X VOCE VIVA



#ROMANSTUD



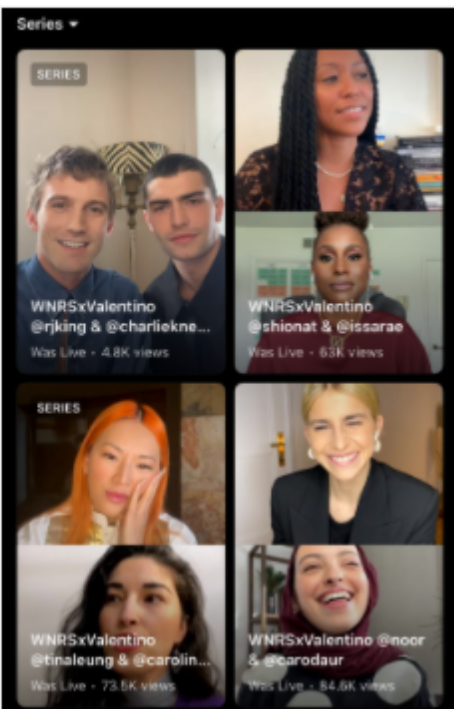
#ATLELIERBAG



REELS X HAUTE COUTURE



IGTV X WNRS X VALENTINO



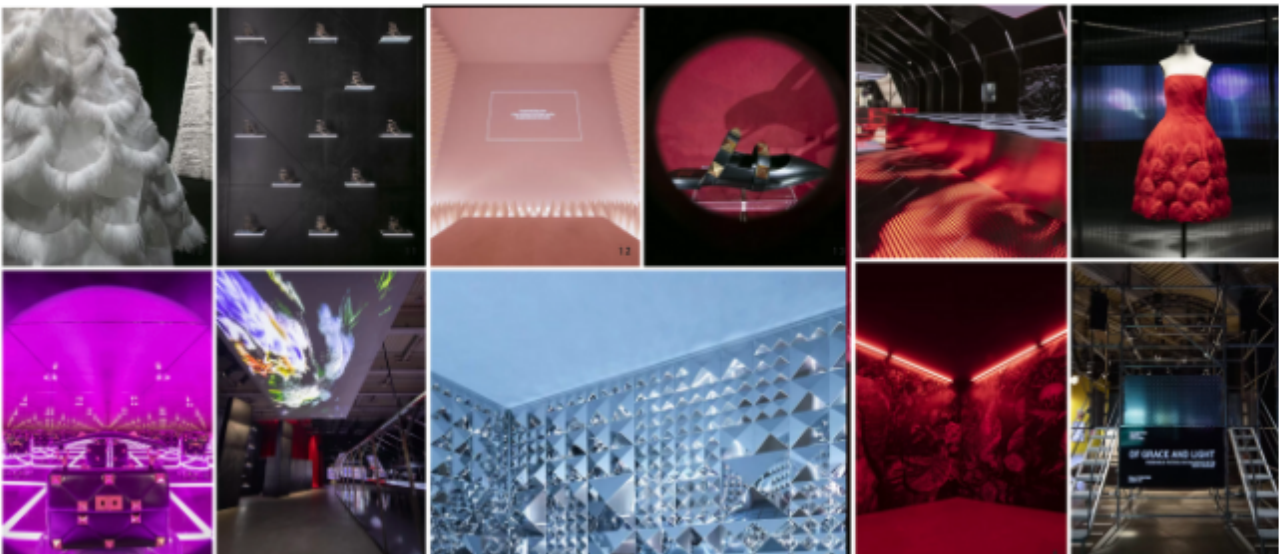
TAGGED PHOTOS



X #VALENTINOINSIGHTS VIRTUAL SHOWROOM



X RESIGNIFY SHANGHAI



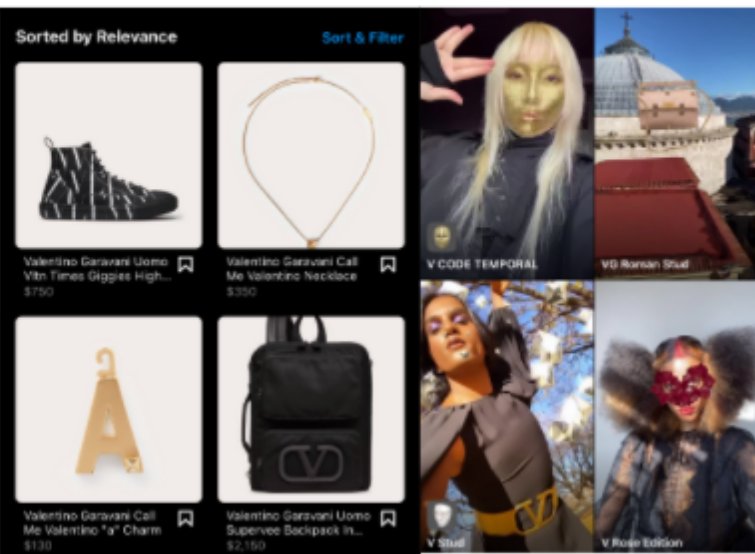
#WRITERSROADMAPSVALENTINO



VALENTINES



INSTAGRAM SHOPS



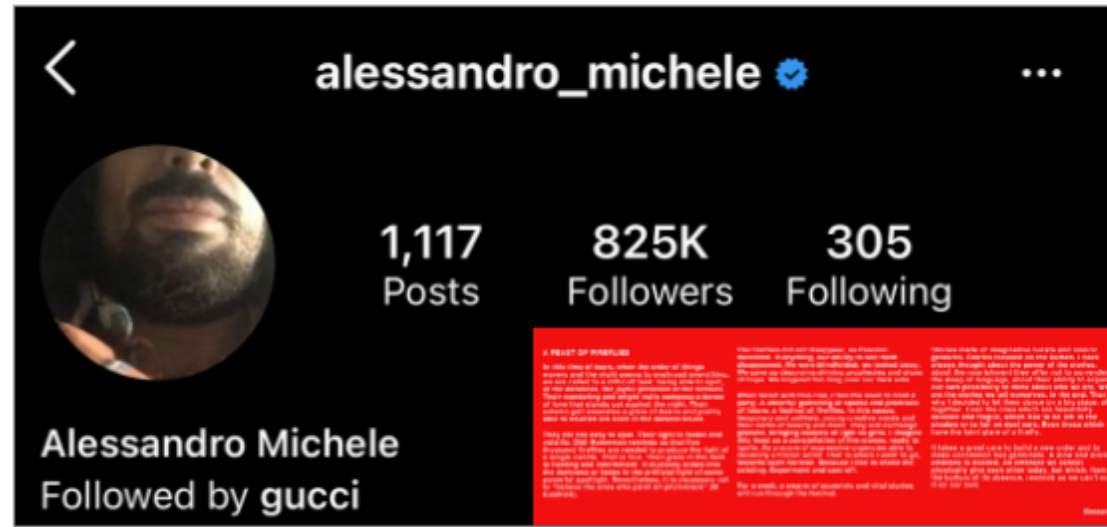
VR FILTER

HISTORIC LUXURY

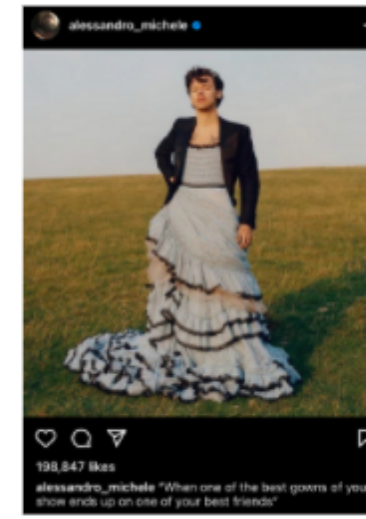
	GUCCI	SAINT LAURENT	FENDI	PRADA
LYST INDEX BRAND HOTNESS RANK 2020	Q1 4Q2 3Q3 1Q4 1	Q1 9Q2 6Q3 8Q4 6	Q1 7Q2 9Q3 6Q4 10	Q1 5Q2 5Q3 4Q4 5
MISSION	“reinvent a wholly modern approach to fashion”	“recapturing the impulses of youth, freedom & modernity”	“serve the needs of our most demanding customers & transform dreams into reality”	“broaden the horizons of luxury, without any fear of facing contradictions, re-workings & passions”
CORE VALUES	INFLUENTIAL PROGRESSIVE ECLECTIC ROMANTIC	EXPRESSION SOPHISTICATION DESIRE REVOLUTION	QUALITY TRADITION EXPERIMENTATION CREATIVITY	INNOVATION TRANSFORMATION INDEPENDENCE CULTURE
PRODUCT OFFERING	APPARELLEATHERSHOESGLASSESWATCHESPERFUMES	APPARELLEATHERSHOESWATCHESPERFUMES	APPARELLEATHERSHOESGLASSESWATCHES	APPARELLEATHERSHOESGLASSESPERFUMES
	READY TO WEAR	HAUTE COUTUREREADY TO WEAR	HAUTE COUTUREREADY TO WEAR	
	JEANS WEARUNDER WEARBAGSSMALL GOODSWOMENMENJEWELRYBEAUTY	JEANS WEARUNDER WEARBAGSSMALL GOODSWOMENMENJEWELRYBEAUTY	JEANS WEARUNDER WEARBAGSSMALL GOODSWOMENMENJEWELRY	JEANS WEARREADY TO WEARBAGSSMALL GOODSWOMENMENJEWELRY
FOUNDER	1921 in Florence by Guccio Gucci	1961 in Paris by Yves Saint Laurent	1925 in Rome by Adele & Edoardo Fendi	1913 in Milan by Mario Prada
CREATIVE DIRECTOR	Alessandro Michele	Anthony Vaccarello	Kim Jones & Silvia Venturini Fendi	Raf Simmons & Miuccia Prada
OWNERSHIP	KERING	KERING	LVMH	PRADA GROUP
15				



CREATIVE
DIRECTOR



Record sales under Michele's leadership, fuelling an 11% boost in profits for Kering

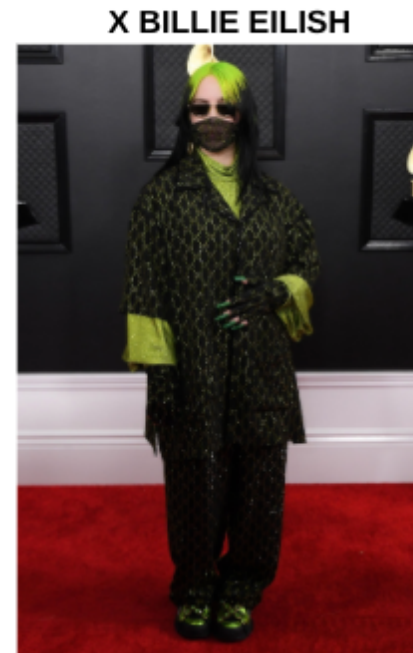


HARRY STYLES X VOGUE



Searches increased within 24 hours for Gucci ties (+28%) and three-piece suits (+12%)

CELEBRITY



242% jump in searches for Gucci face masks in just 24 hours

X GUCCIFEST

2020 GRAMMYS

36TH LES VICTOIRES DE LA MUSIQUE AWARDS

INSTYLE DECEMBER 2020

FLAUNT ISSUE 173

VIDEO MUSIC AWARDS

DISNEY X GUCCI # 2 HOTTEST COLLAB OF 2020

GUCCI WINTER IN THE PARK

GUCCI X NORTHFACE

X KEN SCOTT

VALENTINES



GG MARMONT BELT

Gucci Sponsored

El cinturón de GG Marmont, que se caracteriza por el aplique de Doble G dorado, forma parte de la campaña Winter in the Park, captada en Hyde Park, Londres.

DIONYSUS BAG

Gucci Sponsored

Alexa Chung usa a bolsa Dionysus, caracterizada pelo acessório de cabeça de tigre, uma referência ao deus grego Dionísio, na campanha #GucciWinterinthePark, registrada na Hyde Park, em Londres.

GG MARMONT BELT

Gucci Sponsored

El aplique de Doble G presente en la línea GG Marmont es un código distintivo de la Firma que realiza un clásico cinturón de piel.

GUCCI DENIM

Gucci Sponsored

El monograma GG de la Firma se ha reinventado en denim le jacquard y se incluye en una amplia gama de accesorios y prendas ready-to-wear, como una chaqueta le inspiración retro con detalles de piel.

ACE SNEAKERS

Gucci Sponsored

Los minimalistas sneakers Ace adornados con el personaje japonés de manga Doraemon con la Tribanda Web para una colección especial que celebra el Año Nuevo chino. @Fujiko-Pro

X KEN SCOTT

Gucci Sponsored

Крупные растительные принты и радужные полосы из архива Кена Скотта украсили эту куртку на модели из хиппового бархата. Кен Скотт — американский дизайнер, который жил в Милане в 1960-х и 1970-х годах.

X KEN SCOTT

Gucci Sponsored

Esta colaboración incluye vivos estampados florales del archivo de Ken Scott, un diseñador estadounidense que residió en Milán en los años 60 y 70, para decorar diseños clave de la Firma, como los mocasines Pincocone y las zapatillas Gucci Tennis 1977.

X KEN SCOTT

Gucci Sponsored

Vivos estampados florales forman parte de una colaboración con el legado de Ken Scott, un diseñador estadounidense que residió en Milán durante los años 60 y 70, conocido como el "jardenero de la moda". Los motivos de flores retro a todo color se presentan sobre diseños clave de la Firma, como el bolso de hombro Gucci 1955 Horsebit.

OPHIDIA BACKPACK

Gucci Sponsored

La mochila Ophidia combina dos de los motivos más emblemáticos de la Firma: el monograma GG y la tribanda Web, en una silueta contemporánea.

GUCCIFEST: FASHION AND FILM FESTIVAL

FRI, NOV 20TH, 2020 AT 11:30PM CET

ADVENT

EDDIE WHELAN · 2020 · UK · ENGLISH · 3 MINS

A comedy sketch of British scenes to life in this abstract short, juxtaposing cinematic and live footage with documentation of this season's most independent London-based fashion scene.

Featuring designs by Stefan Cooke

Taking a forward-thinking approach to British heritage design with a subtle nod to the iconic British fashion brand, London-based designer Stefan Cooke was founded in 2017 by Stefan Cooke and Jake Burt, both graduates of Central Saint Martins.

Featuring designs by Stefanie Cooke

Featuring designs by Stefanie Cooke

VALENTINES LOVE POSTER

SAT, NOV 21ST, 2020 AT 9PM CET

LORD SKY DUNGEON

SAMUEL BUCKLAND · 2020 · FRANCE · 2 MINS

Driven by a desire to create "looking for adventures" designed by and for the fashion scene, Lord Sky Dungeon is a series of short films that explore the modern world, our heroes set out in search of transcendence.

Featuring designs by Stefanie Cooke

Featuring designs by Stefanie Cooke

REELS X GUCCIFEST

SUN, NOV 22ND, 2020 AT 12PM CET

THE MAUL

GARETH WRIGHT · 2020 · UK · ENGLISH · 3 MINS

A video for a video game that doesn't exist. As the characters come to realize them in the end world, they start to question their own existence as avatars within The Maul, a post-apocalyptic virtual world of the future created that he has returned to throughout his career.

Featuring designs by Gareth Wright

London-based designer Gareth Wright showed for the first time with London Fashion Week 2019, where he launched his own fashion brand, known for his hand-drawn sketches that have appeared on magazine covers, he is also a multi-talented artist and video game designer.

Featuring designs by Gareth Wright

Featuring designs by Gareth Wright

IGTV X NORTH FACE

Jared Leto and Jimmy Chin on #TheNorthFace

Was Live · 243K views

#TheNorthFaceGucci Documentary

805K views

IGTV X VALENTINES

14 POSTS

Gucci Love, Love & Love.

14 POSTS

The North Face x Gucci

TAGGED PHOTOS

14 POSTS

Gucci Gift

21 POSTS

Overture Of Something That Never Ended

GUCCI PODCAST

Professor of Fashion Cultures and Histories at London College of Fashion, Shahidha Bari recounts the life and story of artist and designer Ken Scott.

GUCCI PODCAST

Narrated by writer, academic and critic, Shahidha Bari, the new podcast uncovers the story of the late American designer Ken Scott, known for his oversized botanical prints that were chosen from the archive by Alessandro Michele for Epilogue.

GUCCI PODCAST

GUCCI OSTERIA RESTAURANT

gucciosteria

Followed by gucci

189 Posts 78.5K Followers 12 Following

Gucci Osteria Restaurant on.gucci.com/BananaSplitChurros

Followed by gucci

GUCCI BEAUTY

guccibeauty

Followed by gucci

1,255 Posts 2.1M Followers 55 Following

Gucci Beauty Official Brand on.gucci.com/GucciMakeup2021

Followed by gucci

VR FILTER

guccibeauty

Followed by gucci

guccibeauty

Followed by gucci

guccibeauty

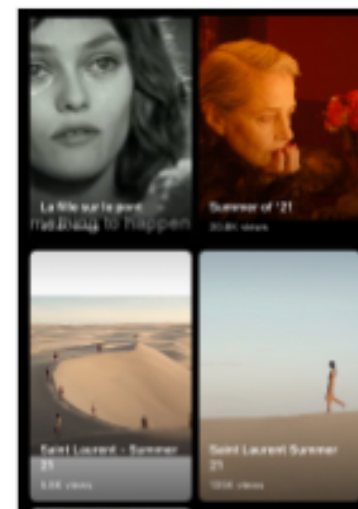
Followed by gucci

SAINT LAURENT

CREATIVE
DIRECTOR



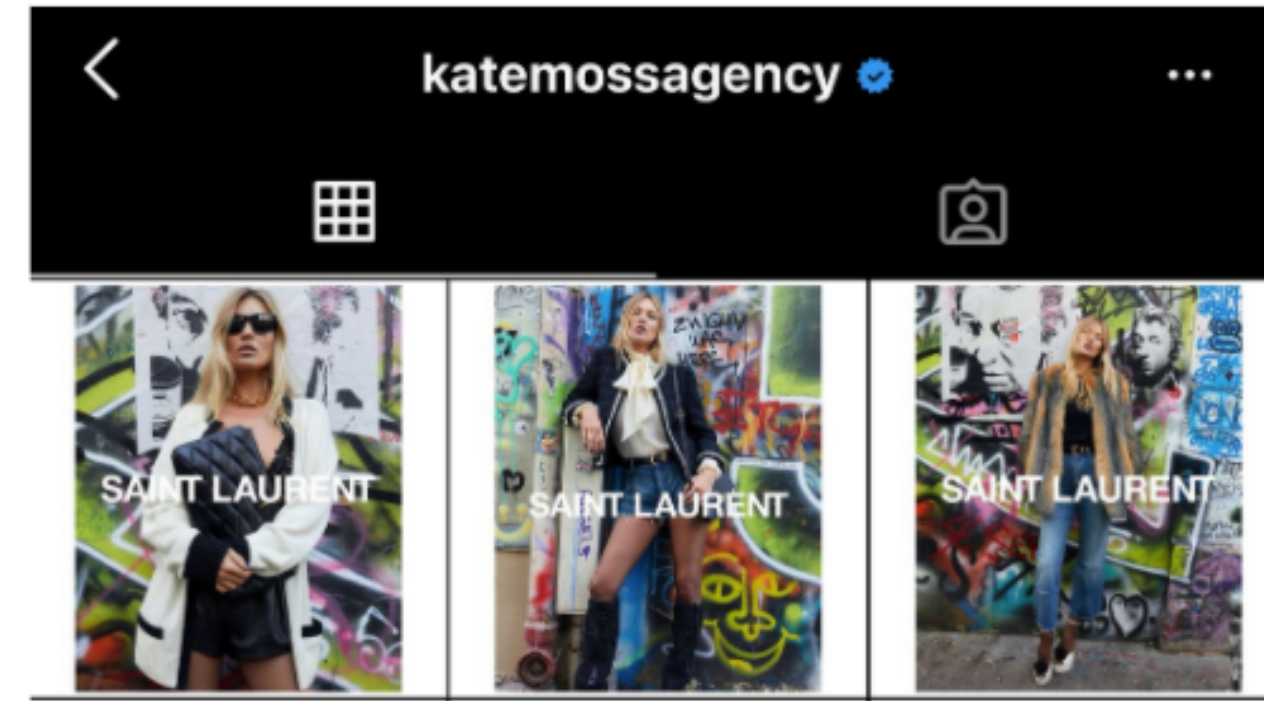
2021 COLLECTION



X LENNY KRATVIZ

X ZOE KRATVIZ

X KATE MOSS



FALL 20 CAMPAIGN

YSL BEAUTY

SPRING 2021 CAMPAIGN

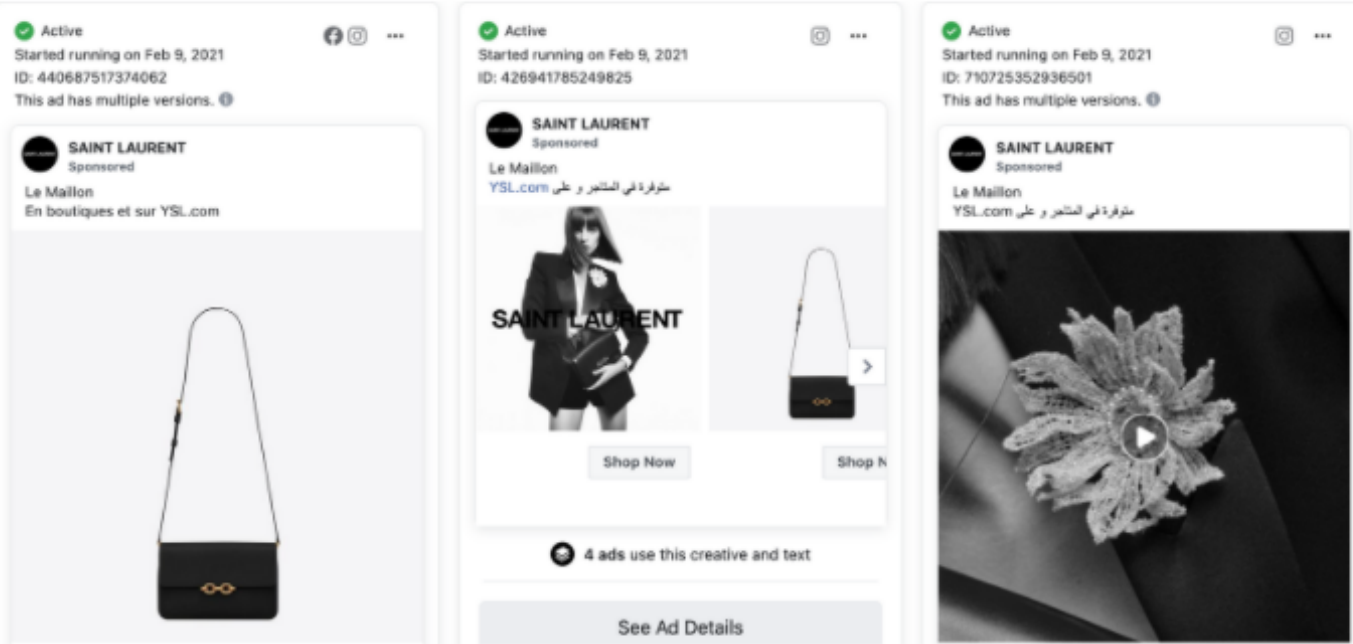
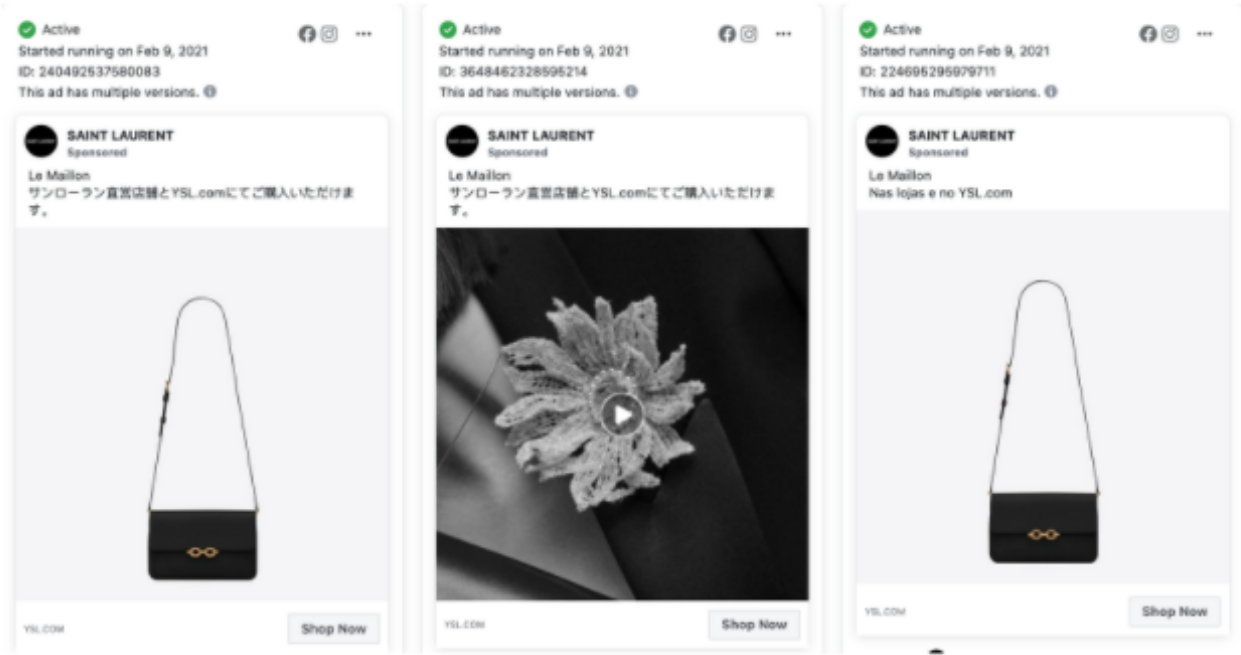
WELLINGTON BOOTS X HUNTER

SPRING ON STAGE

VALENTINES

PRODUCT PUSH





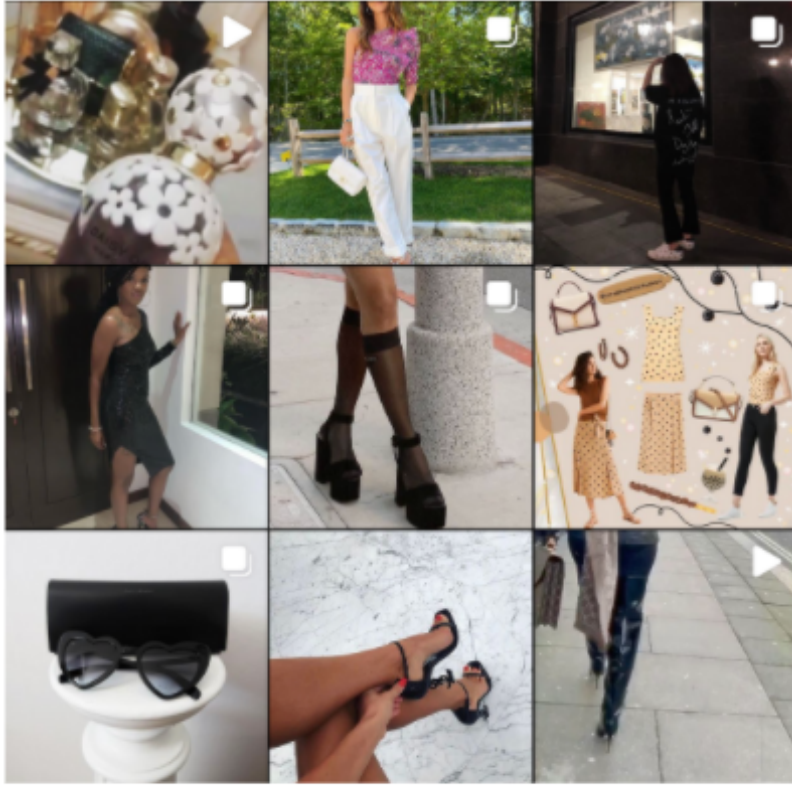
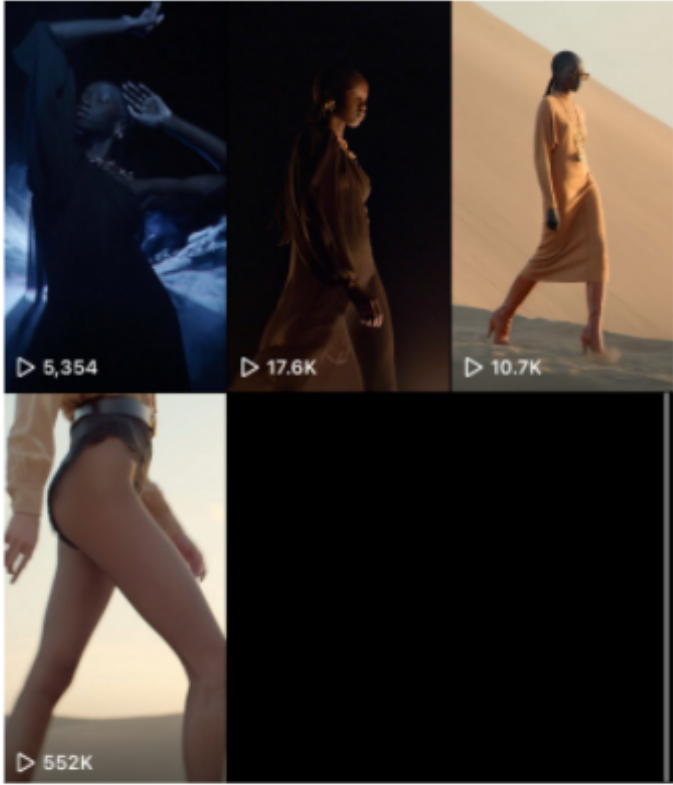
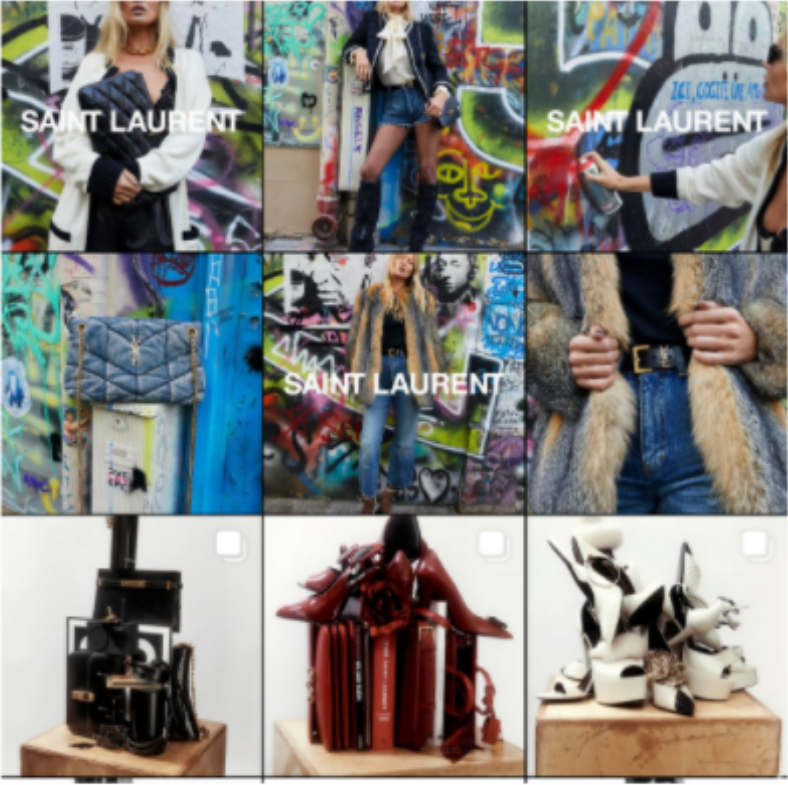
SS21

KATE MOSS - RUE DE VERNEUIL

REELS X RUNWAY COLLECTIONS

IGTV X WINTER 2020

TAGGED PHOTOS



YVES SAINT LAURENT ROUGE SUR MESURE POWERED BY PERSO

RIVE DROITE COLLECTION

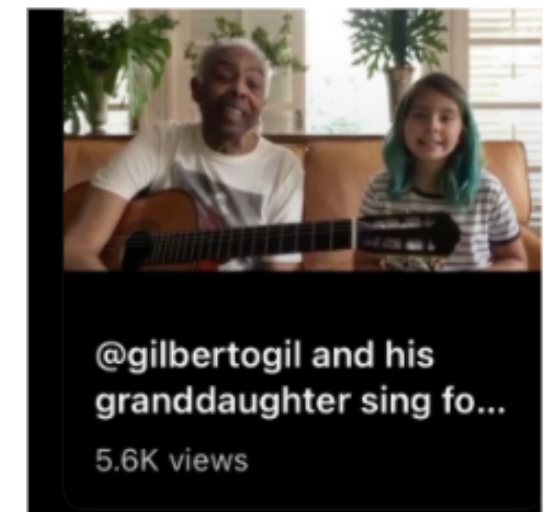
INSTAGRAM SHOPS



FENDI

ROMA

CREATIVE DIRECTOR



X NAOMI CAMPBELL X BELLA HADID

SING FOR ITALY

X WINNIE HARLOW

X IRIS LAW

X CHLOE X HALLE



BAGUETTE FRIENDS FOREVER CAMPAIGN

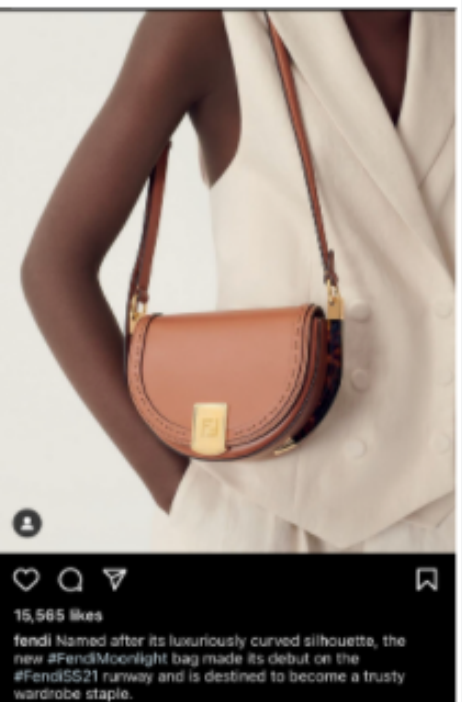
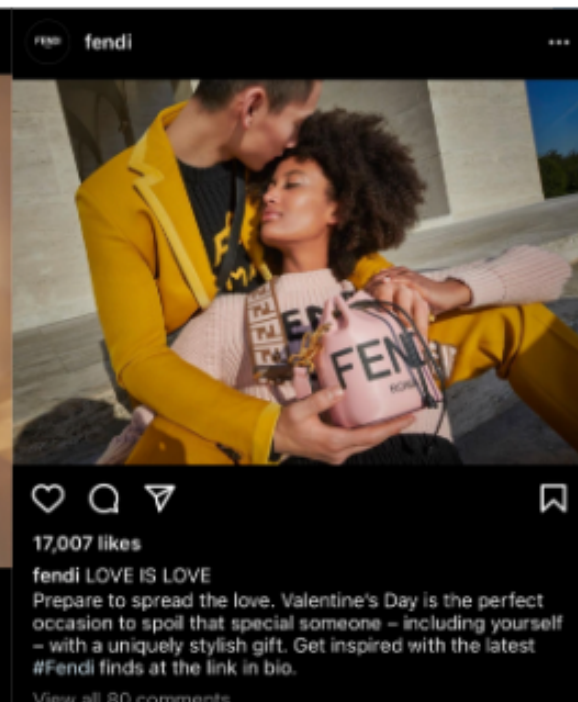
FACE OF FENDI PEEKABOO

ME AND MY PEEKABOO CAMPAIGN

#FENDISS21

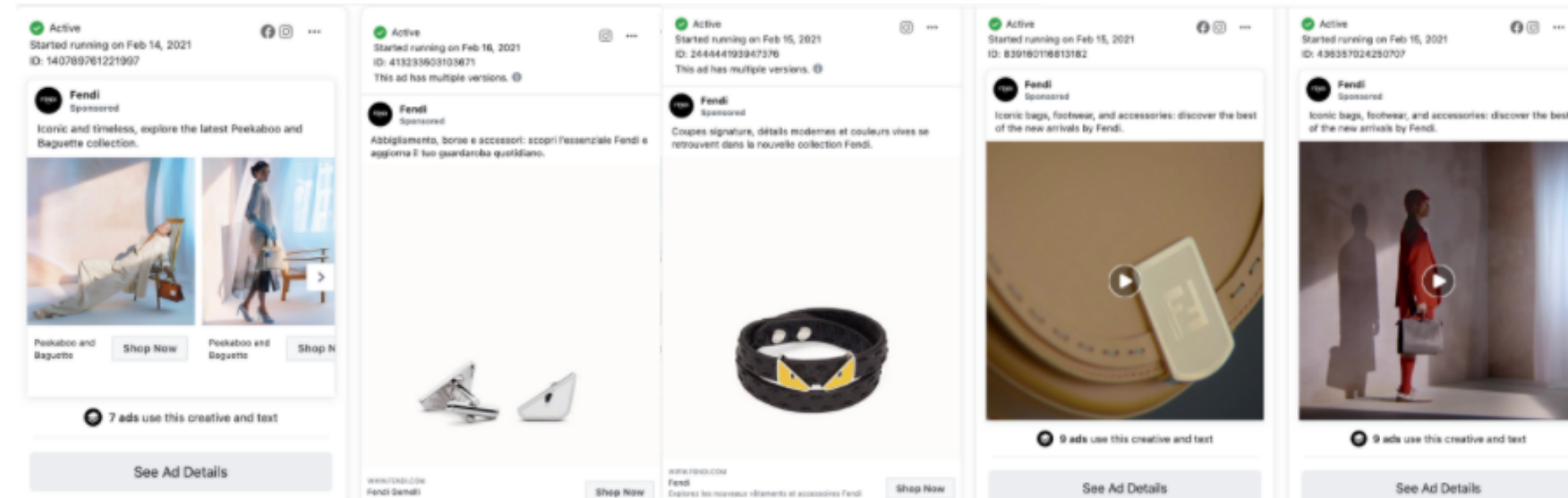
VALENTINES

#FENDISS21 X #FENDIMOONLIGHT

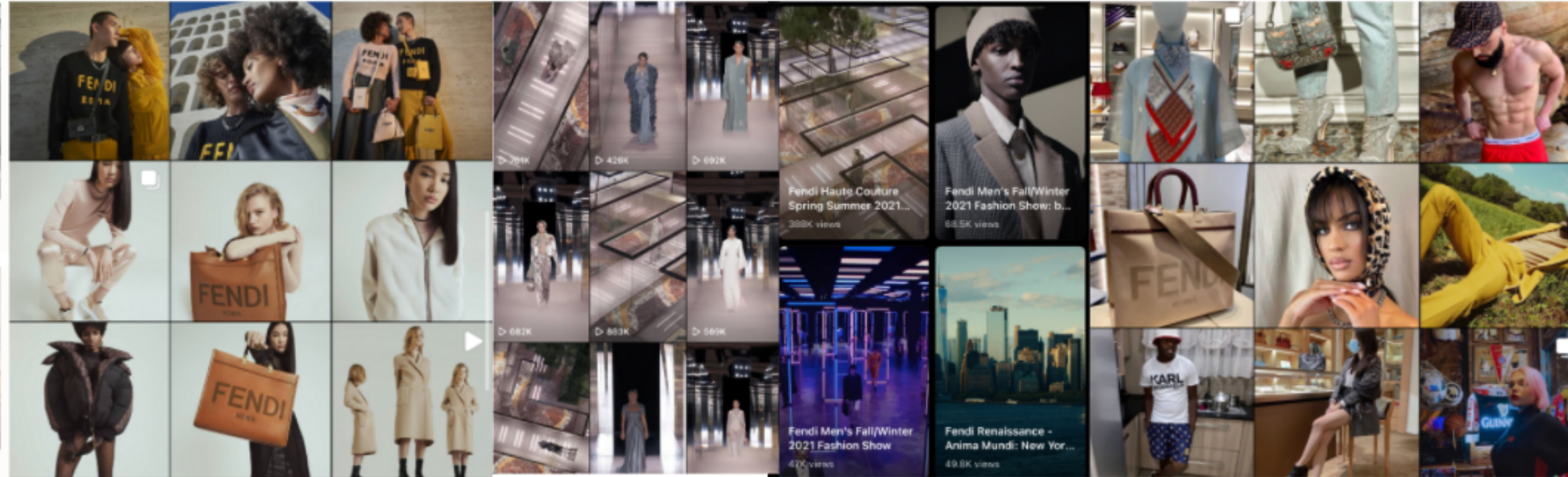


CELEBRITY

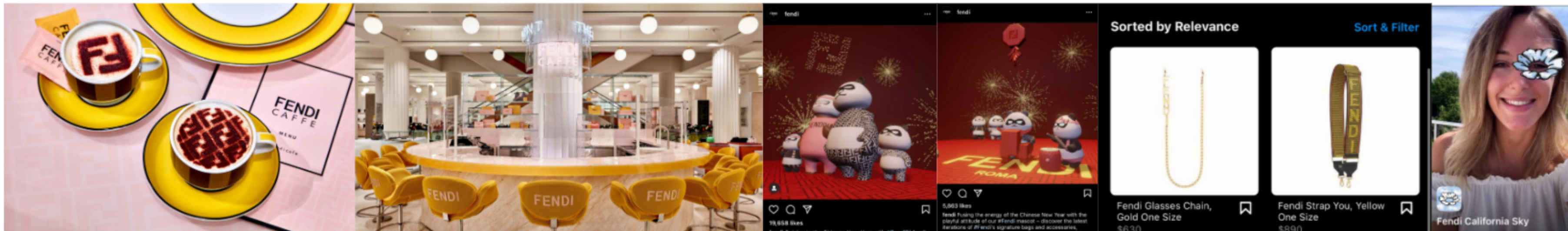
PRODUCT PUSH



TAGGED PHOTOS



VR FILTER



PRADA

CREATIVE
DIRECTOR

Prada's bolo tie takes the 7th spot in the LYST hottest men's products list for Q1 2020.

Bolo tie demand spiked 78% in 24 hours following the Golden Globes.



911% spike in social mentions for Prada on the day it was announced Raf Simons would become co-creative director.

Raf Simons has his own namesake label that competes for customers.

CELEBRITY

X NICK JONAS

X QUAVO

X DYLAN SPROUSE

X SAWEETIE

X CHARLI D'AMELIO

X QUAVO

X BELLA HADID

X HAILEY BEIBER

X AMANDA GORMAN



PRADA BOLO TIE

2020 GOLDEN GLOBES



PRADA BOLO TIE



PRADA BOLO TIE



FALL WINTER 2020 SHOW



Searches for the TikToker's accessory spiked 90% within 24 hours



2020 GRAMMYS



LOGO LOAFER



LOGO LOAFER



SOLD OUT HEADBAND

2021 INAUGURATION

Prada's heavy sole logo loafers takes the 6th spot in the LYST hottest women's products list for Q3.

NYLON GABARDINE SHORTS
7 WORLDS MOST WANTED PRODUCT 2020 .

PRODUCT PUSH



LOGO LOAFER



LOGO LOAFER



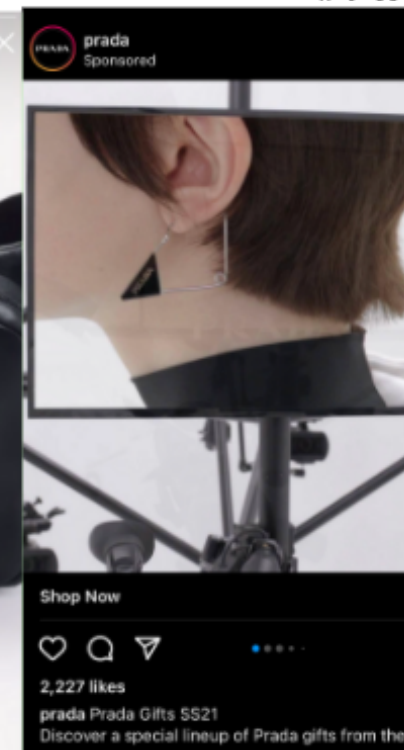
LOGO LOAFER



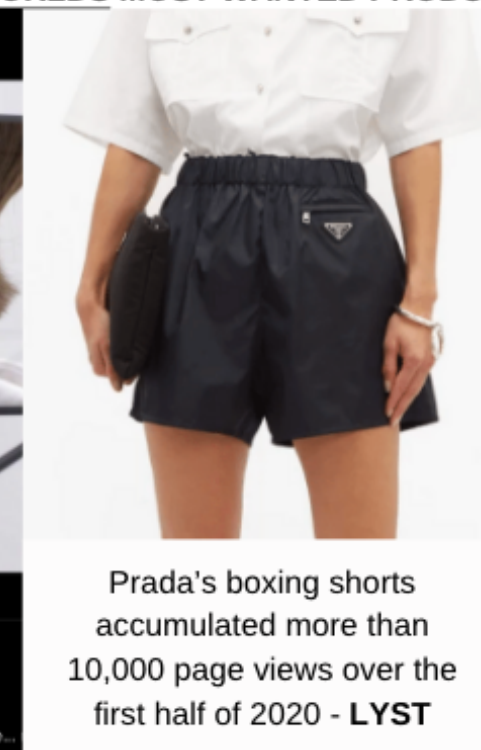
LOGO LOAFER



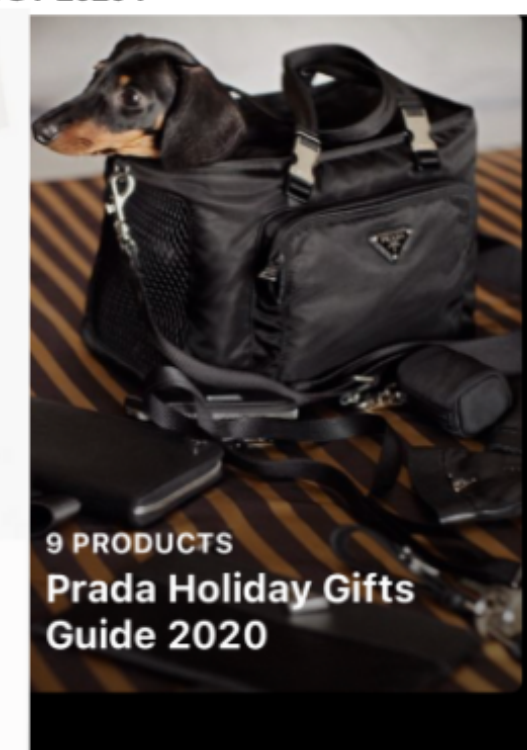
LOGO LOAFER



LOGO LOAFER



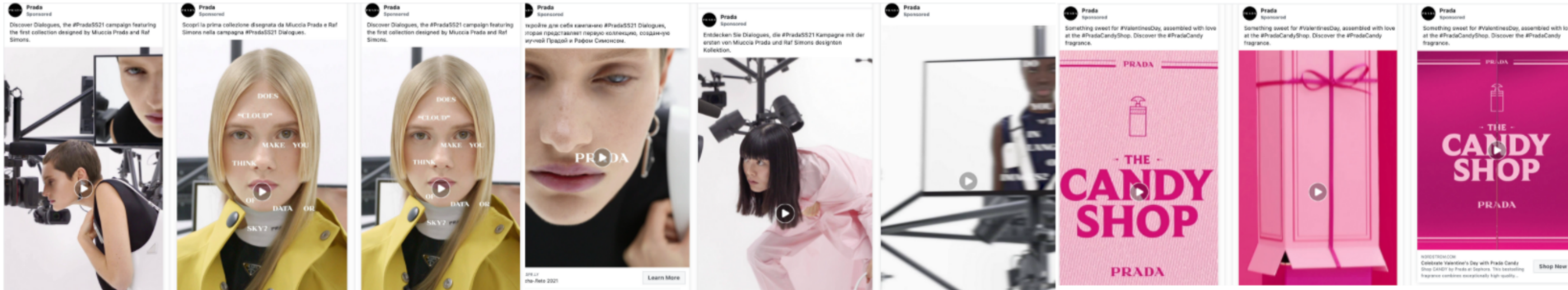
Prada's boxing shorts accumulated more than 10,000 page views over the first half of 2020 - LYST



9 PRODUCTS
Prada Holiday Gifts
Guide 2020

#SS21PRADA DIALOGUES

CANDY FRAGRANCE



X PRADA FW 2020

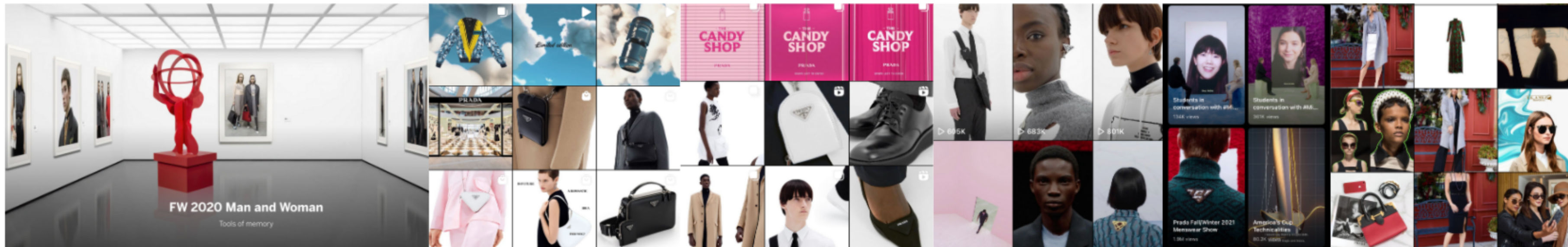
PRADA DIALOGUES SS21

PRADA CANDY

REELS X PRADA
DIALOGUES SS21

IGTV FUTURE TALK
PRADA X STUDENTS

TAGGED PHOTOS



SOTHEBY'S FOR UNESCO

PRADA SYMBOLS TOKYO

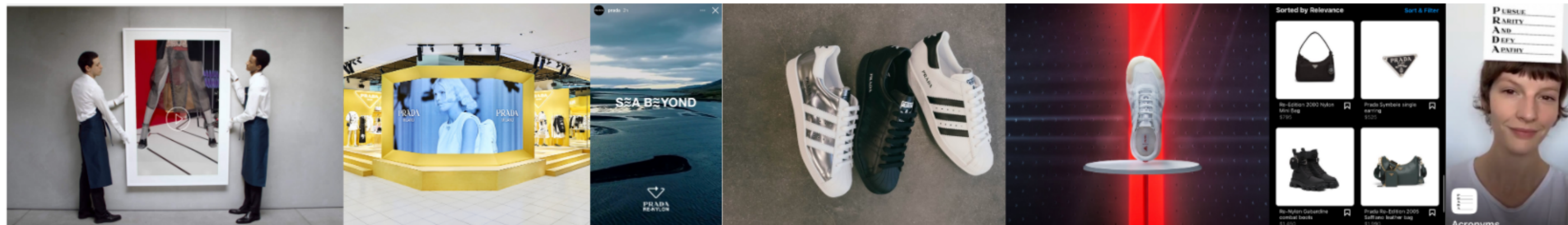
SEA BEYOND

ADIDAS SUPERSTAR

ADIDAS LUNA ROSSA

INSTAGRAM SHOPS

VR FILTER



NEW LUXURY

	ALEXANDER MCQUEEN	LOEWE	JACQUEMUS	BOTTEGA VENETA
LYST INDEX BRAND HOTNESS RANK 2020	Q1 22Q2 15Q3 14Q4 14	Q1 18Q2 16Q3 15Q4 15	Q1 15Q2 11Q3 11Q4 13	Q1 13Q2 10Q3 9Q4 7
MISSION	“upholding the power of emotion and the touch of the human hand through unbridled creativity.”	“creating a cultural utopia through collaborations with artists and artisans”	“homage to his mother and French women; telling a story of this French girl”	“championing the possibilities of authentic and sensual fashion design”
CORE VALUES	INNOVATIVE UNCOMPROMISING ROMANTIC PROVOCATIVE	CREATIVITY CRAFTSMANSHIP INDIVIDUALITY ORIGINALITY	MINIMALISM EFFORTLESS MODERNITY FAMILY	CRAFTSMANSHIP INNOVATION FUNCTIONALITY TIMELESSNESS
PRODUCT OFFERING	<div>APPAREL</div> <div>LEATHER</div> <div>SHOES</div> <div>GLASSES</div> <div>WATCHES</div> <div>PERFUMES</div> <div>JEANS WEAR</div> <div>READY TO WEAR</div> <div>BAGS</div> <div>SMALL GOODS</div> <div>WOMEN</div> <div>MEN</div> <div>SUN GLASSES</div> <div>GLASSES</div> <div>JEWELRY</div> <div>HAIR CARE</div>	<div>APPAREL</div> <div>LEATHER</div> <div>SHOES</div> <div>GLASSES</div> <div>PERFUMES</div> <div>JEANS WEAR</div> <div>READY TO WEAR</div> <div>UNDER WEAR</div> <div>BAGS</div> <div>SMALL GOODS</div> <div>WOMEN</div> <div>MEN</div> <div>SUN GLASSES</div> <div>GLASSES</div>	<div>APPAREL</div> <div>LEATHER</div> <div>SHOES</div> <div>GLASSES</div> <div>DINING</div> <div>JEANS WEAR</div> <div>READY TO WEAR</div> <div>UNDER WEAR</div> <div>BAGS</div> <div>SMALL GOODS</div> <div>WOMEN</div> <div>MEN</div> <div>SUN GLASSES</div> <div>GLASSES</div> <div>JEWELRY</div>	<div>APPAREL</div> <div>LEATHER</div> <div>SHOES</div> <div>GLASSES</div> <div>PERFUMES</div> <div>JEANS WEAR</div> <div>READY TO WEAR</div> <div>UNDER WEAR</div> <div>BAGS</div> <div>SMALL GOODS</div> <div>WOMEN</div> <div>MEN</div> <div>SUN GLASSES</div> <div>GLASSES</div> <div>JEWELRY</div>
FOUNDER	1992 in London by Lee Alexander McQueen	1846 in Madrid by Enrique Loewe Roessberg	2009 in Paris by Simon Porte Jacquemus	1966 in Vicenza by Michele Taddei & Renzo Zengiaro
CREATIVE DIRECTOR	Sarah Burton	Jonathan Anderson	Simon Porte Jacquemus	Daniel Lee
OWNERSHIP	KERING	LVMH	INDEPENDENTLY OWNED, LMVH PRIZE WINNER IN 2015	KERING

Alexander McQUEEN

CREATIVE
DIRECTOR



Designer Sarah Burton worked closely under Alexander McQueen before the designer took his life in 2010. Burton leads a private life and is not active on social media.



Photographed in 2016 while being modified on a bust in the Alexander McQueen atelier.

Burton worked with Cate Blanchett's stylist Elizabeth Stewart to re-work past iconic AMQ looks to commit to sustainable red carpet dressing.



2016 BAFTAS VENICE FILM FESTIVAL
X EVAN MOCK

CELEBRITY

X TIMOTHÉE CHALAMET



TREAD SLICK BOOTS

X SOKO



TREAD SLICK BOOTS

X AMANDA GORMAN



16,488 likes
alexandermcqueen #AmandaGorman wearing an exploded sleeve and asymmetric tiered hem trapeze-line dress with a trompe l'oeil print of photographic roses and Victorian lace inspired by @Simonungless designs.
From the #McQueenPreSS21 collection.

X BTS



KBS SONG FESTIVAL

HIGHSNOBIETY



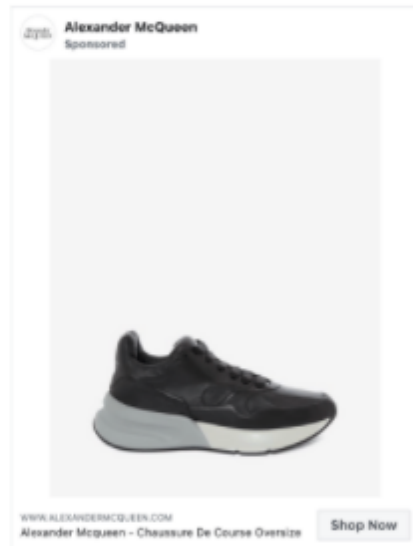
PRODUCT PUSH

TREAD SLICK BOOTS X GLASS MAGAZINE

SS21

#FIRSTLIGHT





PRE SS21



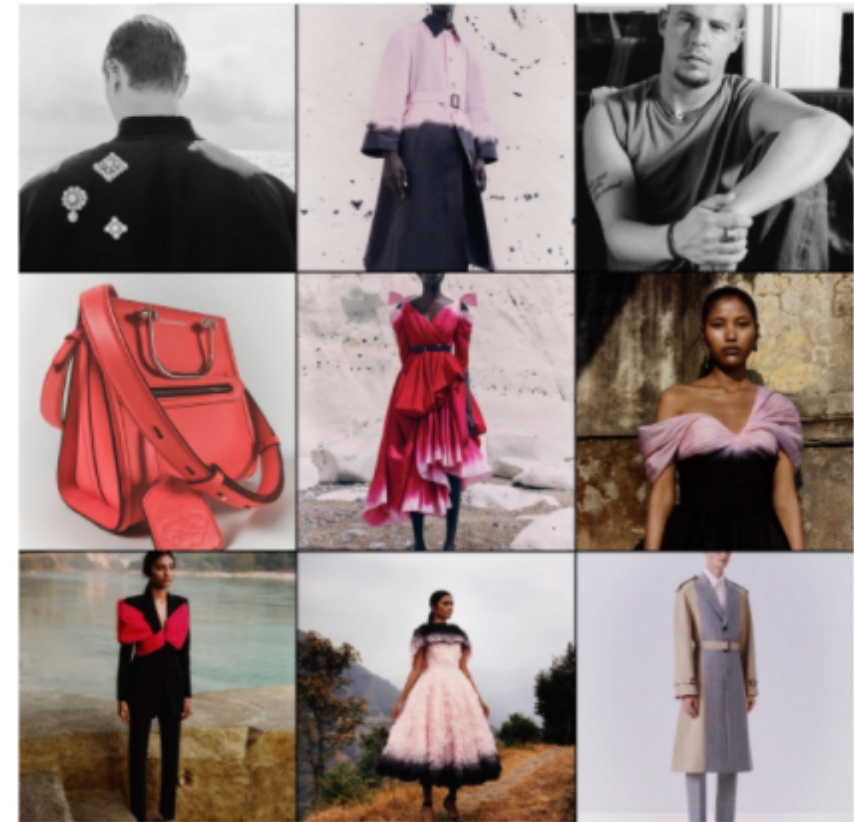
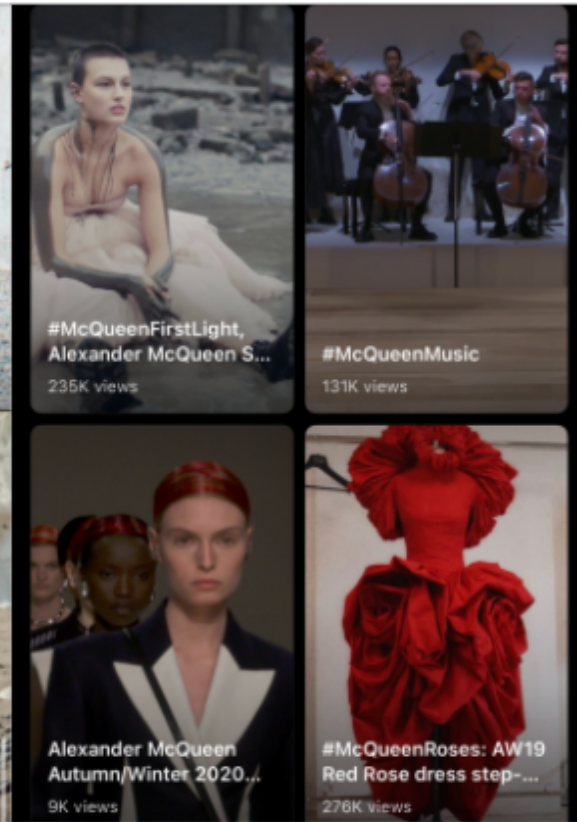
REELS X PRE SS21



IGTV X #FIRSTLIGHT



TAGGED PHOTOS

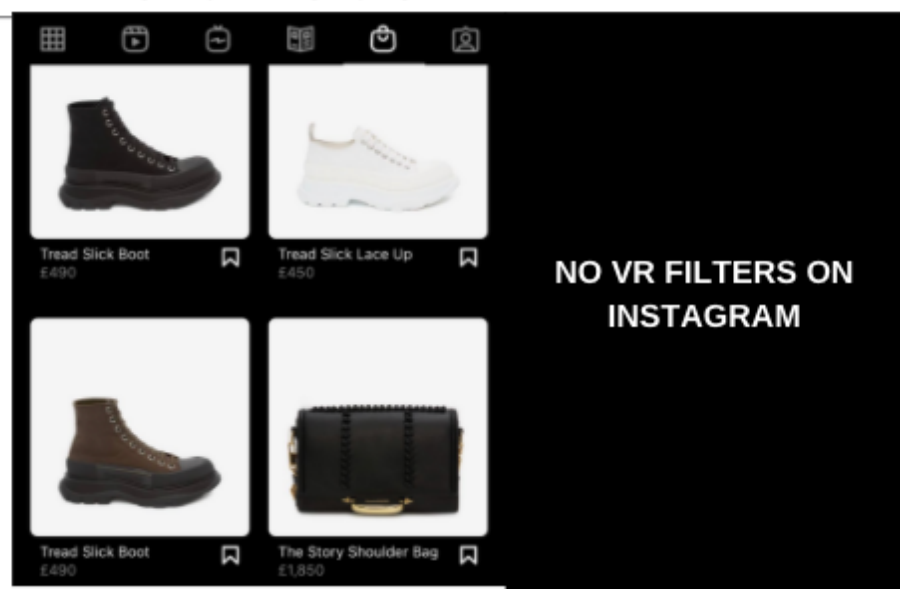
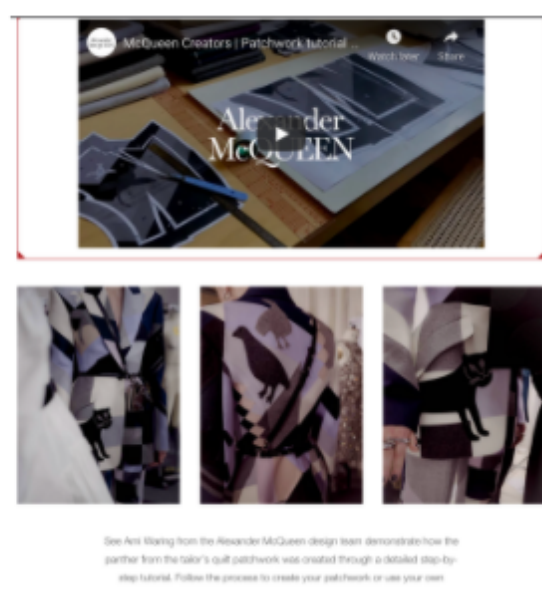
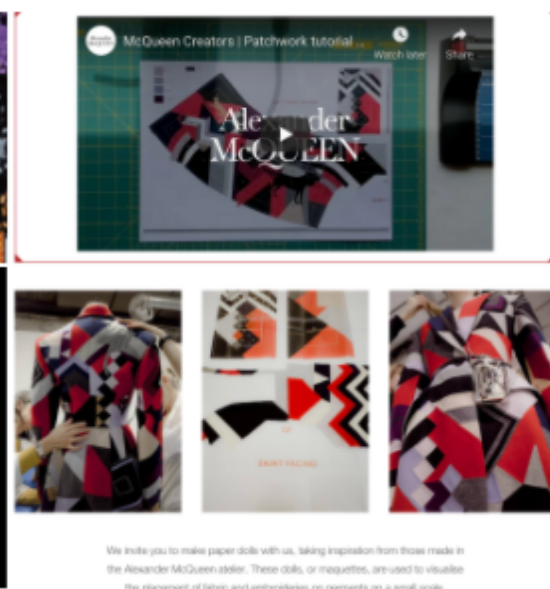
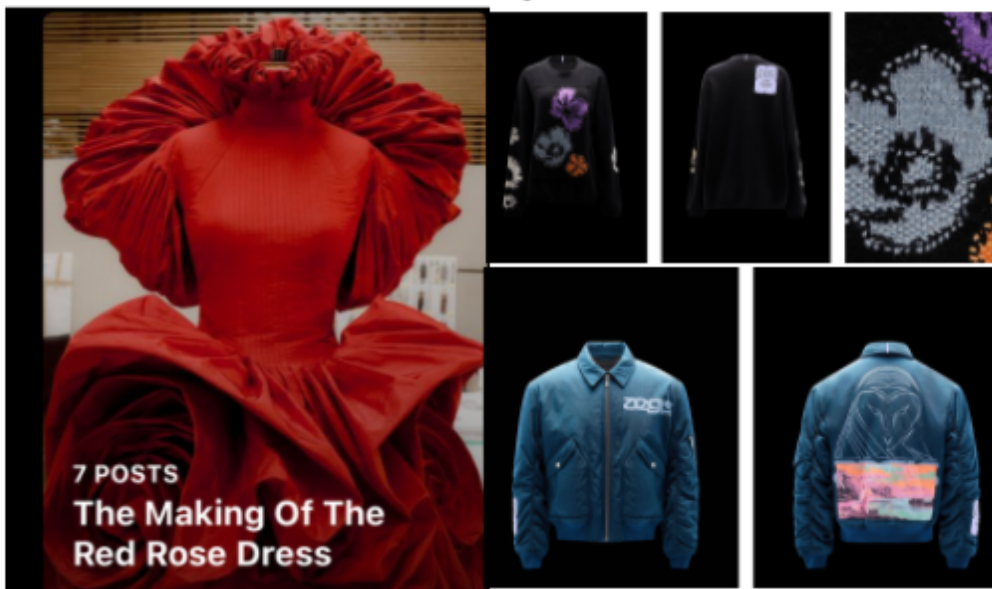


BTS IN THE ATELIER

MCQ LABEL POWERED BY BLOCKCHAIN

MCQUEEN CREATORS PROGRAM OVER LOCKDOWN

INSTAGRAM SHOPS

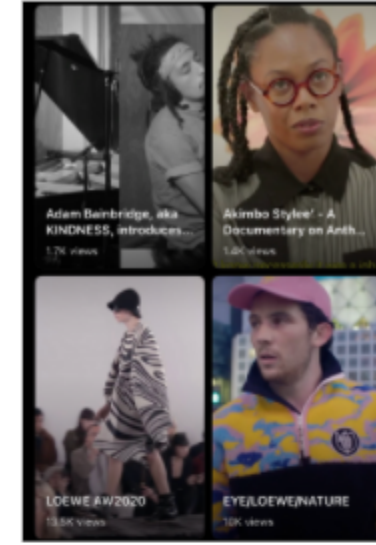




CREATIVE
DIRECTOR



PERFUMES LOEWE



FALL WINTER 2020

J.W. Anderson has his own namesake label that competes for customers.



CELEBRITY

X KARLIE KLOSS



X DUA LIPA



X TIFFANY HSU



X TESSA THOMPSON



X OMAR AYUSO



FALL WINTER 2021

X STÉPHANE BAK



X EVAN MOCK



HIGHSNOBIETY

PRODUCT PUSH

PERFUMES LOEWE



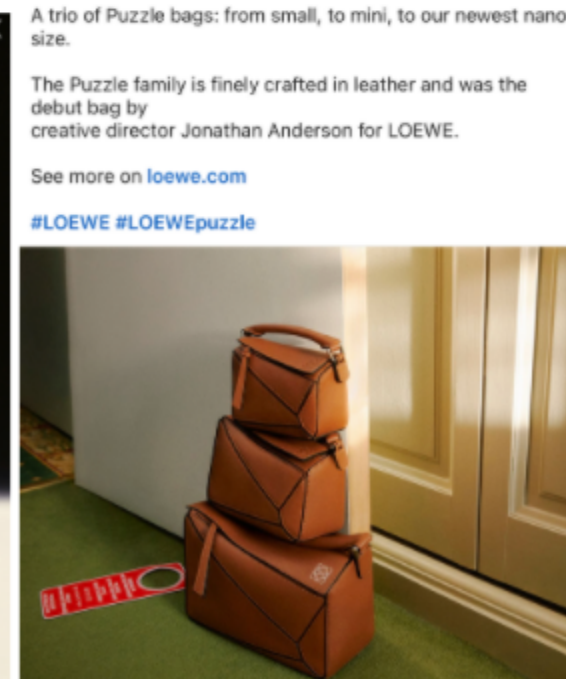
FLAMENCO CLUTCH



SHELL TOTE



PUZZLE FAMILY

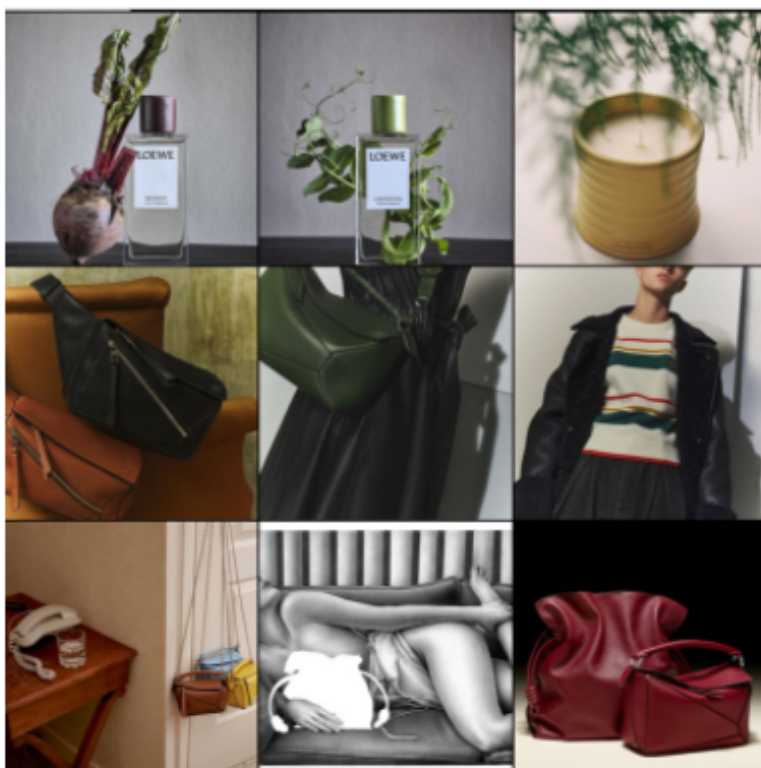


Basket bag is 3rd hottest women's product in Q2

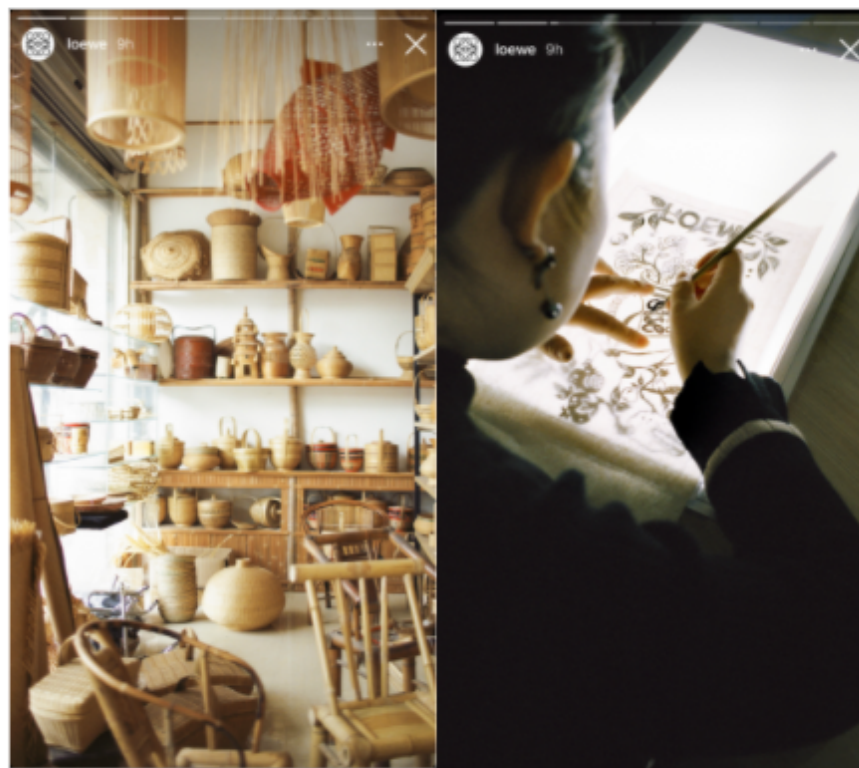


No ads match your search criteria
This advertiser isn't running ads in any country
at this time.

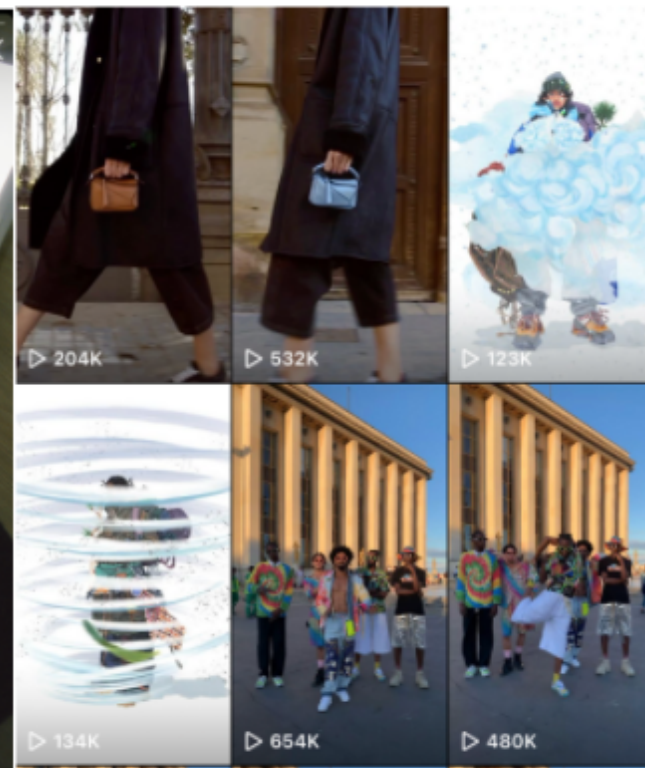
PERFUMES LOEWE



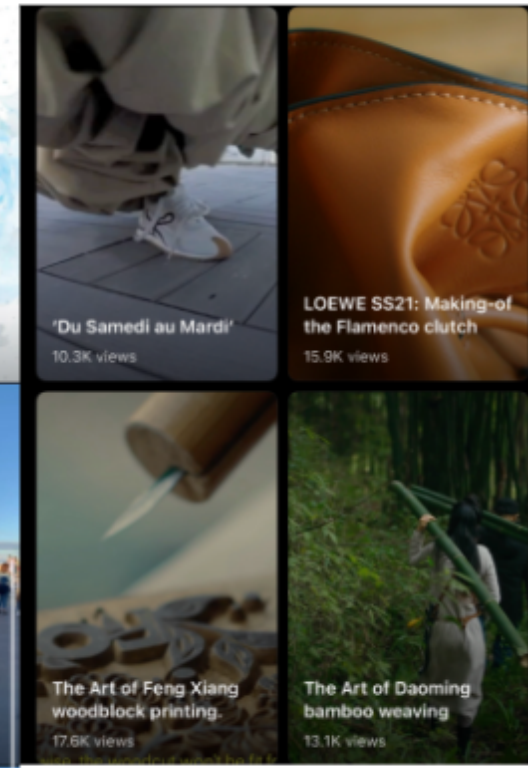
LOEWE WORKSHOPS



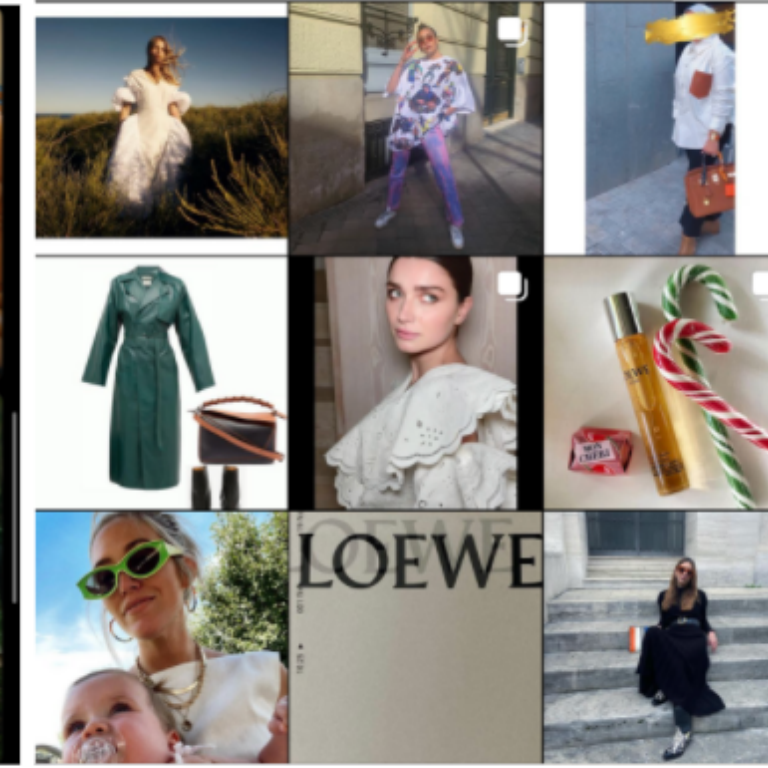
REELS X PRE SS21



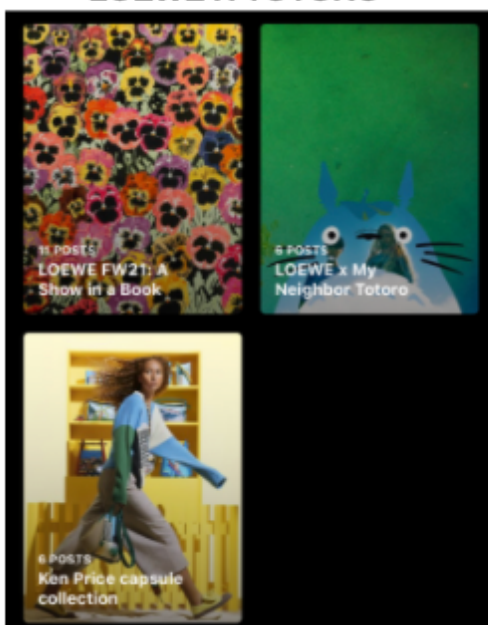
IGTV X CRAFTSMANSHIP



TAGGED PHOTOS



LOEWE X TOTORO



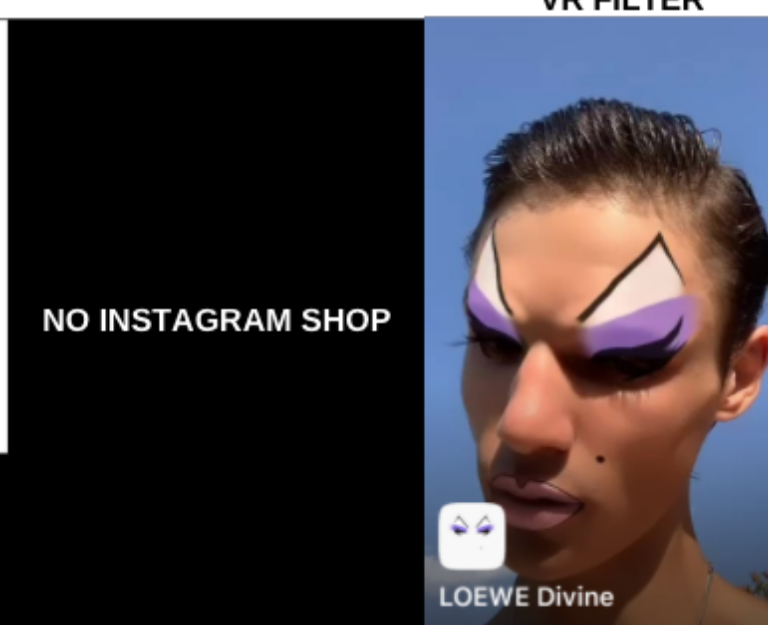
SS21 SHOW IN A BOX



LOEWE EN CASA INSTAGRAM LIVE SERIES OVER LOCKDOWN



VR FILTER



NO INSTAGRAM SHOP

JACQUEMUS

CREATIVE
DIRECTOR



X BELLA HADID X GIGI HADID

Simon Porte Jacquemus personal account and brand account are one and the same. This creates a character behind the social channel and a connection beyond visual cues

First socially distanced fashions show for Summer 2021 collection. Demand for the brand spiked 186% in the 24-hours following the event.

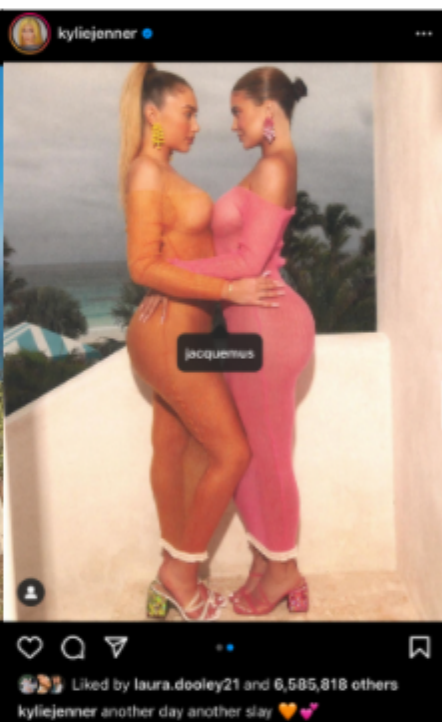
Supermodel-heavy Fall/Winter '20 L'Année 97 show boosted social media mentions by over 1,100%.

CELEBRITY

X ELSA HOSK



X KYLIE JENNER



X IZABEL GOULART



X LUNA BIJL



X ROSIE HUNTINGTON-WHITELEY



X DUA LIPA



X HAILEY BEIBER



X KIM KARDASHIAN



PRODUCT PUSH

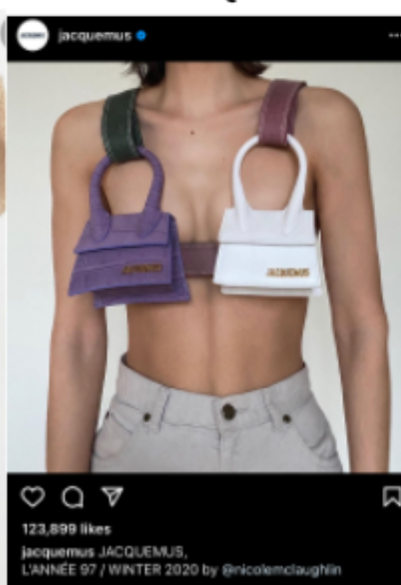
Published a sold-out book of iPhone photography: #IMAGES



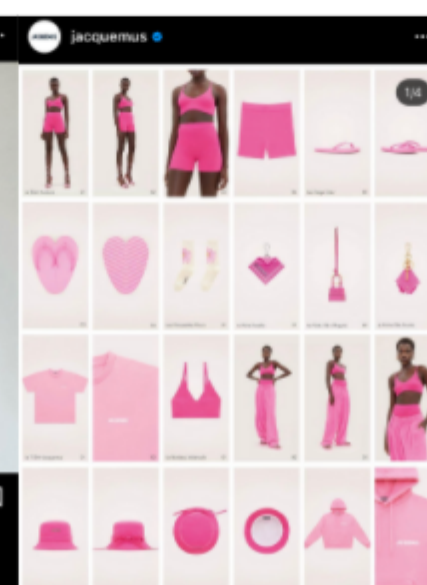
#3 hottest women's product LYST Q3

LE BOB BUCKET HAT

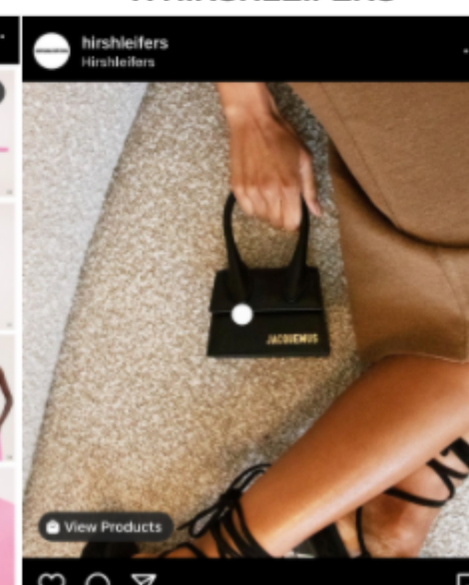
EL CHIQUITO



PINK CHRISTMAS CAPSULE



X HIRSHLEIFERS



X DUA LIPA



L'AMOUR X VALENTINES



Le bandeau Valensole is the 7th hottest women's product in Q4

No ads match your search criteria
This advertiser isn't running ads in any country
at this time.

61% increase in traffic on LYST
for Jacquemus from Q1 to Q2

L'AMOUR SUMMER 2021

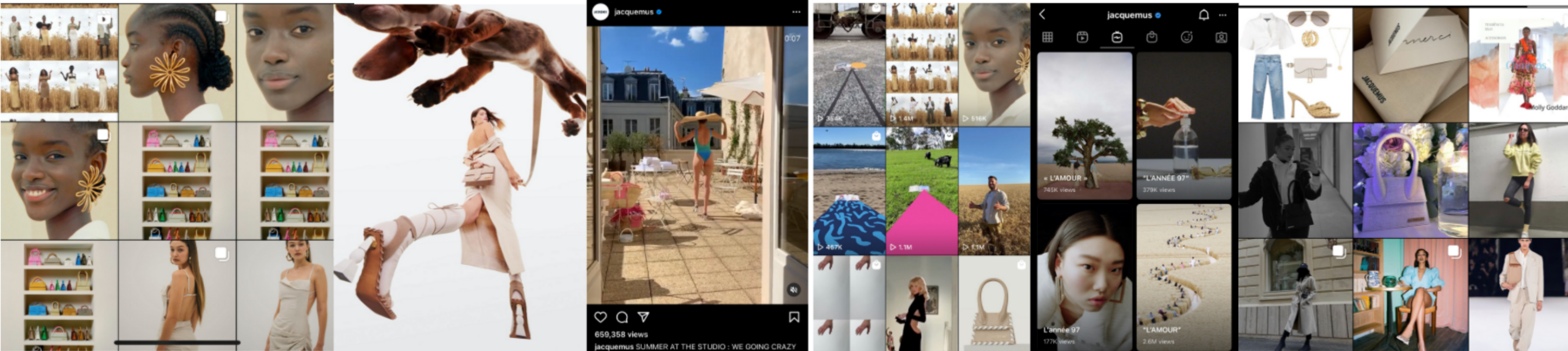
L'ANNÉE 97 FW20 RETRO CAMPAIGN

SUMMER 2020

REELS X IMAGES BOOK

IGTV X COLLECTIONS

TAGGED PHOTOS



JACQUEMUS X DAPHNE
LEON CERAMICS CAPSULE

SS21 PAINTED BY
DELPHINE DESANE

X LAETITIA CASTA

SS20 CAMPAIGN SHOT OVER FACETIME X BELLA HADID

SS 20 MODELED BY
JACQUEMUS' GRANDMA

INSTAGRAM SHOPS

VR FILTER



BOTTEGA VENETA

CREATIVE
DIRECTOR



Daniel Lee lacks an social media profile. Moreover, Bottega Veneta deactivated the brand's Instagram account on January 5, 2021, ceding control of the firm's online image to influencers, celebrities, and fan accounts.



Lee's first collection for Bottega Veneta, Pre-Fall 2019, is pictured on the left.

X EVAN MOCK



X HAILEY BIEBER



X LEONIE HANNE



The Cassette Bag was LYST's #1 hottest women's product in Q1
X TIFFANY HSU
X OLIVIA CULPO

LUG BOOTS



CASSETTE BAG



Tire Boots were the LYST's #1 hottest women's product in Q3

X PERNILLE ROSENKILDE



X LEONIE HANNE



X VIKY RADER



The Lug Boots ranked #1 hottest women's product on LYST in Q4

LUG BOOTS



CELEBRITY

PRODUCT PUSH

No ads match your search criteria
This advertiser isn't running ads in any country
at this time.

E-commerce business tripled in size
over first half of 2020.

In Q3 the firm reported 17%
revenue growth.



@newbottega has gained prominence as a "digital journal dedicated to the work of British fashion designer Daniel Lee at the helm of Bottega Veneta."



BOTTEGA RESIDENCY INITIATIVE

Welcome to Bottega Residency.

A theatre of joyous distraction.

Creativity and collaboration.

MONDAY
Meet this week's Bottega Resident
Discover their favourite writer

TUESDAY
Explore works from their favourite artist

WEDNESDAY
Watch clips from their favourite director

THURSDAY
Our global guide of the best virtual experiences

FRIDAY
A weekly music event

SATURDAY
Learn recipes from renowned chefs

NO INSTAGRAM SHOP OR VR
FILTER BECAUSE NO
INSTAGRAM ACCOUNT

	STREET LUXURY															
	OFF WHITE				BALENCIAGA				MONCLER				MARINE SERRE			
LYST INDEX BRAND HOTNESS RANK 2020	Q1 1	Q2 2	Q3 2	Q4 4	Q1 2	Q2 4	Q3 5	Q4 2	Q1 6	Q2 14	Q3 13	Q4 3	Q1 8	Q2 12	Q3 10	Q4 9
MISSION	“to fill the gap between luxury fashion & streetwear”				“product that is desirable without losing its integrity as something practical”				“One House, Different Voices”				“colliding mix of cultural & epochal references, promoting & experimenting onto the invention of culture, a new way to be”			
CORE VALUES	CULTURE SOPHISTICATION YOUTH EXPERIMENTATION				INTEGRITY TAILORING ULTRA-MODERNITY				HIGHER PEAKS FORWARD THINKING EMBRACE CRAZY KEEP WARM				INDEPENDENCE SPORTSWEAR ECOFUTURISM INVENTION			
PRODUCT OFFERING	<div><div>APPAREL</div><div>LEATHER</div><div>SHOES</div><div>GLASSES</div><div>HOME</div></div> <div><div>READY TO WEAR</div><div>BAGS</div><div>SMALL GOODS</div><div>WOMEN</div><div>MEN</div><div>SUN GLASSES</div><div>GLASSES</div><div>JEWELRY</div></div> <div><div>JEANS WEAR</div><div>UNDER WEAR</div></div>				<div><div>APPAREL</div><div>LEATHER</div><div>SHOES</div><div>GLASSES</div><div>PERFUMES</div></div> <div><div>HAUTE COUTURE</div><div>READY TO WEAR</div><div>BAGS</div><div>SMALL GOODS</div><div>WOMEN</div><div>MEN</div><div>SUN GLASSES</div><div>GLASSES</div><div>JEWELRY</div></div> <div><div>JEANS WEAR</div><div>UNDER WEAR</div></div>				<div><div>APPAREL</div><div>SHOES</div><div>GLASSES</div><div>WATCHES</div><div>PERFUMES</div></div> <div><div>READY TO WEAR</div><div>WOMEN</div><div>MEN</div><div>SUN GLASSES</div><div>GLASSES</div><div>JEWELRY</div></div> <div><div>JEANS WEAR</div><div>UNDER WEAR</div></div>				<div><div>APPAREL</div><div>LEATHER</div><div>SHOES</div><div>GLASSES</div></div> <div><div>READY TO WEAR</div><div>BAGS</div><div>SMALL GOODS</div><div>WOMEN</div><div>MEN</div><div>SUN GLASSES</div></div> <div><div>JEANS WEAR</div><div>UNDER WEAR</div></div>			
FOUNDER	2012 in Milan by Virgil Abloh				1917 in San Sebastian by Cristóbal Balenciaga				1952 in Monestier-de-Clermont by René Ramillon & Andrè Vincent				2017 in Paris by Marine Serre			
CREATIVE DIRECTOR	Virgil Abloh				Demna Gvasalia				Rotation of Designers				Marine Serre			
OWNERSHIP	NEW GUARDS GROUP				KERING				RUFFINI PARTECIPAZIONI				INDEPENDENTLY OWNED, LMVH PRIZE WINNER IN 2017			
33																



"The gray area between black and white as the color Off-White."

CREATIVE
DIRECTOR



Brand defined by "everything in quotations." Designer Virgil Abloh utilizes references to reinterpret traditional concepts in new ways.



Virgil Abloh is also the creative director for Louis Vuitton Men's which potentially cannibalizes sales from Off-White.

VIRGIL ABLOH & A\$AP ROCKY IN THE OFF-WHITE X AIR JORDAN 1

X YOLANDA HADID

X BELLA HADID

X GIGI HADID

X KARLIE KLOSS



CELEBRITY

Off-White's Airport Tape Hoodie was the Mens #10 hottest product in Q3

The brand regularly re-posts user generated content to their Instagram story.

OFF WHITE FACE MASK
#1 WORLDS MOST WANTED PRODUCT OF 2020

LAUNCHED HOMEWARE COLLECTION

X AIR JORDAN 4 RETRO OFF-WHITE SAIL
#2 SNEAKER OF THE YEAR 2020

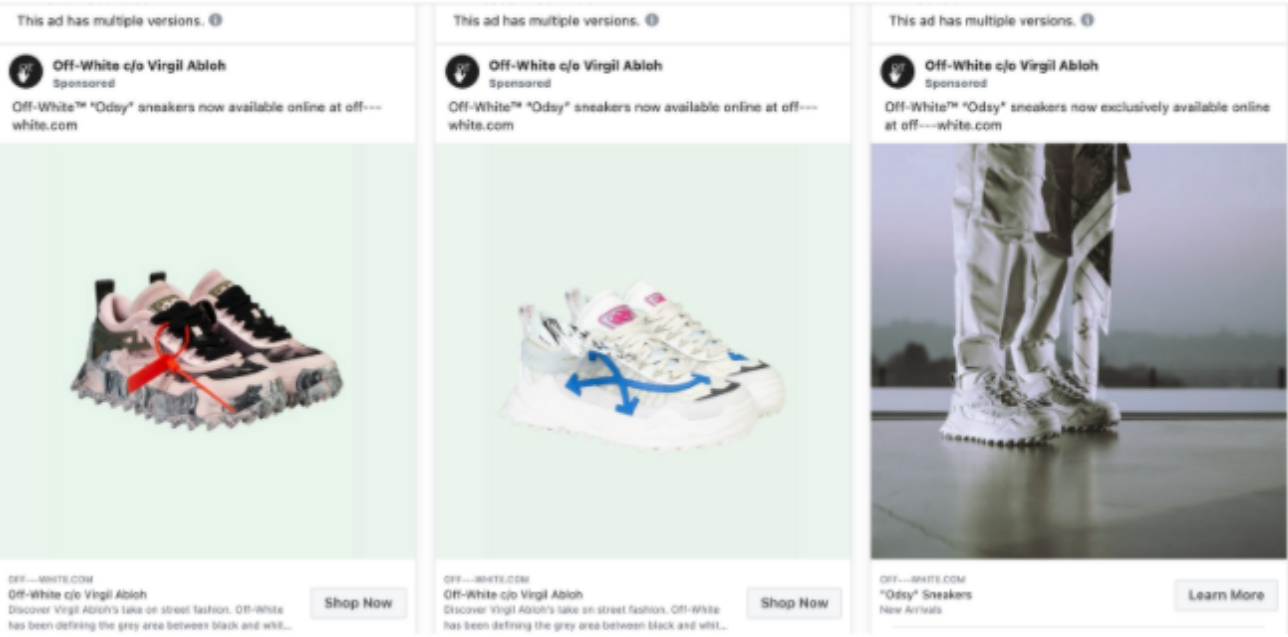
Reselling 500% above retail for \$1,200



SOLD OUT WORLDWIDE
Men's #1 hottest product in Q1 & Q2

Searches for face masks increased 502% year-on-year. Off-White's logo face mask increased in searches 496% from January to March.

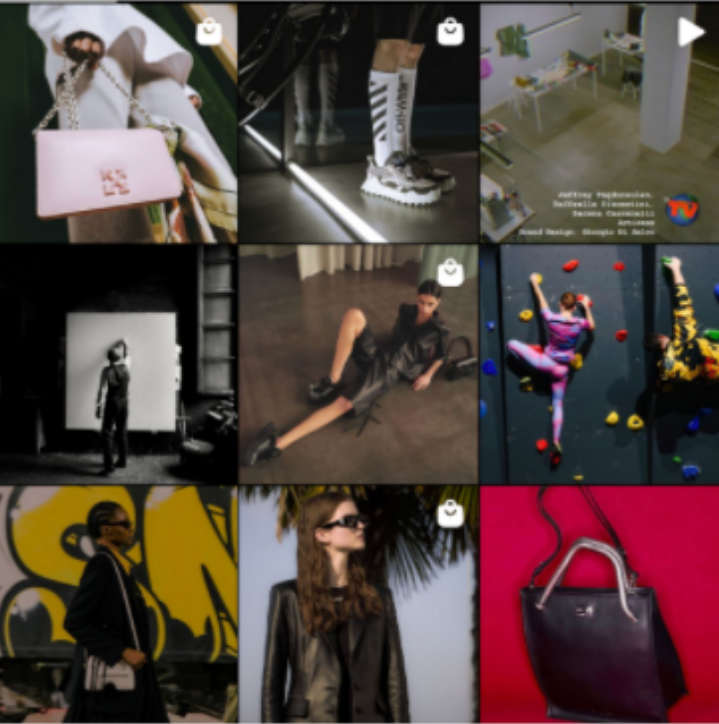
PRODUCT PUSH



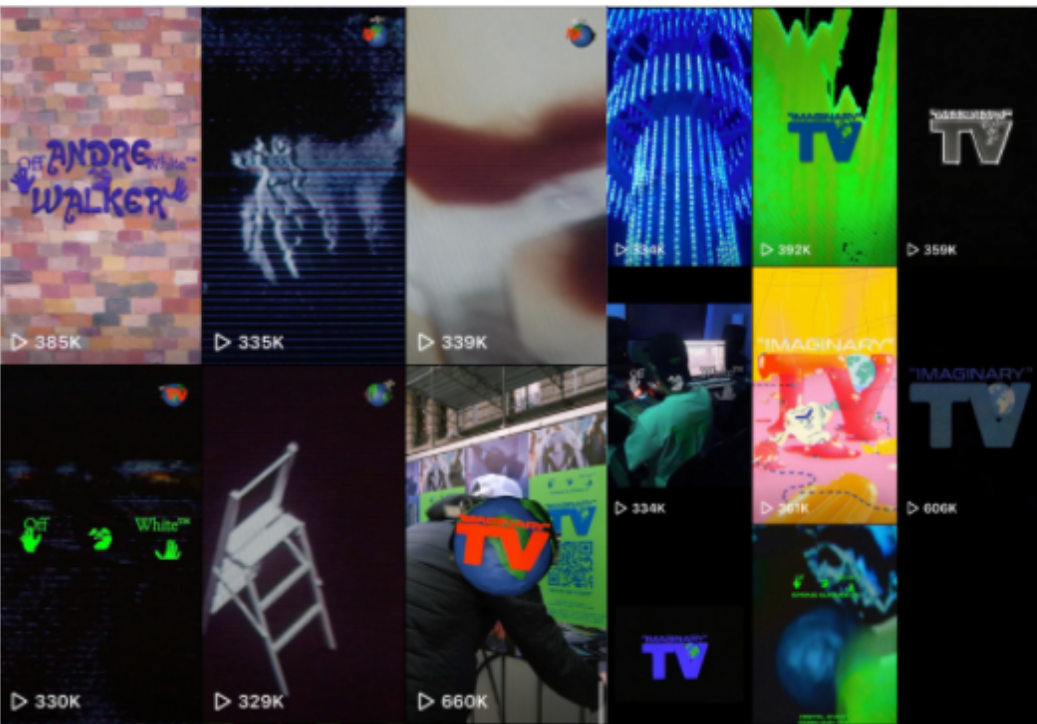
ODSY SNEAKER



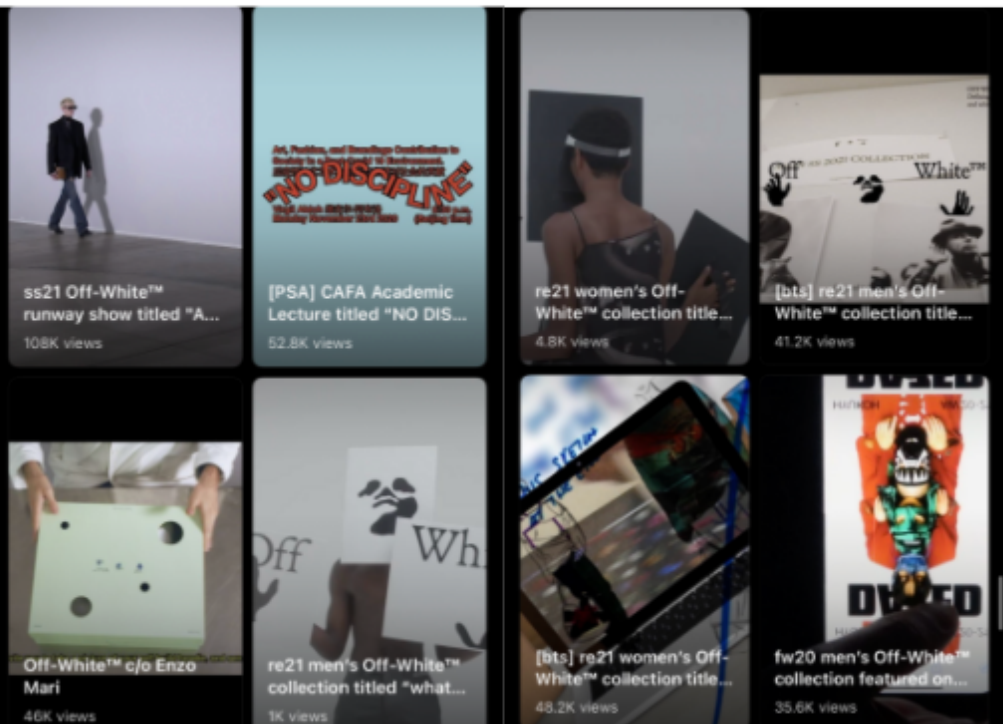
LATEST PRODUCTS



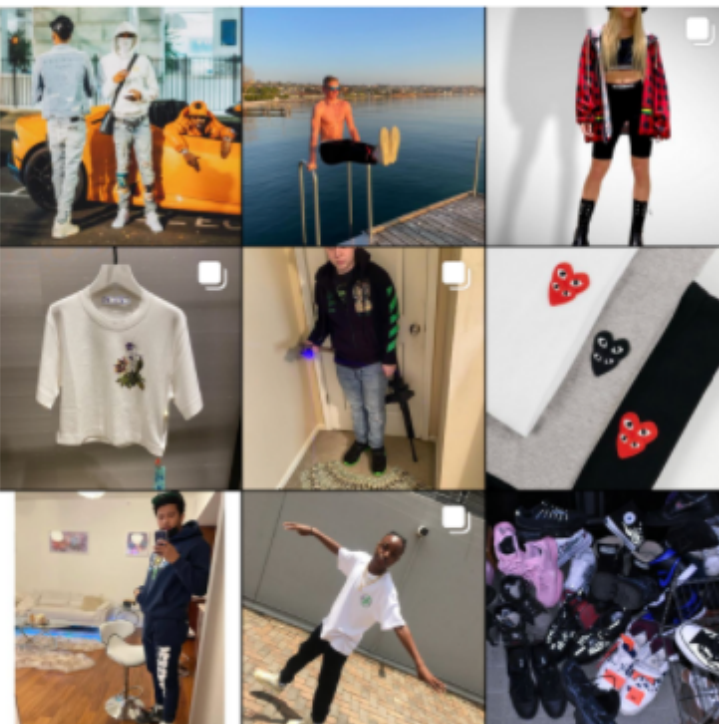
REELS X IMAGINARY TV



IGTV X RUNWAY COLLECTIONS



TAGGED PHOTOS



X NIKE THE TEN



X STUSSY



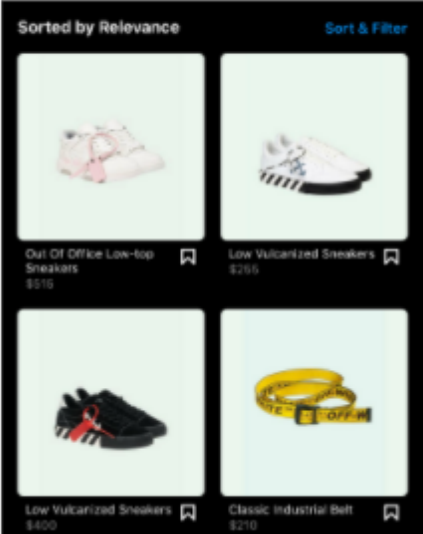
X CONVERSE



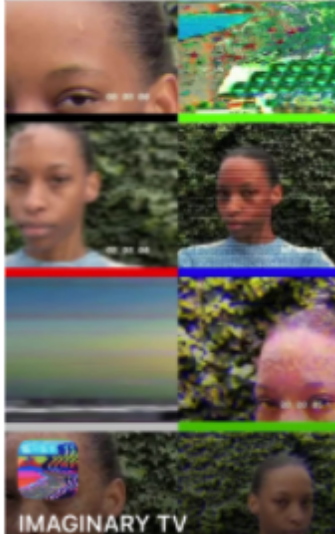
OFF-WHITE™ X WILD & THE MOON POP-UP CAFE IN PARIS



INSTAGRAM SHOPS



VR FILTER



BALENCIAGA

CREATIVE
DIRECTOR

X CARDI B



Demna Gvasalia remains a mystery online by maintaining a profile without posting any content.

X KIM KARDASHIAN



X KATY PERRY

X RIHANNA



FALL WINTER 2020 AD CAMPAIGN



HALLOWEEN



SNL



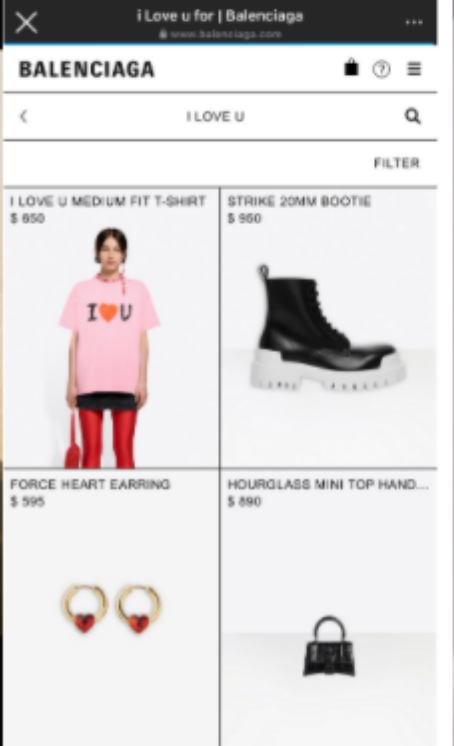
BALENCIAGA X VIBRAM SHOES



Balenciaga's heart locket necklace the 6th spot in the hottest men's products list.



Shoppable Valentine's IG Stories





INSTAGRAM POSTS ARE
WITHOUT CAPTIONS AND
BLOCK ALL COMMENTS

ADS

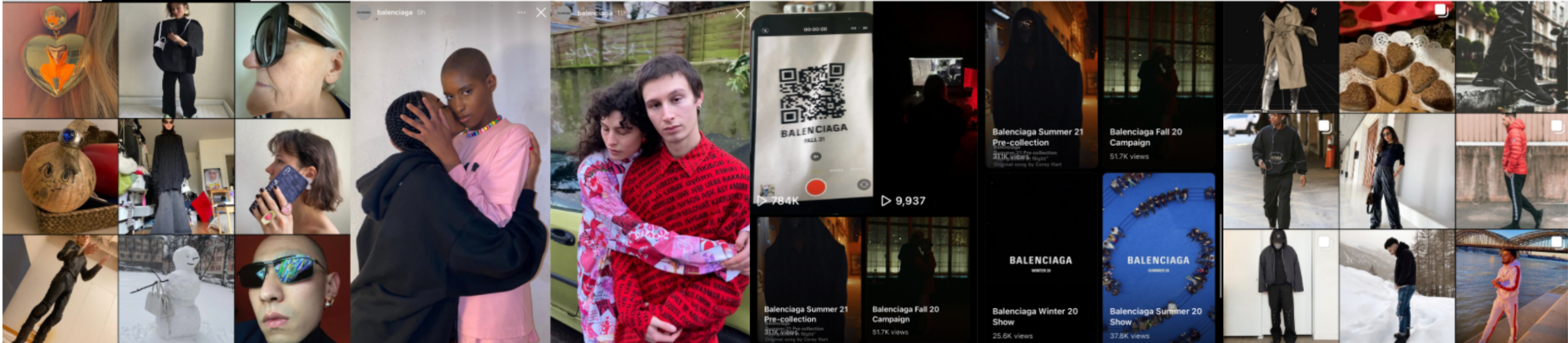
No ads match your search criteria
This advertiser isn't running ads in any country
at this time.

VALENTINES

REELS X FALL 2021

IGTV X COLLECTIONS

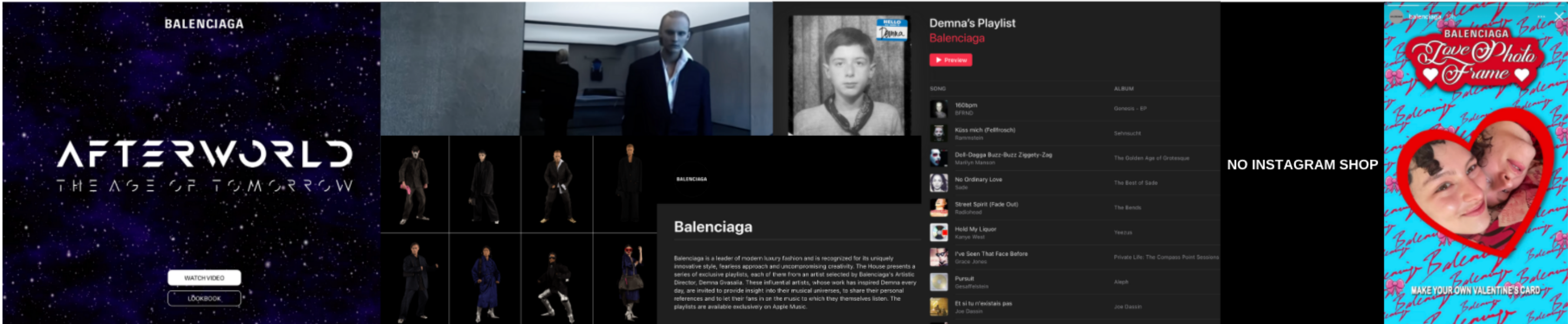
TAGGED PHOTOS



FALL 2021 PRESENTATION: AFTERWORLD VIDEO GAME

APPLE MUSIC HUB: PLAYLISTS ACCOMPANIED BY PRODUCT DROPS

VR FILTER



NO INSTAGRAM SHOP



CREATIVE
DIRECTOR

X REESE WITHERSPOON



X MILLIE BOBBY BROWN

Moncler lacks a singular creative director, rather the Moncler Genius design model established in 2018 invites new designers on a rolling schedule

CELEBRITY



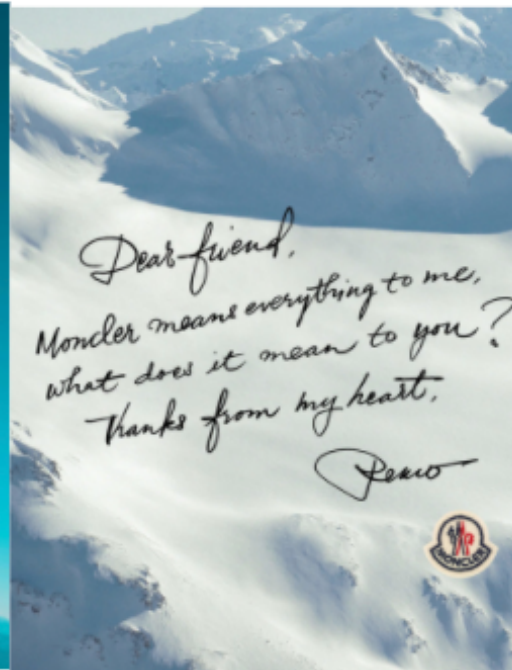
MONCLER VOICES CAMPAIGN



Moncler Montcla down jacket was the #6 men's hottest product in Q4

Q4 BIGGEST RISING BRAND

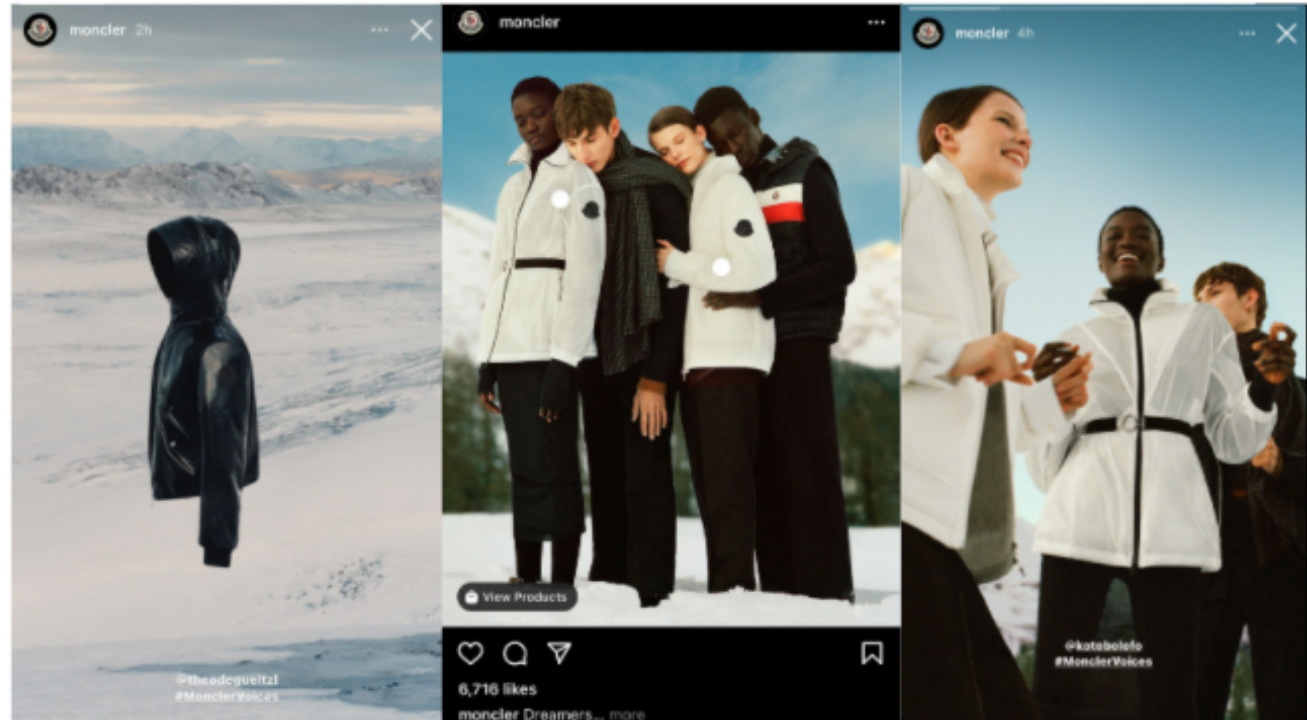
Moncler jumped 10 places to 3rd hottest brand, its highest position yet in the LYST index



X RICK OWENS

Moncler Sassiere down jacket was the #2 men's hottest product in Q4

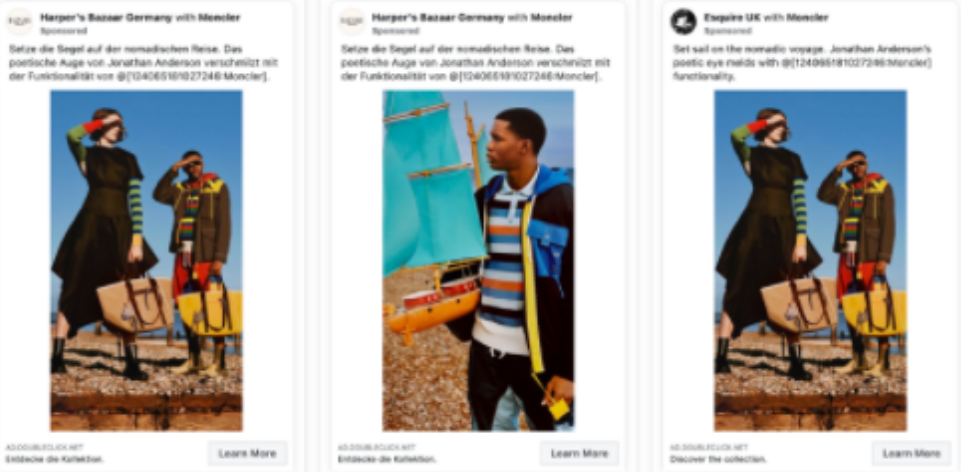
PRODUCT PUSH



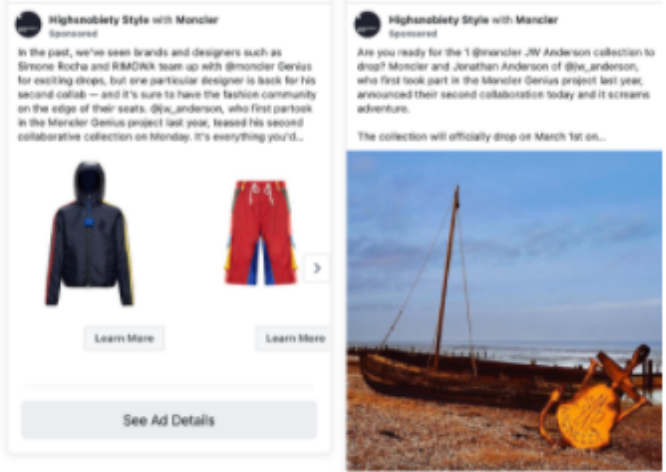
FRIENDS OF THE BRAND PARTICIPATED IN MONCLER VOICES CAMPAIGN



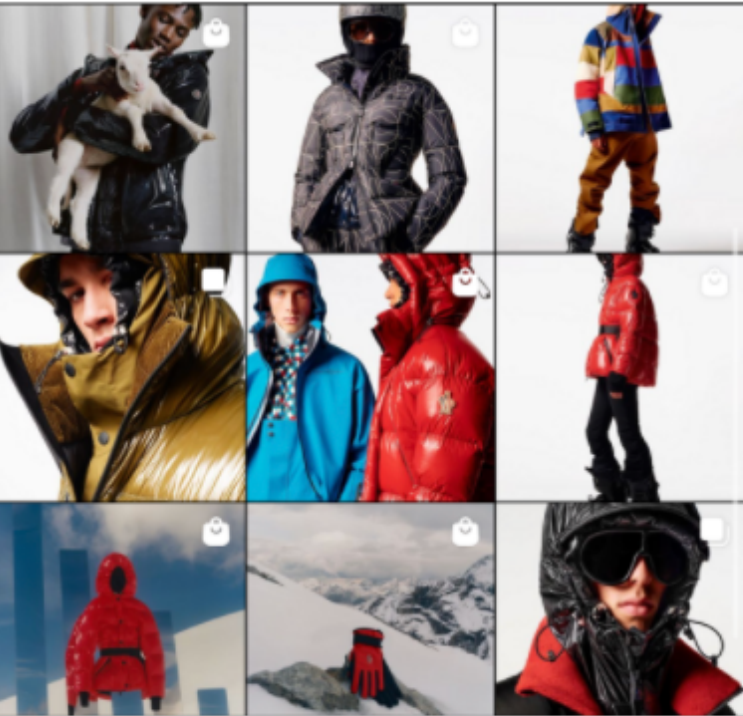
X HARPERS BAZAAR X JONATHAN ANDERSON X ESQUIRE UK



X HIGHSNOBIETY STYLE

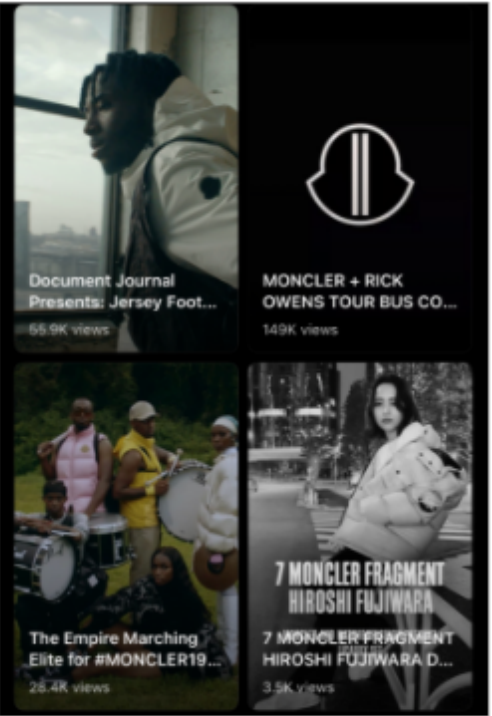


SS21 DROP

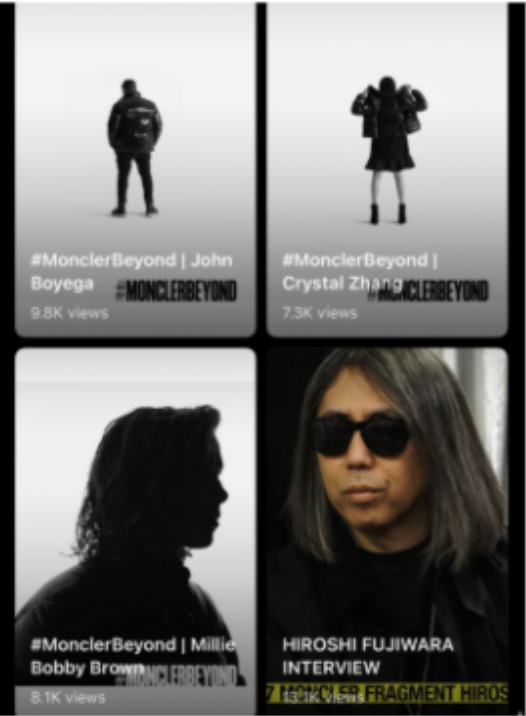


Jackets are a breakout category driven by an increase in walking and outdoor socializing during the pandemic. Searches for puffer jackets increased by 174% in Q4

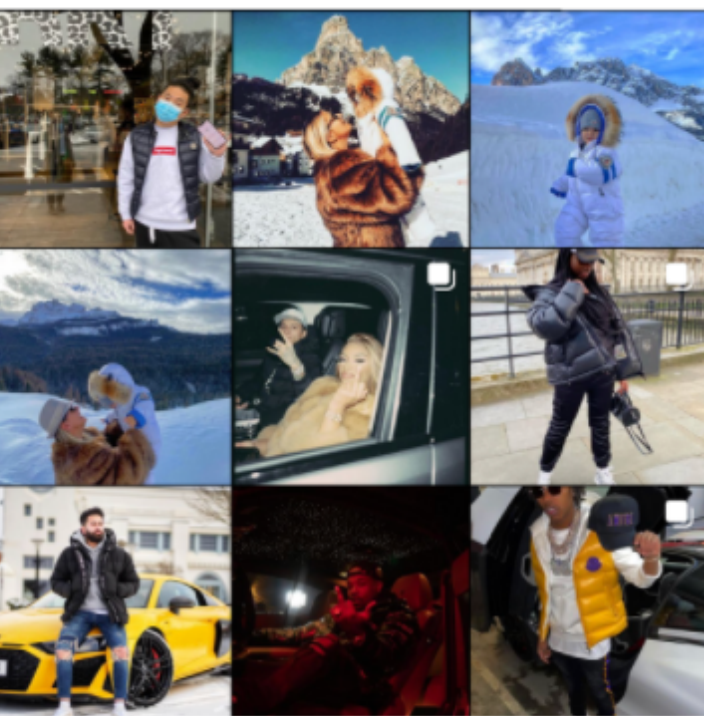
IGTV X GENIUS DESIGNER



IGTV X #MONCLERBEYOND



TAGGED PHOTOS



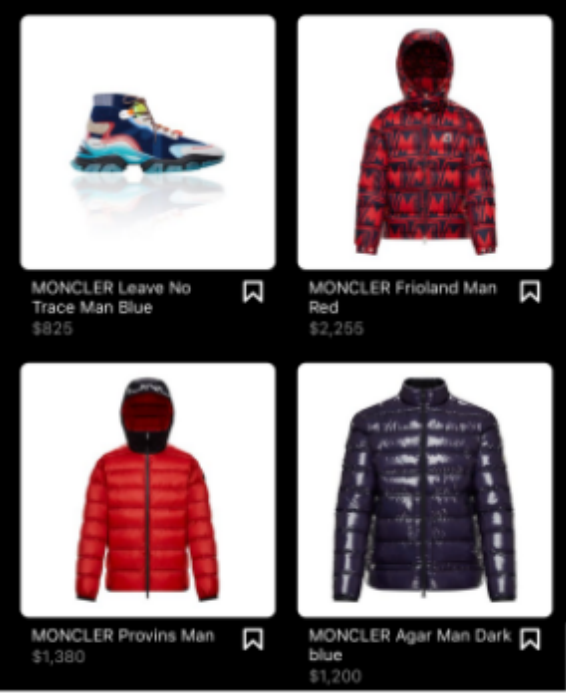
X RICHARD QUINN



#WARMLY MONCLER
Challenge on Instagram to find warmth in togetherness



INSTAGRAM SHOPS



VR FILTER

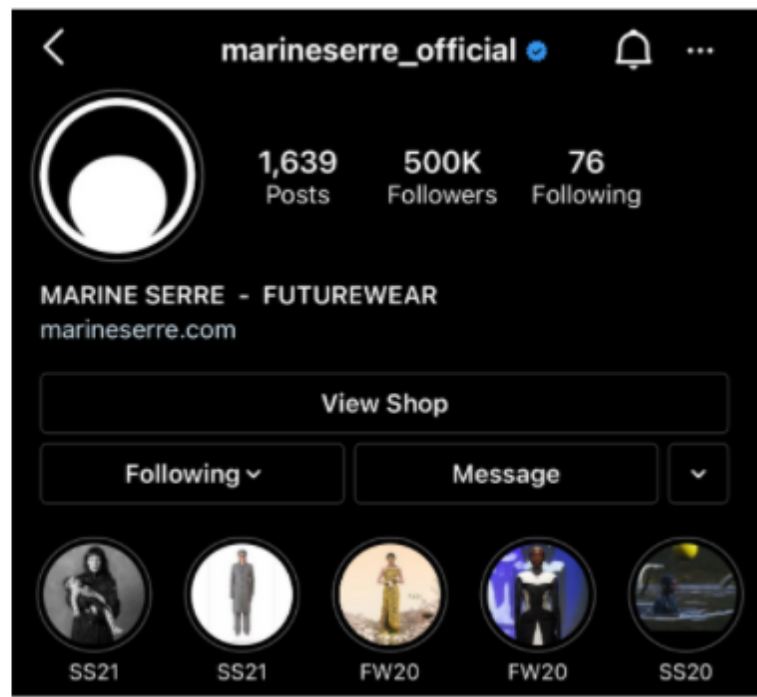




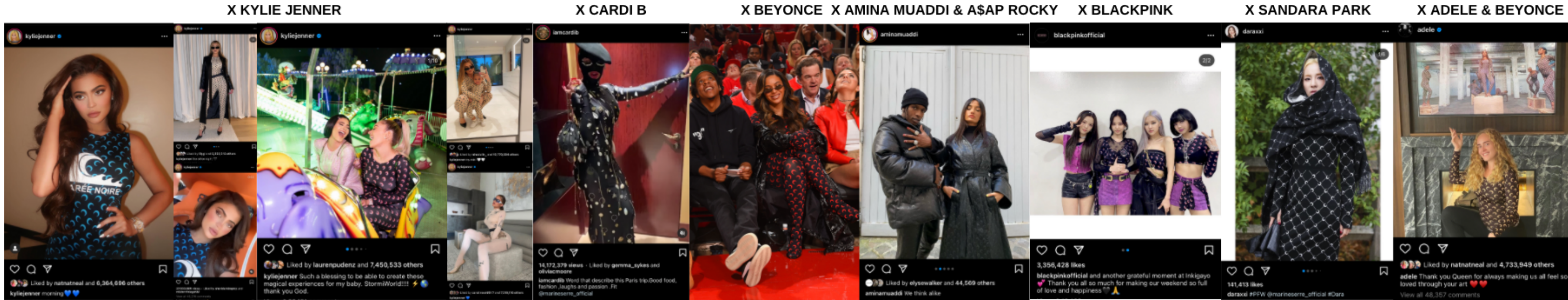
MARINE SERRE

LYST LOGO OF THE YEAR
Marine Serre's signature moon print
was the most wanted logo of 2020

CREATIVE
DIRECTOR



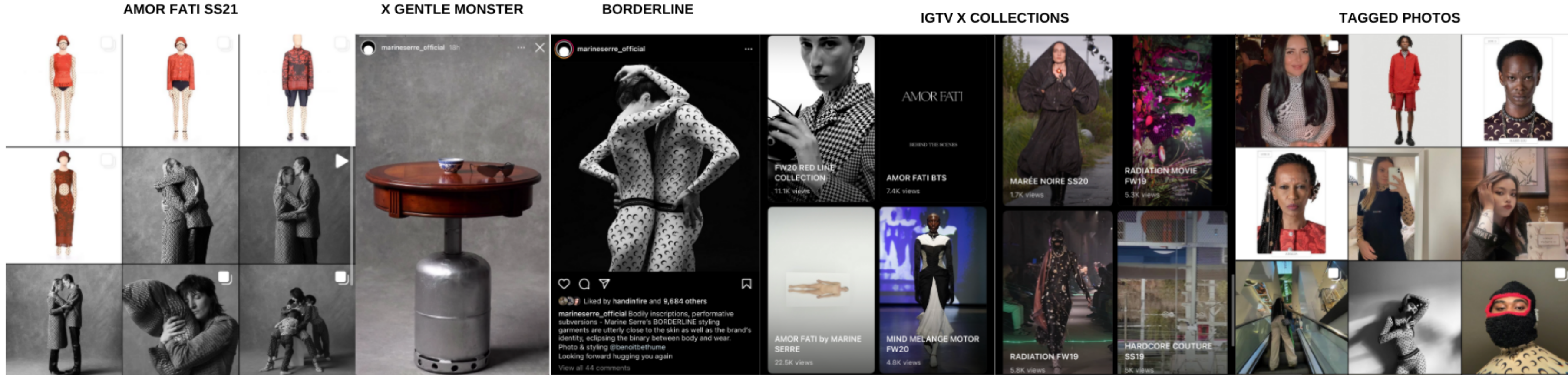
Marine Serre launched her namesake label after studying under Demna Gvasalia at Balenciaga. The designer does not have personal social media profile.



Of the 300+ face masks available on Lyst, Marine Serre's moon print face mask is the women's most wanted covering.

No ads match your search criteria
This advertiser isn't running ads in any country
at this time.

LYST # 1 BREAKOUT BRAND
Searches for Marine Serre continue to rise 51% weekly. The brand is the fastest rising in the Lyst Index of hottest brands, jumping 10 spots from Q2 to Q3, as demand increased 83%.



X BEYONCÉ X "BLACK IS KING" ON DISNEY+

In the following 48 hours, searches for the French brand spiked 426%.
Over the next few days, over 3,000 shoppers looked for "crescent moon top"

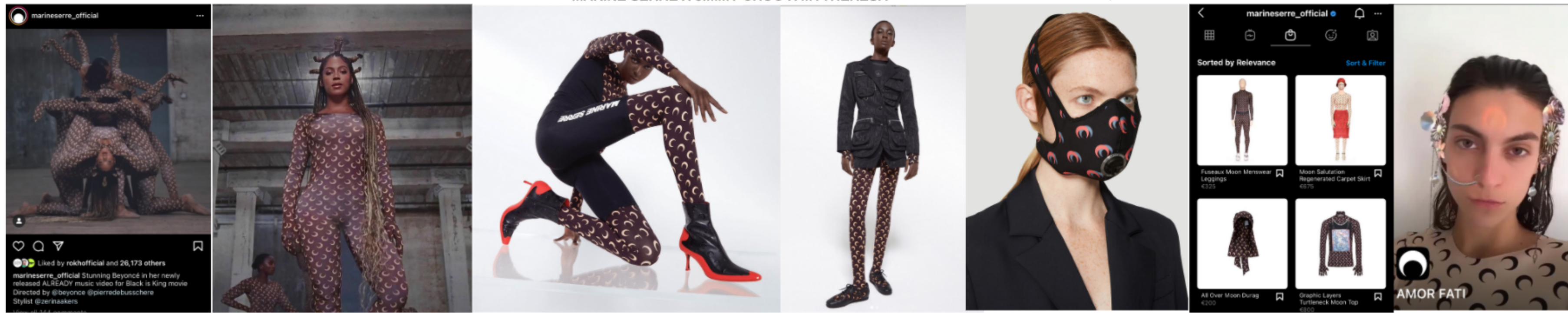
MARINE SERRE X JIMMY CHOO X MYTHERESA

MARINE SERRE X R-PUR FACE MASK

Second hottest women's product of Q2

INSTAGRAM SHOPS

VR FILTER



CREATIVE DIRECTION & CELEBRITY

Representation and personality in front of and behind the camera and in the upper echelon of a firm are essential in creating a brand voice. The people and culture around the brand are what plays out in the values perceived by the audience, as strong creators reflect the zeitgeist and identity.

Modern creative directors interpret historic companies and / or are founders in their own right. They spearhead design and marketing messages to further tell the brand story. Design houses are built on the heritage of a founder, courtier, and entrepreneur. Consumers follow the creative director to embrace the vision, voice, and point of view of the house. Designers today are outward-facing aspects of a brand that attract shoppers and impact positioning. Many have friendships with the models and actors who wear, work for, and buy their brand, promoting the directors into stars and providing yet another opportunity to resonate with consumers.

Popular celebrities offer brands implicit trust from a wide consumer audience, and brand partnerships positively influence attitudes toward both the celebrity and products, particularly among Millennial consumers. Fashion and music are inseparable forces in pop culture, and music videos are replacing the runway, as fans look to reflect their favorite artists' personal style. This is exemplified by the impact of Beyoncé's wearing Marine Serre in the Black is King film. The message of self-determination aligns with the house and transformed Marine Serre into a cult label overnight, driving a 426% increase in online searches for the brand and its products.

<div>1.</div> <div>KYLIE JENNER: 223 M</div> <div>Balmain Jacquemus Marine Serre</div>	<div>4.</div> <div>BEYONCÉ: 170 M</div> <div>Balmain Marine Serre</div>	<div>7.</div> <div>GIGI HADID: 65 M</div> <div>Versace Jacquemus Off White</div>	<div>10.</div> <div>LADY GAGA: 47 M</div> <div>Valentino Givenchy</div>
<div>2.</div> <div>KIM KARDASHIAN: 212 M</div> <div>Balmain Givenchy Jacquemus Balenciaga</div>	<div>5.</div> <div>JENNIFER LOPEZ: 148 M</div> <div>Balmain Versace</div>	<div>8.</div> <div>DUA LIPA: 64 M</div> <div>Versace Loewe Jacquemus Marine Serre</div>	<div>11.</div> <div>HALEY BIEBER: 33 M</div> <div>Versace Prada Jacquemus Bottega Veneta</div>
<div>3.</div> <div>KENDALL JENNER: 157 M</div> <div>Givenchy Versace Jacquemus</div>	<div>6.</div> <div>CARDI B: 87 M</div> <div>Balenciaga Marine Serre</div>	<div>9.</div> <div>BELLA HADID: 40 M</div> <div>Versace Fendi Prada Jacquemus Off White</div>	<div>12.</div> <div>KATE MOSS: 1 M</div> <div>Versace Saint Laurent</div>

CREATIVE DIRECTION

Oliver Rousteing was the first designer and director to achieve one million followers on Instagram. He has utilized personal friendships and connections to formulate the Balmain Army of celebrities, collectively reaching tens of millions of viewers and earning Oliver the highest following across social media.

Virgil Abloh has the second highest scores on social media. He is a cultural commentator and brand in his own right, as Off White is Virgil's personal label. On top of running his individual line, Virgil became the first American designer of African descent to be artistic director at a French luxury fashion house when selected as creative director of Louis Vuitton Men in 2018. His interpretations of the world inspired a solo exhibition, Virgil Abloh: Figures of Speech, a retrospective on his impact across design, art, and music. Sneakerheads follow him to stay on top of trends and earn inspiration, as his Nike Ten collaboration in 2017 sold out immediately, won Shoe of the Year, was deemed Collaboration of the Year, and reached resale values up to ten times the original resale price

Donatella Versace rounds out the top three in social media dominance, and the designer is infamous for taking the company helm following her brother Gianni's assassination. Donatella has always run in esteemed circles with close celebrity friendships, enabling her to bring that indulgent lifestyle to the brand and her attentive audience.

Jacquemus, a successful, smaller company, was founded in 2009 and named after the creative director, Simon Porte Jacquemus. All posts and campaigns originate from the designer himself and embrace the brand's playful nature; he typically posts in threes to generate the optimal feed aesthetic. Jacquemus shares cheeky and personable insight into brand decisions by posting from inside the Paris office and showroom. Jacquemus dominates Instagram through memes that offer entertainment, an emotional response, and reflect the brand's cultural zeitgeist. This reinforces the brand identity, encourages users to share the posts, and provides social currency to Jacquemus. The company's designs are socially distinctive in and of themselves; his Le Chiquito bag was a viral sensation that drove the mini bag trend industrywide. His products are immediate internet sensations, going viral and generating demand through an intimate relationship with his followers. The designer outsources ideas by asking consumers what they want to see and actively shares his inspiration, even coalescing a series of iPhone photos into a sold-out book. The brand re-posts innovative and inspired fan posts and is commonly seen on major models and celebrities. From viral, innovative, and socially distanced fashion shows to shooting collections via FaceTime and earning coverage from Vogue, Jacquemus is a disruptive, young, and independent brand. Ultimately, the founder, Simon Jacquemus, who serves as the face of the brand, designer, and manifestation of the brand universe, has captivated young shoppers. The brand is in tune with their target customer of by joining new platforms such as TikTok and offering direct-shopping links that translate to a smooth consumer journey and increased sales.

Another successful new brand, Moncler, currently has partnerships in place with eight designers, uniting one house under different voices. The collective followings of these designers earned Moncler the fifth spot in terms of creative director audience on Instagram. Moncler ensures continual newness and promotion by rotating designers who have audiences in their own right, drawing consumer attention and sales. Moncler stays relevant through an experimentation and as a curation of the now.

The combined following of Prada's creative directors Raf Simons and Silvia Fendi earned the firm the sixth spot. The brand generated major hype around Raf Simon's appointment to co-director with a 911% spike in social mentions upon announcement and numerous articles analyzing his debut show. Prada also made waves as one of the first brands to recognize TikTok celebrities, inviting Charli Di Amelio to their Milan presentation. Moreover, Prada dressed Amanda Gorman for the inauguration, further amplifying brand awareness.

BALMAIN: 6.4 M

Olivier Rousteing

OFF WHITE: 5.8 M

Virgil Abloh

VERSACE: 5.6 M

Donatella Versace

JACQUEMUS: 3.2 M

Simon Porte Jacquemus

MONCLER: 481 K, 5 K, 2 K, 558 K, 238 K, 428 K, & 575 K

Rotation of Designers: J.W. Anderson, Veronica Leoni Sergio Zambon, Sandro Mandrino, Matthew Williams, Craig Green, Richard Quinn, Simone Rocha, & Hiroshi Fujiwara

PRADA: 1 M & 0

Raf Simmons & Miuccia Prada

YSL: 883 K
Anthony Vaccarello

GUCCI: 825 K
Alessandro Michele

GIVENCHY: 558 K
Matthew M. Williams

VALENTINO: 557 K
Pierpaolo Piccioli

MARINE SERRE: 500K
Marine Serre

LOEWE: 481 K
Jonathan W. Anderson

FENDI: 159 K
Kim Jones & Silvia Venturini Fendi

BALENCIAGA: 65K
Demna Gvasalia

MCQUEEN: 0
Sarah Burton

BOTTEGA VENETA: 0
Daniel Lee

At YSL, Anthony Vaccarello uses his social media to reinforce the rock and roll nature of brand and share hints of his personal life. His posts are often black and white and illustrate current campaigns, celebrity moments, and past mood boards.

Gucci's creative director, Alessandro Michele, is a design powerhouse responsible for overhauling the brand and generating record-breaking sales. The designer has re-branded Gucci to become his maximalist universe and has close relationships with his celebrity muses Billie Eilish, Sienna Miller, Jared Leto, and Harry Styles. These stars cross-promote the brand at events and on stage, offering incredible media impact with diverse audiences. Michele posts public show notes that elaborate on the inspiration and story behind every collection that are entrancing and thought-provoking; devotees follow both the director and brand to understand and be part of the Gucci universe.

In a hype-induced logoed and product centered collaboration, Kering brands Gucci and Balenciaga unveiled a partnership during the former's centennial anniversary show, in which Michele hacked the styles of Balenciaga for a few select pieces. Demna Gvasalia of Balenciaga, however, maintains an Instagram profile with thousands of followers, but has never posted and likely never will.

At Valentino, the creative director, Pierpaolo, uses Instagram to proudly highlight his family, model friends, and the brand. Most recently, he signed Zendaya as the face of Valentino to progressively embrace diversity and romanticism.

Marine Serre is similar to Jacquemus in that the creative director and the brand's social media are one and the same. The designer studied under Demna Gvasalia at Balenciaga before launching her eponymous label. She collaborates with other cutting-edge creatives like Amina Muaddi and A\$AP Rocky. The brand was featured in Beyoncé's Black is King visual film, and the celebrity moment aided Marine Serre's rise to incredible prominence in 2020.

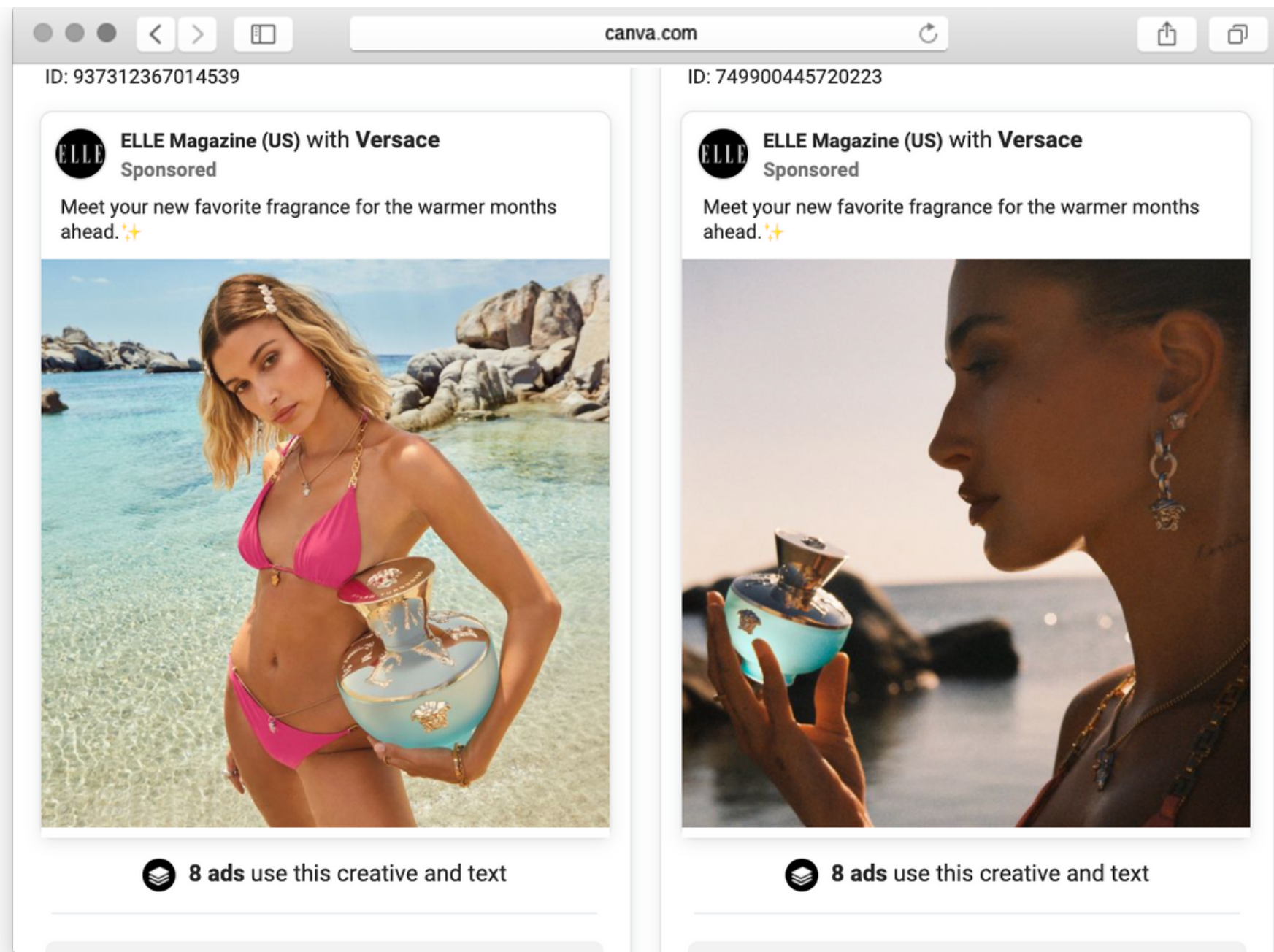
J.W. Anderson of Loewe has his own namesake label as well as an inked partnership with Moncler Genius. While Anderson promotes all brands for which he designs in social posts, his biography links directly back to the J.W. Anderson brand site. Ultimately, Loewe is at a disadvantage, as Anderson fans will likely prioritize purchasing from his original label. This creative director utilizes artful storytelling with content from the Victoria & Albert museum, where he is a trustee.

Likewise, Matthew Williams of Givenchy has his own label, Alyx Studio, and collaborated with Moncler Genius. The newly appointed creative director of Givenchy launched a love locks campaign to introduce his aesthetic and carry the brand into a new era. His first ad campaign and lookbook stars celebrities such as Kendall Jenner and Hunter Schafer and amassed hype across multiple platforms and channels.

Fendi is similar to Prada with two creative directors, the recently appointed Kim Jones for both haute couture and womenswear and Silvia Fendi for menswear. Karl Lagerfeld held the creative director role for fifty-four years and brought the house new life by innovatively introducing furs to high fashion. The designer's death left a creative void at the brand partially filled by Silvia. Kim Jones's recent appointment has increased anticipation around the new collections. She was recently the first designer invited to guest edit Vogue for the Italia April issue. Nonetheless, the designer is also the men's creative director at Dior, another LVMH house.

Both Daniel Lee of Bottega Veneta and Sarah Burton of Alexander McQueen do not have social media presences whatsoever.

PRODUCT PROMOTION



Brands are exploring new ways to push products beyond celebrities or influencers who wear their products. Industry leaders are partnering with digital outlets and magazines to find new forms of promotion. Launched in September 2020, Perfect Magazine is an agency first and a magazine second, offering creative services and working with brands to develop their own digital content. The firm's first partnership was a social media takeover during Valentino's Spring 2021 runway show. Next, the agency teamed up with Balmain to promote the new "Chocolat" handbag. Perfect Magazine launched its first issue in partnership with Gucci. The multifaceted collaboration features a vinyl recording and imagery of musicians dressed by the brand. The brand and magazine collaboration uses talent to generate successful publicity.

The magazine-brand collaboration is a growing trend industry-wide as magazines pivot to replace advertising revenue. Alexander McQueen worked with Glass Magazine to recruit photographers worldwide to capture the Tread Slick Boot 'in situ.' Givenchy hired Highsnobiety to run their influencer marketing campaign push for the Antigona bag. Likewise, Versace worked with Elle, Vogue, and GQ to generate sponsored content that lives natively on the site. Lastly, Moncler ran paid Instagram and Facebook Moncler Voices advertisements through Harper's Bazaar, Esquire, and Highsnobiety.

Production partnerships can make for the ultimate brand moment, as proven by Jacquemus' ongoing work with Bureau Betak. Together, the two have put on sustainable yet viral runway presentations. The first eco-conscious presentation took place in Provençal lavender fields, employing nature and sunlight to provide a set rather than constructing one. The following SS21 show was the first physical fashion event following COVID restrictions. The team produced the perfect setting in Vexin National Park, as the wheatfields lined the catwalk and separated audience members who were seated six feet apart.

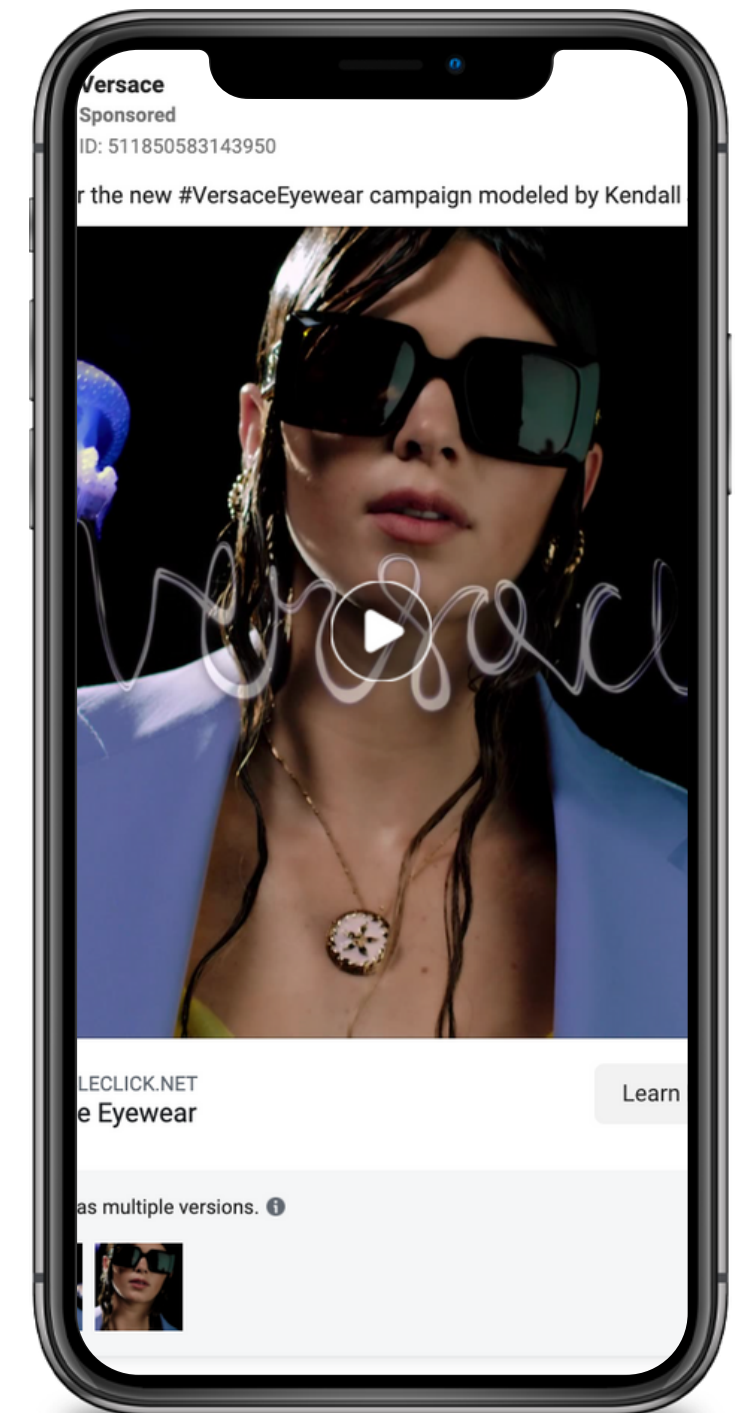
FACEBOOK AND INSTAGRAM ADS

The consumer-facing side of Instagram and Facebook has changed dramatically as the platform expanded from a visual environment to promoting product discovery, pushing transactions and commodifying interactions. Instagram replaced the notifications button with a Shop tab and is selling feed space to advertisers. Over 38% of internet users aged 25-34 have purchased a product they discovered through Facebook or Instagram. This age group overlaps a growing audience for the luxury segment, implying that these social platforms are critical to conversions. Loewe, Jacquemus, Bottega Veneta, and Balenciaga are the anomalies who do not run Instagram or Facebook ads.

Balmain is still in the experimental phase for Facebook ads, solely running one with product images for the Buzz 32 design. YSL is similar, with several black and white ad iterations in various languages for only the Le Mallion bag. McQueen utilizes Spring Summer 2021 shoes, with ads featuring product images. Givenchy is promoting SS21 products as well, predominately purses.

To excite the modern consumer, brands are utilizing optimistic yet entertaining messages to promote and present their collections. Brands that invest in telling a story to their targeted audience via paid advertisements, similar to billboards of the past, are optimizing their position online.

Versace created SS21 products and Chinese New Year-focused advertisements with a narrative targeted towards a specific consumer and linked shoppable products. Valentino utilizes shoppable video content and campaign imagery illustrating its Lady Gaga Fragrance and the new virtual showroom. Off-White's sneaker-focused advertisements are far more engaging than those of Alexander McQueen. The former shows sneakers in action, promoting brand associations with streetwear and sports, while the latter has the product on a plain white background. Fendi re-uses campaign close-ups and detailed product shots for their promotions, extending the ads to social media. Finally, Prada launched a dialogue advertisement with billboards and social ads that offer a series of images with questioning text such as "What does the cloud make you think?" Prada's unique strategy elicits consumer attention and discussion, leading them to the brand profile and ultimately linking platform presence to awareness and transactions.



NARRATIVE: CONTENT AND VIDEO

COVID-19 and social media worked together to democratize fashion. Smaller brands without the same budget or investment as conglomerates have the same access to audiences on digital platforms. The pandemic turned consumers attention online, where anyone can witness a runway presentation as a welcome member of the audience. Social media provides the opportunity for powerful storytelling through cohesive narratives that create emotional bonds with consumers. Consistently sharing the stories behind the brand, creative director, and products across all communications creates and reinforces customer loyalty.

Loewe and Balmain prioritize short clips that show the workshop and creative process. Living in the era of brand authenticity, customers want to take a look behind the scenes and see people who help to create their favorite products. These videos not only tell a story about a company and its values but also help to draw attention to the brand, raise awareness, and increase both loyalty and trust.

Versace launched a short social series starring Donatella where she handpicks outfits for famous friends. The Date with Donatella videos aired on Instagram, Facebook, and the brand website and highlight looks from the latest collection, so that aficionados can buy looks to match their favorite stars. The strategy is geared towards Millennials and hopes to entertain audiences at home during the pandemic. To further connect with this community, the brand invited viewers to email in their favorite Versace designs and their personal styling in hopes of winning an exclusive Versace personalized moodboard. On top of the short videos, the brand promotes the #AtHomeWithVersace, encouraging sheltering in place during the peak of the pandemic and offering content from celebrities and Donatella lounging at home; Versace seeks to remain top of mind for consumers.

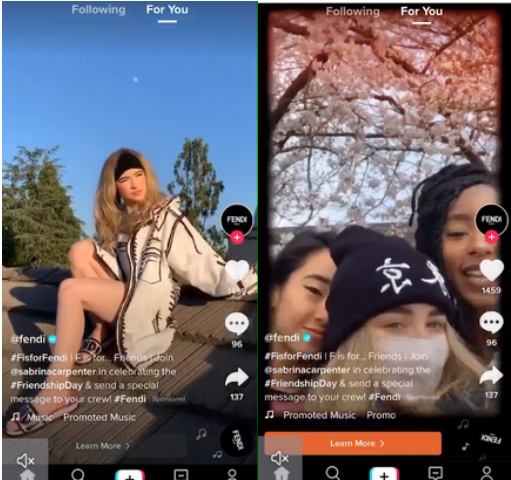
Off-White launched a digital universe, called Imaginary TV, which will portray the Virgil's world vision and offer a new means to experience fashion week. The innovative online event showcased the SS21 collection through an impressive lineup of performers and models. The site offers various 'channels' displaying dancers, musicians, and Off-White's own artisans at work, collapsing boundaries of gender, distance, and artistic discipline.

Similarly, Marine Serre's "Amor Fati" is an audiovisual project that shares her SS21 collection. The narrative conveys the inspiration behind the design, showcasing androgenous models in aquatic, mountainous, and aseptic atmospheres. The film stars Iranian-Dutch musician Sevdaliza, and characters change roles when they change outfits, establishing clothing as protection and identity in this dystopian world. This apocalypse chic story showcases an abundance of masks and face shields, resonating with the current cultural moment while staying true to the brand identity. Evidently, digital and video tools are essential to enhance and contextualize storytelling today.

TIKTOK

Partnerships extend into the platform space: TikTok innovatively worked with luxury brands Fendi and Balenciaga in business case studies proving the positive impact advertising on the platform has on brand awareness.

X FENDI



TOTAL VIDEO VIEWS:
4 M+

CLICK THROUGH RATE:
5.8%

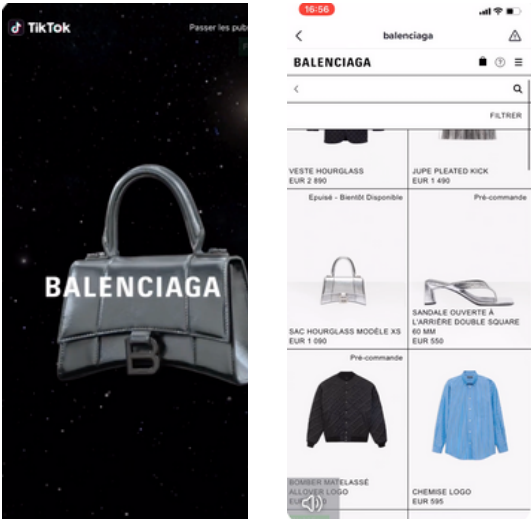
PROFILE VIEWS:
232K

NEW FOLLOWERS:
15 K

First luxury fashion brand to experiment with TikTok’s In Feed advertising format with five "F is for..." storylines that natively appeared on users' "for you" page. Each ad version tells a story of Fendi's values of family, fearlessness, freedom, friendship, and future. Visuals and audio feature the famous U.S. singer Sabrina Carpenter, encouraging engagement and appearing organically in the feeds of her 4.8 M followers. Clicking into the ad carries the viewer to the newly established Fendi brand profile. The ad was created with the goal of establishing a following on the newly created channel and earning a first-mover advantage in the video-sharing app.



X BALENCIAGA



TOTAL VIDEO VIEWS:
25 M+

IMPRESSIONS:
23 M+

CLICK THROUGH RATE:
18%

LANDING PAGE VIEWS:
4.5 M+

First luxury fashion brand to experiment with TikTok’s Top View format which captures users’ attention as they open the app with a full-screen takeover. The brand-safe, premium placement opens with sound on to a short interactive video. Clicking into the Balenciaga ad carries the viewer to an in-app shopping page for the Spring 2020 collection with the goal of generating sales of new products.



NARRATIVE: IGTV TALKS

The debut show of Raf Simons at Prada was notable, as the brand broadcast a sit-down interview, “Prada Dialogue” with the two designers on social. They offered insight into the brand vision and approach through innovative technology. Prada captivated audiences by sharing design details that had never previously been available to the public. The conversation connected international thinkers – supermodels, activists, poets, producers, writers, designers, and actors – to authentically examine the presentation. Prada has successfully evolved their cultural events to take place in a digital world. The firm launched a live, ten-episode speaker series with themes across fashion, art, cinema, literature, environment, philosophy, poetry, and psychology. Aptly named “Prada Possible Conversations”, the digital talks dissect beliefs, disciplines, and mediums of current and future times. Each talk coincided with a donation from the brand to UNESCO to support billions of students worldwide affected by COVID-19.

Balmain produced a #BalmainEnsemble series of quarantine content from the Balmain Army of friends and collaborators. The social series offers an inside look at the label’s archives, supermodels, designer sketches, and work from home. The brand offers weekly challenges, soliciting user-generated content and sharing the designer’s favorite responses.

Gucci launched a six-day festival in place of a runway presentation that coincided with a seven-episode IGTV series called the Overture of Something that Never Ended. The films highlight up and coming designers while unveiling the new Gucci seasonless collection. The series was also broadcasted on a dedicated Guccifest website and on YouTube. The fashion films include appearances from the brand muses and fan favorite celebrities, Harry Styles and Billie Eilish. The quirky digital spectacle transports viewers into the eclectic world of Alessandro Michele by following Silvia Calderoni at home, the café, the post office, theater, neighbors, vintage shop, and on a nightly walk, romantically contextualizing the clothes in a casual setting that reflects the simplicity of COVID times.

Bottega Veneta launched a virtual residency, “theatre of joyous distraction”, to offer inspiration and entertainment during the pandemic. The series includes collaborators, muses, writers, musicians, film directors, and performers. The goal is to provide fans with a sense of normality through a weekly itinerary of events like cooking, music, movies, and more offered each day. At the time, the content was available across Instagram, YouTube, Weibo, WeChat, Line, Kakao, Spotify, Apple Music, SoundCloud, and the Bottega Veneta website. The Instagram iteration is no longer available given that the firm disabled their account. As a creative firm, Bottega recognized their strength and utilized the firm’s connections to provide hope to audiences worldwide.

Finally, Jonathan Anderson produced a Loewe En Casa series that embraced health guidelines and encouraged staying at home through a series of live events and workshops. The initiative was arts and crafts focused and led by artisans and collaborators of the house. In a time when consumers needed inspiration, luxury brands offered an educational and immersive brand experiences that permit an understanding of the brand values, aesthetic, and ethos, ultimately increasing customer engagement and retention.

Numerous brands launched educational live entertainment on Instagram or pre-recorded videos on YouTube and Facebook over lockdown. The primary benefit of social media among young consumers is new ideas; thus, they turned to brands for entertaining learning opportunities online. This branding moment helps firms establish what they stand for, as they communicated directly with customers despite distancing protocols. Loyal fans will craft memorable social identities for firms that offered creative conversations and built communities during dark times. Shoppers expect brands to have a purpose in society while still offering a compelling lifestyle that they hope to embody.

NARRATIVE: PHOTOS AND CONSUMER IDENTITY

Firms must build an online universe that offers context and branding for each purchase that resonates with an individual shopper's values and desires. The stories brands tell online have attitudinal and intentional consequences given that products people wear reflect their own values, and shopping choices are personal and emotional decisions. Social platforms make brand images appear alongside content from friends and family, which feels hyper-specific to the individuals and appealing to savvy consumers who want to be recognized. To build relationships with consumers, retailers should focus on touching storytelling rather than solely product promotion.

Balenciaga's social media strategy is unique, as the firm shows products in everyday settings without captions, leaving the imagery up to the viewers' interpretations. This strategy is simple yet effective, making the media account entirely about the collection and introspection.

Gucci utilizes imagery that shows the products in use while telling a targeted story. Most recently, this included the Gucci Winter in the Park campaign which captures a "moment of personal peace in nature." The quietly romantic campaign reflected the current zeitgeist, as the pandemic brought about renewed interest in outdoor activities. By starring celebrity ambassadors Celeste, Alexa Chung and Vanessa Kirby, Gucci guaranteed coverage for the digital campaign from numerous magazine outlets from Wonderland to Nylon.

Similarly, Valentino uses social media to tell stories and offer personalization. For Valentine's Day, the firm specially crafted digital cards that consumers could select, write a note, and send to loved ones. The posts were supplemented with shoppable stories of potential Valentine's gifts for loved ones, connecting the product promotion to bespoke clienteling. The firm also shares its activist efforts online, which resonates with sustainably minded, modern consumers. During the pandemic, Valentino launched a Writers' Roadmap digital mentorship program that connects selected young writers with best-selling authors to foster their craft. The firm sponsored the enrollment of fifty students and promotes these writers and their work online, with the goal of enriching the worlds of art and literature, cultivating creativity, and fostering community.

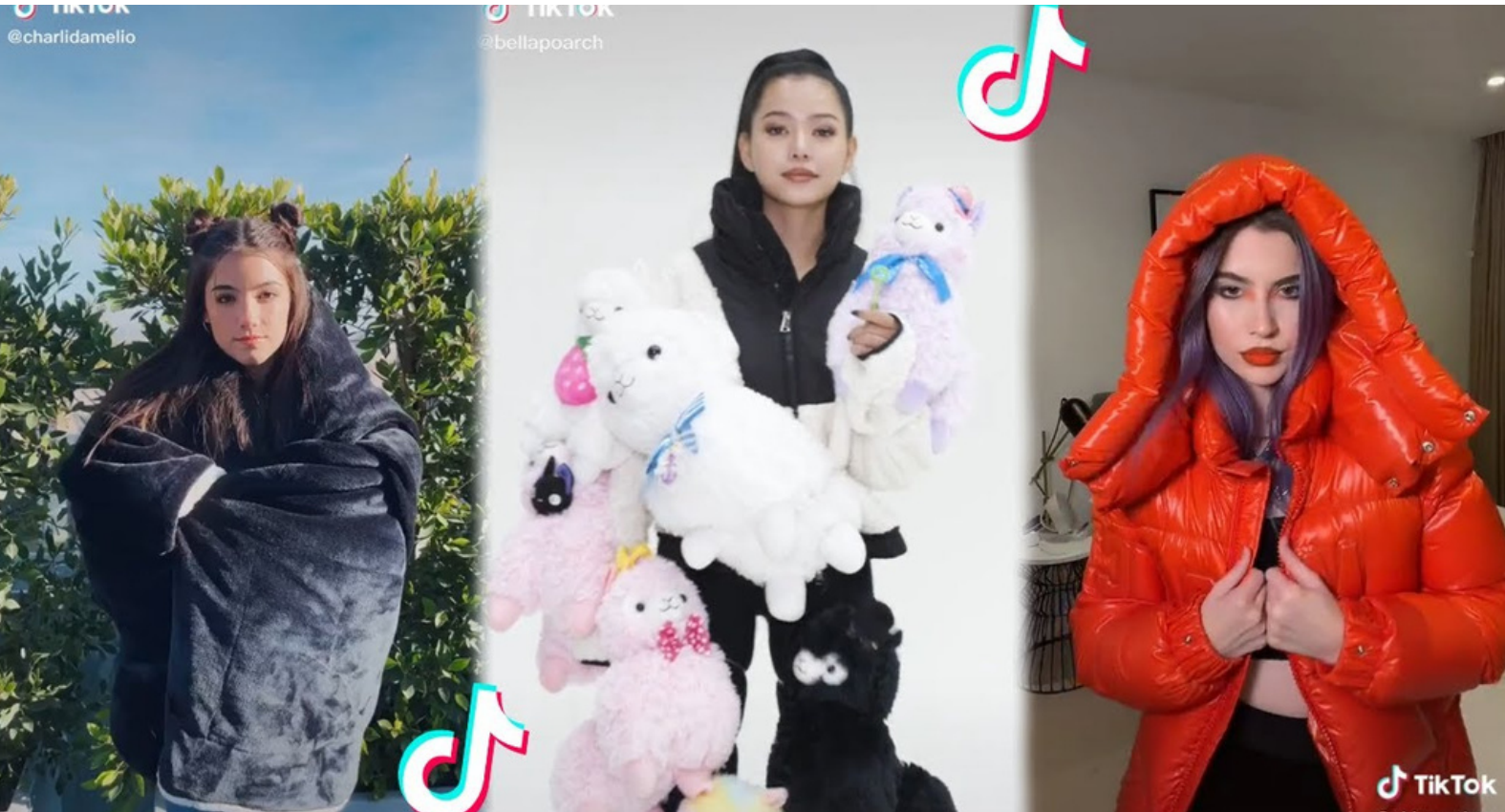
Moncler implemented a multidisciplinary campaign, Warmly Moncler, to signal hope during the pandemic. The imagery looks to the firm's past, present and future to illustrate the belief that 'although we are far apart, we've never been closer.' The idealistic, archival photographs show people spending time together and embracing happiness, which people hope to do again soon. To back the messaging with action, Moncler supports a UNICEF winterization program to provide necessities to fight the cold and support education, directly impacting the most vulnerable children of the world.

Prada partnered with Sotheby's for a "Tools of Memory" auction with proceeds donated to UNESCO to support education efforts worldwide during the pandemic. A series of one-of-a-kind apparel items, prints, show invitations, décor, and music from the Fall Winter 2020 presentation were sold, with an emphasis on benefiting young girls and women who were disproportionately impacted by COVID-19. Modern, conscious consumers challenge brands to walk the talk and deliver on brand promises. Purpose is purely the baseline to engage younger generations, as a larger cultural ethos of narratives and experience shapes positioning.

NARRATIVE: USER-GENERATED CONTENT

Off-white, a subversive brand known for its community of streetwear enthusiasts reposts user-generated content to its stories regularly, offering a bottom-up brand image.

Versace employed this strategy for a #VeryVersace challenge inspired by the brand's signature baroque V motif. The campaign hopes to bring people together through sharing posts of V-shapes they encounter in everyday life. Versace will repost a selection of user imagery on their social media and website, an appealing proposition for social savvy consumers. Customers will then repost Versace's posts, so their friends will know the brand and the success of their own photos or videos. The reach of all participants will help generate brand awareness and direct followers to Versace's channels.



Similarly, Moncler created a #MonclerBubbleUp challenge on TikTok in partnership with Charli D'Amelio, the most followed person on the platform. Other big names participated, earning the hashtag over 2.3 billion views. The viral campaign tapped influencers to wrap themselves in puffy items then utilized an edit to transition into an actual Moncler coat. These participants encouraged their large audience to do the same, generating organic growth for the challenge. The informal and fun activity offered a unique entry point into the luxury brand's cosmos.

During quarantine, Alexander McQueen launched a McQueen Creators' program to inspire artistic endeavors among fans of the brand. Each week, the firm offers a challenge based on a selection of images and a tutorial video and requests that participants share their work online. McQueen features creators' work on their social platforms, encouraging togetherness of their community from home and establishing the craftsmanship behind their products. To further highlight the artisanal and luxurious nature of McQueen's products, the firm created an Instagram brochure showing the steps and intricacies of making a Red Rose Dress, as the flower is an iconic house symbol. The feature enables content aggregation from the brand's Instagram feed, offering a curated representation of the McQueen atelier. The longer form guide allows for a deep dive with image galleries and commentary; an interactive guidance is an engaging means to narrate brand values.

User-generated material is the most influential and will result in high social media interactions and greater conversions overall, as consumers respond to the human value of the posts.

NARRATIVE: SHOPPERTAINMENT



The pandemic has induced consumer cravings for ‘shoppertainment’ via interactive engagement models and media productions such as live-stream shopping events and product launches, playlists, podcasts, games, webinars, and television.

Over 70% of European consumers are interested in livestreaming commerce with 35% of that group noting that this desire is driven by the pandemic. Moreover, a 2020 Twitter report found that 60% of users felt more connected to their peers when watching live-streamed events on social media, and 62% are interested in brand-hosted live-streams. Offering connections in an isolating time gives consumers an experience worth remembering. The multiplayer aspect of shared content experiences, such as gaming and livestream, enables community building, which brands should both reward and incentivize to further customer loyalty.

Livestream events also helped consumers adopt IGTV technology into their regular lives over the course of the pandemic. Livestream shopping is an established part of the consumer ecosystem in China, where 63% of consumers agree that online activities conducted at home through short video platforms can replace offline ones. Brands strive to carry the active audience from live educational programming and concert series over to product launches or congruent influencer-brand discussion rooms. Testimonials, tutorials, and recommendations enable in-depth research via digestible content on social, that ultimately advocates for and sells products.

Livestream shopping provides a one-two punch of discovery and consideration, as viewers are introduced to an item, learn about it from creative directors, influencers, and insiders who know best, experience peer’s questions, and engage in a credible and controlled community experience.

Shoppers are increasingly drawn to video narratives and look to Facebook, Instagram, and YouTube to find products and services. Presence on these platforms is key to connecting with young luxury consumers as they shift from a source of brand discovery to one of sales. Forward thinking brands explicitly lean into virtual worlds by establishing ‘Shops’ that permit in-app browsing and checkouts from brand catalogs. Industry insiders anticipate consumers will change their purchasing behavior and fully adopt these new technologies in the moment of inspiration on the social platforms. Bottega Veneta, the brand with de-activated Instagram and Twitter social accounts, subsequently lacks a Facebook or Instagram Shopping catalog and offering. Unique outliers remain, as Kering-owned technological powerhouses Gucci and Balenciaga currently lack shopping channels on the app. Smaller, LVMH-owned Loewe is also unavailable for direct purchase. Givenchy on the other hand, offers shopping but has limited other content, as the firm lacks Tagged Photos and VR lenses options for user discovery. Looking forward, YouTube is trialing automatic product detection in videos, another indicator on the rise of social commerce.

INNOVATIONS: COLLABORATIONS

Each unique collaboration generates publicity for both brands involved, typically through natively sponsored editorials or digital magazines. Beyond that, fans themselves engage on the respective brands Instagrams. Novel partnerships are hype, generating a halo effect and ongoing consumer transactions. Modern society is networked and egalitarian, and silos do not aid people nor companies; these product partnerships drive brand lift and value. Going forward, working along brands that represent the same ideas or movements will be key in positioning from the consumers' perspective.

In 2018, Off-White, a leader in the partnership space, launched a pop-up merchandise café inside Le Bon Marché department stores in collaboration with French juice bar Wild & The Moon. The brand is known to work across product categories, having recently dropped a homeware collection. Virgil Abloh further illustrates his mastery of the sneaker and streetwear market through collaborations with Converse and Stussy respectively.

Gucci is another brand that actively engages in partnerships with complementary brands that share an ideal, parallel customer. In the past year, Gucci released collections with Ken Scott, The North Face, and Disney, reaching diverse consumer segments. Gucci is diversified across product categories, offering lucrative ways to enter its universe through apparel, accessories, cuisine, museums, and beauty. Each line is meticulously branded in Alessandro Michele's maximalism. The firm earned additional media value through the user generated TikTok trend of layering vintage items that emulate the Gucci aesthetic. The viral voiceover brought organic growth to the brand and generated awareness with younger users of the app.

Prada released a series of sneakers in partnership with Adidas, engaging a wider, sports-oriented market. Younger player, Jacquemus, collaborated with Delphine Desane, a stylist turned artist to paint the brands SS21 campaign in a unique activation. Equivalently, Marine Serre collaborated with South Korean eyewear brand Gentle Monster and released an exclusive line of shoes with Jimmy Choo for e-tailer MyTheresa.

Valentino and We're Not Really Strangers collaborated on a luxury edition of the card game. The partnership's goal is to increase human connection and dialogue between players. To celebrate the launch, the maison released a series of Live IGTV videos inviting muses and collaborators to have open, honest, and thought-provoking conversations in front of the brand's target audience. This collaboration offers an accessible entry point into the luxury brand while connecting with consumers on an emotional level.



INNOVATIONS: COLLABORATIONS

The Moncler Genius blends collaborations and drop culture by releasing monthly capsule collections with a rotation of new designers. The strategy was developed to meet growing consumer interest in newness through a more regular and engaging conversation with customers. By working with a range of creatives, Moncler hopes to be a brand for every generation and to start conversations worldwide. The Moncler Genius launch in 2018 was incredibly successful, increasing website traffic 59% and growing revenue 22%. The Genius model specifically targets a range consumers segments as each designer employs their distinctive style. The brand hopes to speak to each customer's individuality through inclusive monthly editorials. This powerful storytelling merges the digital and physical, as Moncler shifted over 80% of advertising spend to digital and outdoor media.

The firm brings products to consumers in an equally compelling visual environment, launching Genius pop-up concept stores through January 2020 in Milan, Paris, and Tokyo. The Instagram-friendly environment is tailored for social media content creation to democratize access to the event and its merchandise, as every launch was supported by celebrity, magazine, and online partners. Each city featured small drops of limited-edition apparel and accessories adorned with a city crest, maximizing demand through exclusivity. The Moncler brand employed the new, localized pop-ups to target the space around the clients through cultural programming workshops in design and VR as well as seminars and music events. The physical spaces coalesce into the curation and content of a magazine, the newness and rotating offering of an art gallery, and the sales of a store.

The Moncler Genius strategy merges “offline and online, unity and multiplicity” and illustrates that collaborations exist to develop both exclusive products and environments.

Furthermore, Prada launched a series of simultaneous pop-ups, Prada Symbols, with Isetan Shinjuku across Tokyo, Paris, Hong Kong, China, and South Korea. The shopping space is encompassed by a glass structure, has checkered tile floors, and prominently features the triangle brand logo. Dedicated to the SS21 Men's collection, the merchandise is available to shop, and black and white runway looks are magnified onto wall displays.



INNOVATIONS:

PHYSICAL

Brands must continually re-invent the retail environment through immersive collaborations or pop-up venues that encourage people to visit and experience the brand physically and share with their peers digitally.



The other restaurant is located on the second floor of the luxury department store and is named Oursin, the French word for sea urchin. This is yet another partnership with Kaspia and is inspired by the Mediterranean Coast, featuring white walls, handwoven rattan chairs, colorful tableware and big windows that ensure a bright restaurant. The menu was created by Septime and Clamato alum Erica Archambault, with a focus on fish and pasta dishes to reiterate a vacation aesthetic. The chosen channel of Galeries Lafayette is a successful retailing methodology for Jacquemus, as the restaurants demonstrate the brand identity and raise awareness.

Jacquemus embodies this strategy through a partnership with Galeries Lafayette. Alongside his product offering in the multi-brand store, Jacquemus has diversified into two branded restaurants, opening the designer up to a new set of customers that are in the Galeries to shop and happen upon them.

Located on the first floor of Galeries Lafayette, the Café is called 'Citron' and depicts the simple yet modern style of the brand. The entire space was designed by Simon Porte Jacquemus and depicts his culture by incorporating a Southern French style through lemon trees, crafted terracotta pottery, light wood tables and chairs, and bright colors. Moreover, food lovers will seek out this spot, as it is in collaboration with Kaspia, a famous French caviar Maison. Likewise, the infamous Cedric Grolet, the pastry chef of le Meurice in Paris, helped develop an exclusive lemon-shaped dessert for the café customers.



NEXT →

INNOVATIONS: PHYSICAL



Similarly, Gucci owns two branded restaurants. The extension stemmed from a lifetime friendship of Gucci CEO Marco Bizzarri and three-Michelin-star Massimo Bottura. In 2018, the two launched the first venture, Gucci Osteria, an opulent dining location inside the Gucci Garden museum and store the Florence, Italy, a site that is key to the foundation of the brand. The next restaurant, Gucci Osteria da Massimo Bottura, lies atop the Beverly Hills, Rodeo Drive flagship store. This establishment is rooted in Italian food, replicating a few of the original hits and evolving the menu to embed ingredients from the Santa Monica Farmer's Market that represent L.A. The intimate spot has a private entrance, displays Gucci home wear, and offers an unparalleled brand experience. Gucci has a forthcoming restaurant in Ginza, Tokyo and activated their network of chefs to generate 'Cooking with the Gucci Osteria Chefs' content for the Gucci Osteria Instagram and the Gucci brand website and YouTube channels.

Other luxury players are experimenting with short term endeavors into food, a unique gateway to the brands for consumers who prioritize experiences. Fendi took over Selfridge's champagne bar, The Fount, with a temporary Fendi Café. The pop-up debuted holiday merchandise and activated the space in the collection's colors, designed a unique menu and exclusive logoed china, glassware, coasters, and 'FF' cappuccinos. Waiters in branded aprons served custom cocktails and bites while sales associates nearby assisted with bags. Fendi simultaneously deployed a similar pop-up in Anniversaire Café Omotesando in Aoyama, Tokyo.

While competitors engage the senses through dining, Saint Laurent's Rive Droite is an experimental boutique in Paris that sells both clothing and artwork. The space is an outlet for new ideas through curation of fashion, art, technology, music, and literature. Rive Droite hosts live music sessions on the brand's social channels to give fans a sense of normalcy. The firm has also been experimenting in the beauty pop-up's that enable social media content. YSL created an experiential Beauty Hotel in NYC and subsequently Paris, successfully supporting the newly created and separate social handle for the makeup category which now has 1.4 million engagements and 160 in reach. The beauty line leaned into a video-centric launch with a 'True or Dare' IGTV series.

INNOVATIONS:

VIRTUAL

Fashion brands are extending beyond just clothing into food, art, beauty, and architecture to build a universe. This was first seen through Palazzo Versace, a brand extension into the hotel space in 2000. Now, immersive museum exhibitions or pop-up venues are a regular occurrence that allow people to experience the brand physically and share with their peers digitally. Valentino's Resignify Shanghai exhibit looks to the firm's past and present to dramatize the brand story in the space through archival looks and sources of inspiration. The brand ensured the activation was available to all interested parties from home during COVID through virtual and interactive walk-through tours and videos. The pandemic accelerated our online experiences, as over 34% of U.K. consumers who use mobile apps find a virtual exhibition through an app to be appealing.

Consumers are becoming familiar with digital environments for relaxing, socializing, learning, and creating as they battle social isolation. Shoppers expect brands to communicate values through the language of the internet and will base purchasing decisions on the full brand funnel experience aligning with their personal ideals. Avid researchers look to the profiles of founders to further understand the personality and tone of a brand's identity. As more shoppers come together online, brands must seize the community building opportunity to enable an exchange of ideas and creativity.

Fully virtual stores offer a new technology paradigm, replicating the physical through 360° renderings with inventory displays and mannequins. Vogue Business anticipates a future with multiple shoppers in a virtual environment, or 'co-shopping', where users can offer opinions and feedback as they would in the real world. Pictured above, Balmain created a virtual showroom for the house's cruise collection and featured an avatar rendering of creative director Oliver Rousteing.

Innovations in the physical and digital space shape a firm's cultural identity and positioning in the mind of the consumer. Successful firms invest in a multichannel strategies that stimulate customers' senses, including light, sound, and movement, as part of the houses' creative pursuits.



INNOVATIONS: VIRTUAL

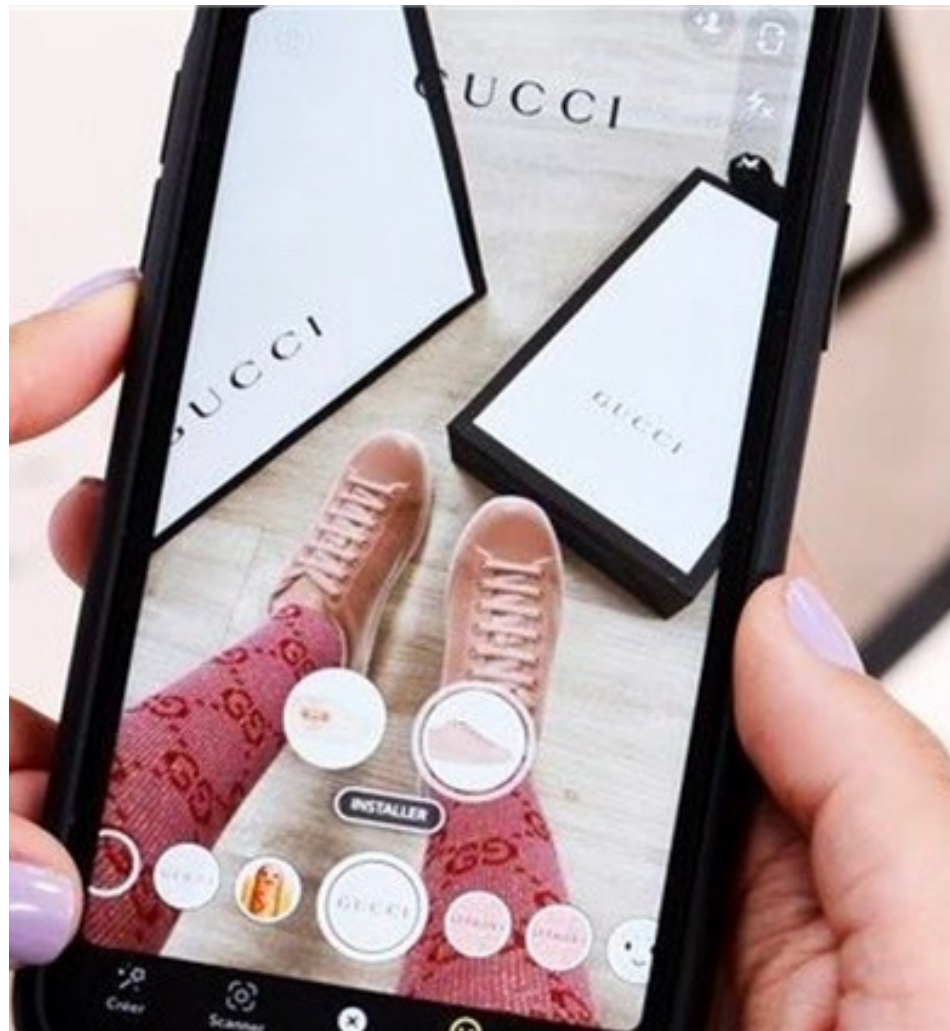
Consumers want to be both surprised and delighted by brands online, and gamification is a unique entry point to resonate with youth subcultures.

Balenciaga utilized this immersive environment to present the house's Fall/Winter collection as a video game titled *Afterworld: Age of Tomorrow*. This digital alternative provided the brand with a new method to present the collection to the world while adhering to social distancing guidelines. The effort was first teased on Instagram through images of the cameras taking images and angles of a handbag that was used to create the high-tech visuals, an ironic reference to the interplay of clothing, photography, and social media. The user begins in a virtual store and ventures across a dark forest to a picturesque sunset atop a mountain. The space age adventure begins dark and dystopian, yet as the avatar ventures across the five challenges, the environment becomes greener and more beautiful. Here, Gvasalia references the current political unrest and climate challenge of the present by depicting an unpleasant future should the world continue down this unstable path. These artificial reality experiences are both genuine and accessible, allowing for emotive storytelling.



INNOVATIONS: VIRTUAL

Gucci also released virtual sneakers with Wanna, a brand that specializes in artificial reality (AR) digital try-on. The sneakers were designed by creative director Alessandro Michele and are available for purchase in the brand's app to be worn in other worlds. The two companies first collaborated in digitizing Gucci's sneaker catalog for Snapchat Lenses. Shoppers can 'try-on' both the Gucci Ace and classic logo sneakers, providing access to interested consumers who cannot afford the price point. Snapchat is an emerging platform for a select few brands. Gucci offers a series of branded lenses which layer the firm's signature logo over the user as a filter. The official brand account also has themed videos revolving around previous collections, product launches, and exclusive collaborations.



Fendi has a slightly smaller presence, with video highlights of fashion shows and the café and logoed lenses. Prada also offers a classic logo and pink iteration virtual reality filter but no highlight reels of video. Valentino on the other hand, has no lenses, but a story highlight of the WRNS x Valentino card game drop. Evidently, virtual apparel serves as a source of revenue and product discovery, as consumers invest equally in avatar appearances as they would their own. Consumers will embrace these virtual universes, as safer and more accessible places for brand introduction, connectivity, and exploration across all senses.

In the future, customers can expect augmented reality features that allow for try-on, zooming in on details, and visualization of products in the home environment.

Balenciaga is not the first or only brand extending into the gaming universe. Givenchy Beauty partnered with Nook Street Market to offer exclusive branded make-up looks for Animal Crossing avatars. Likewise, users of social media app Zepeto can visit the Gucci Villa and purchase virtual iterations of the house's collections to dress one's avatar.

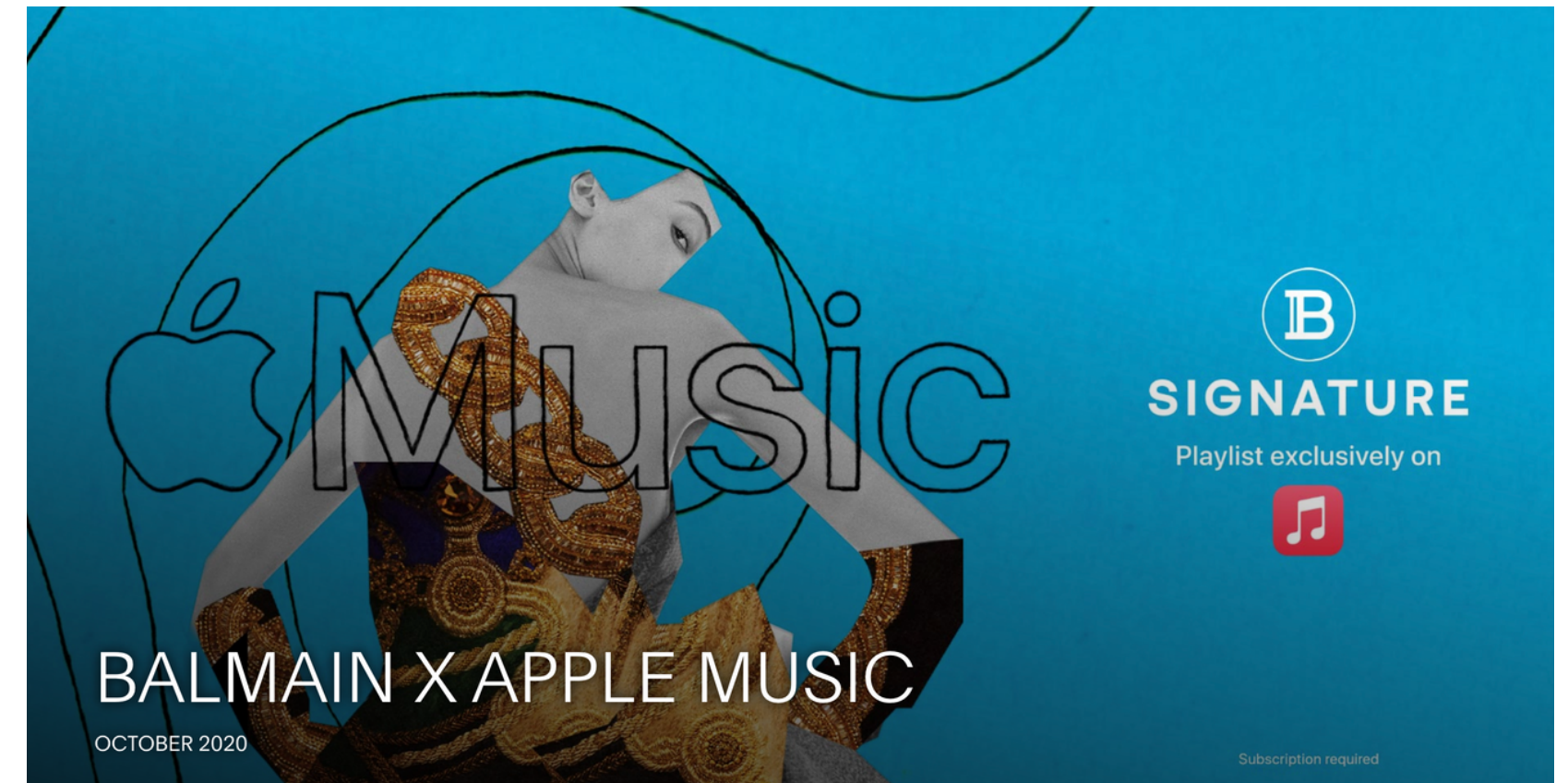


AR is proven to drive increased browsing and purchase intent among consumers and to reduce returns. AR combined with artificial intelligence will result in further implementation of visual search systems, allowing customers to find specific or similar products to those seen in their feed or on the street. Nonetheless, major players are missing out on the AR/VR opportunity, as Kering-owned Alexander McQueen, Bottega Veneta, and Saint Laurent do not offer Instagram lenses to their audiences. Likewise, Givenchy, who does not engage in IG Shops, also lacks VR features.

INNOVATION: AUDITORY

Music shapes the atmosphere and response to a runway collection. As shows moved online in 2020, audio shaped the narrative of digital presentations and has become progressively important.

Balenciaga was the first brand to debut an Apple Music hub in August 2020. Creative director, Demna Gvasalia, launched the project with his own playlist of favorite tracks to take the listener on a musical journey of his life. Looking forward, Balenciaga has handpicked influential artists to curate audio content to coincide with limited edition product releases. The merchandise will be artist-inspired, connect with the creatives' expertise and personal references. By building an auditory extension of the Balenciaga universe, the firm will appeal to both fashion and music fans for fearless and uncompromising creativity. The firm continues to utilize music, releasing a promotional film in a music video format for SS21. Models lip sync to a remix of "Sunglasses at Night" while strolling through the empty streets of Paris in a simple yet effective moment of sensory mastery.



Likewise, Balmain has created an Apple Music hub called Signature that features a curated brand playlist that evolves with each collection. The soundtrack plays in Balmain stores, on the runway, and across digital platforms as an auditory embodiment of the brand DNA. Ongoing themes within the song selection include identity, empowerment, and belonging. The firm released a six-episode podcast series during the lockdown, celebrating the brand's history and future. This storytelling exercise revisits the founder, Pierre Balmain, to establish credibility through heritage and legacy. Three episodes of the series examine customers from that time who sat front row at the houses' first presentations and dramatically shaped French high society. The narrator draws parallels between the founder and current creative director, as the brand identity is built around the legendary figure. Lastly, the podcast illustrates the allure of Paris, highlighting the firm's cultural roots in craftsmanship.

Gucci is the third and final brand considered that is actively creating an auditory identity. The firm has created a Gucci podcast series that features current collaborators of the brand. The podcast offers insight into the inspiration and vision of the house while prioritizing topics of the now that encourage positive change through candid conversations.

CONCLUSION

The digitization of brand interactions and growth of virtual storefronts has introduced a new era of shoppable content above and beyond traditional advertising.

Retailers must build a fully immersive, engaging, and shoppable media ecosystem that provides viewers with an opportunity to purchase during the impressionable moment of inspiration.

This intersection of entertainment and commerce means all forms of media have become the store. Brands must balance desirability and exclusivity in messaging and communications to ensure the brand universe, visual identity, and customer loyalty maximize value.

Ultimately, successful luxury firms are selective about channel presence, ensuring excellent execution that inspires and entertains.

Increasingly, consumers are turning to brands over press to provide storytelling and curations, often sourcing discovery from the creators themselves who tease the production process to generate hype. Then, followers actively experience the announcement, build excitement, and are clearly called to action in support of both the brand and designer. Social commerce will further evolve from discovery to checkout as brands continue to use collection drops and in-store arrivals to speak explicitly about commerce.

MARKET RESEARCH INFORMED BY:

LYST

Lyst is a fashion shopping and search platform used by over 100 million people annually. The Lyst Index considers shopper behavior, Google search data, and social media mentions and engagement statistics worldwide. This data is compiled into four reports yearly, each covering three-month periods or quarters, that rank products and brands in terms of "hotness."

FACEBOOK

Facebook's advertising library was used to examine the paid display and social campaigns run by the brands considered.

VOGUE

Vogue outfit round-ups were used to inform the celebrity category.

INSTAGRAM

IG Stories, TV, Reels, and Posts considered from both brands, fans, influencers, and creative directors.

TIKTOK

The presence of a TikTok channel, as well as follower numbers were considered.

TWITTER

Image utilized throughout the report. Following and post engagement examined on page 2.

YOUTUBE

Following and post engagement examined on page 2. YouTube video content matches that of IGTV & Reels.

BOF

The business of fashion provides industry analysis and insights.

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