



FW20

FASHION WEEKS

MEDIA IMPACT ON PRINT, WEB & SOCIAL



FW20 FASHION WEEKS

DMR Group analyzed the media impact of FW20 main international fashion weeks: New York, London, Milan, and Paris.

Following our distinctive approach, focused on the point of view of the reader/user, DMR experts monitored the events tracking their official keywords and hashtags in the following periods:

- **NEW YORK**, from the 4th to the 15th of February
- **LONDON**, from the 11th to the 21st of February
- **MILAN**, from the 15th to the 27th of February
- **PARIS**, from the 21st of February to the 6th of March

To offer you a coherent analysis, for Print, we decided to work only with data from a selection of national newspapers.

For Web and Social, we analyzed our entire panel, including more than 100K websites, and 25K selected social accounts worldwide.

[IPA, Independent Photo Agency](#), provided all the images in the report.



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TOTAL EMV

€ 191,030,011

NEW YORK

€45,446,058

LONDON

€ 26,737,539

MILAN

€ 62,642,232

PARIS

€ 56,204,182

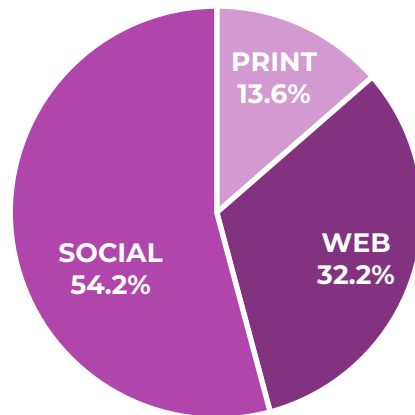
FW20 fashion month generated more than €191M of Earned Media Value on Print, Web, and Social.

Even if affected by the first restrictions due to Covid-19 (Coronavirus) spread, Milan gained the highest value, followed closely by Paris, that experienced just limited effects from the contagion prevention.

With some brands deciding to show their collections in Los Angeles and other cities around the world, New York came in third place, while London, most focused on upcoming labels, reached the lowest media impact.

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MEDIA IMPACT ON PRINT, WEB & SOCIAL



Not surprisingly, Social was the most impactful media for this season, generating almost 55% of the total Earned Media Value.

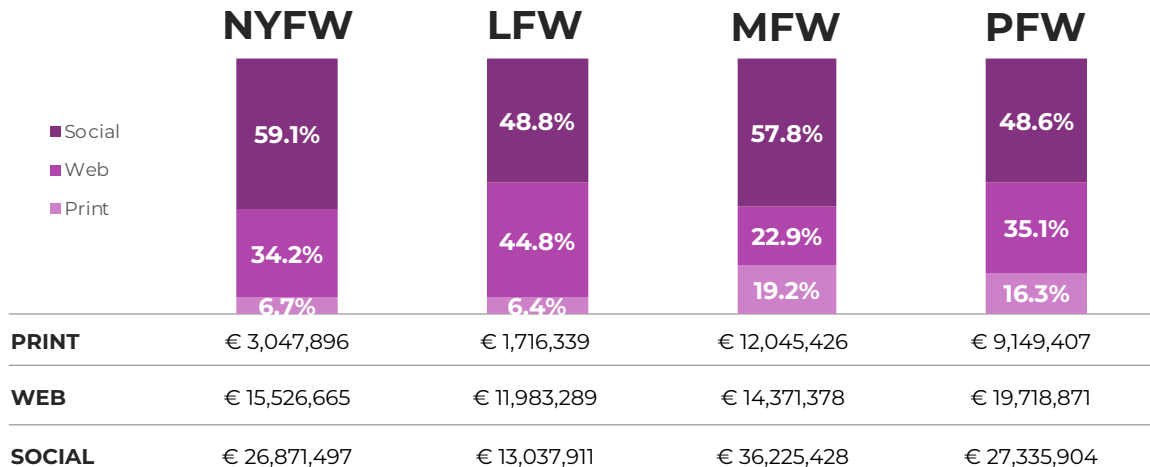
The shift to digital is confirmed by the second place of Web, offering around €61M of value to the fashion weeks.

Print, for which we considered a panel of 50 international daily and daily-weekly titles over 16 countries, offered the lowest value.

	EMV
PRINT	€ 25,959,068
WEB	€ 61,600,203
SOCIAL	€ 103,470,740

FW20 FASHION WEEKS

MEDIA IMPACT ON PRINT, WEB & SOCIAL



Media mix data demonstrates how, apart from Social media always ranking first, Print and Web offered different contributions to fashion weeks' monetary value.

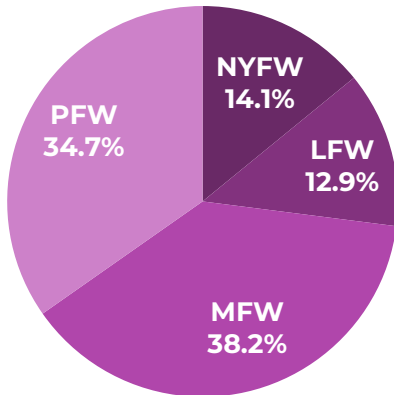
If for Milan and Paris, where there was the highest concentration of big brands, Print titles contributed for 19.2% and 16.3%, dedicating a lot of space to these events, for New York and London, the percentages struggled to reach 7%.



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MEDIA IMPACT ON PRINT

BY EDI PAGES



ARTICLES

EDI. PAGES

NYFW	335	37.41
LFW	264	34.31
MFW	978	101.49
PFW	787	92.19
	2,364	265.4

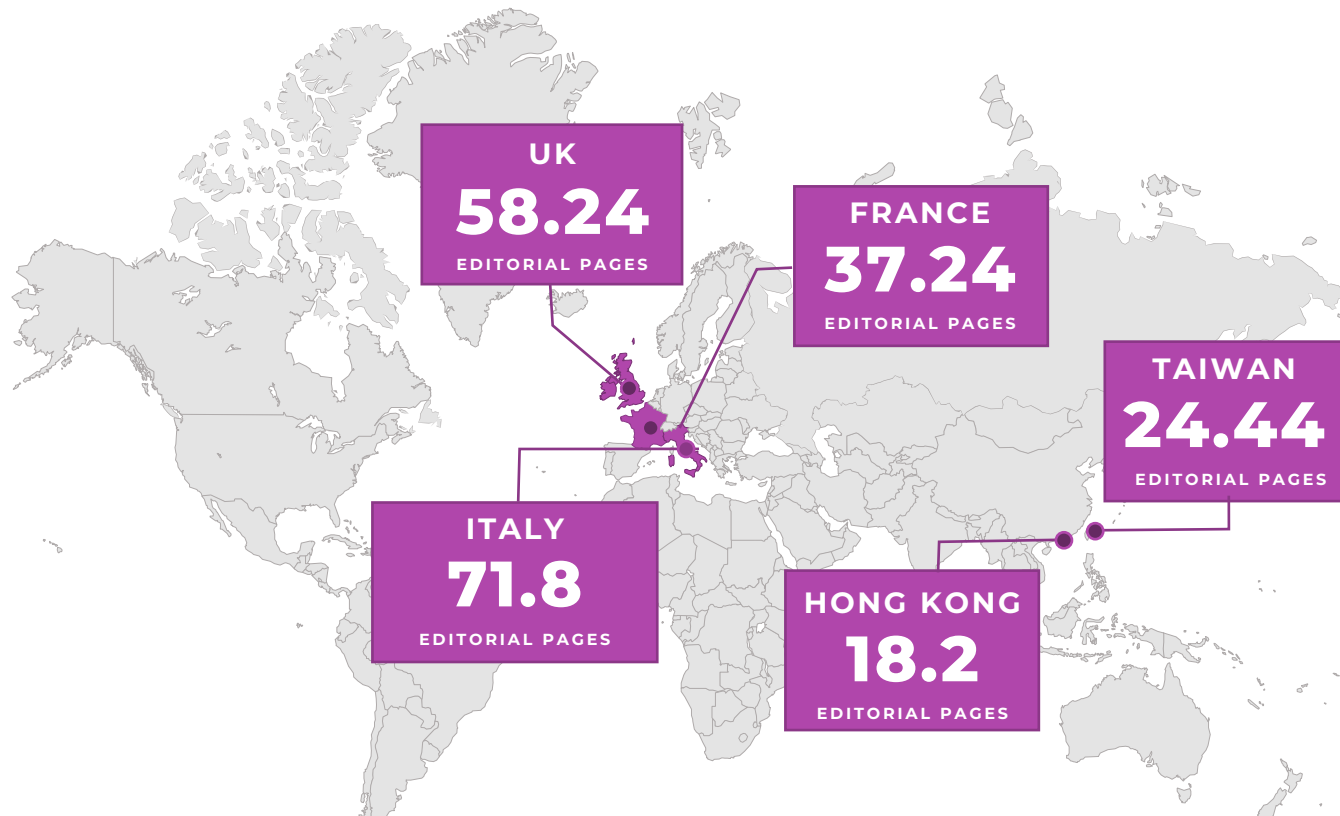
Milan and Paris fashion weeks got good Print coverage from all the countries in our panel. New York was covered mostly from the UK, Italy, and UAE, while London from the UK, UAE, and France.

In general, the top countries were Italy, UK, France, Taiwan, and Hong Kong.



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MEDIA IMPACT ON PRINT | TOP 5 COUNTRIES BY EDITORIAL PAGES



FW20 FASHION WEEKS

MEDIA IMPACT ON PRINT | A FOCUS ON THE 4 COUNTRIES BY EDI PAGES

		NYFW	LFW	MFW	PFW	
FRANCE	LE FIGARO	0.9	1.8	4.5	9.4	16.70
FRANCE	Le Monde	1.6	1.1	3.7	7.0	13.48
ITALY	la Repubblica	3.8	0.5	21.9	10.0	36.26
ITALY	CORRIERE DELLA SERA	2.7	0.7	14.5	8.1	25.96
UK	The Daily Telegraph	2.7	3.6	5.9	4.5	16.59
UK	THE TIMES	2.0	2.4	2.2	3.5	10.06
USA	The New York Times	1.2	0.7	2.2	4.4	8.50
USA	The Washington Post	1.1	0.0	0.2	2.0	3.36
		15.96	10.78	55.22	48.96	

Focusing on the main titles from the four countries hosting the fashion weeks, we saw that, apart from Paris (54%), France titles dedicated 27% of the pages to Milan, 10% to London, and 8% to New York.

Not considering Milan (59%), Italy offered 29% of the space to Paris, 10% to New York and 2% to London.

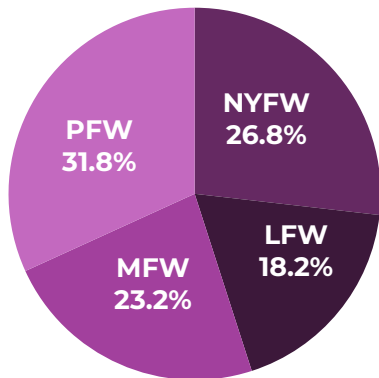
UK titles gave more pages to Milan and Paris than London (30% both vs. 22%) and 18% to New York.

Finally, the US was mostly concentrated on Paris (54% of the pages), giving 20% to both New York and Milan, and 6% to London.

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MEDIA IMPACT ON WEB

BY ARTICLES



ARTICLES

NYFW	5,440
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LFW	3,694
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MFW	4,697
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PFW	6,452
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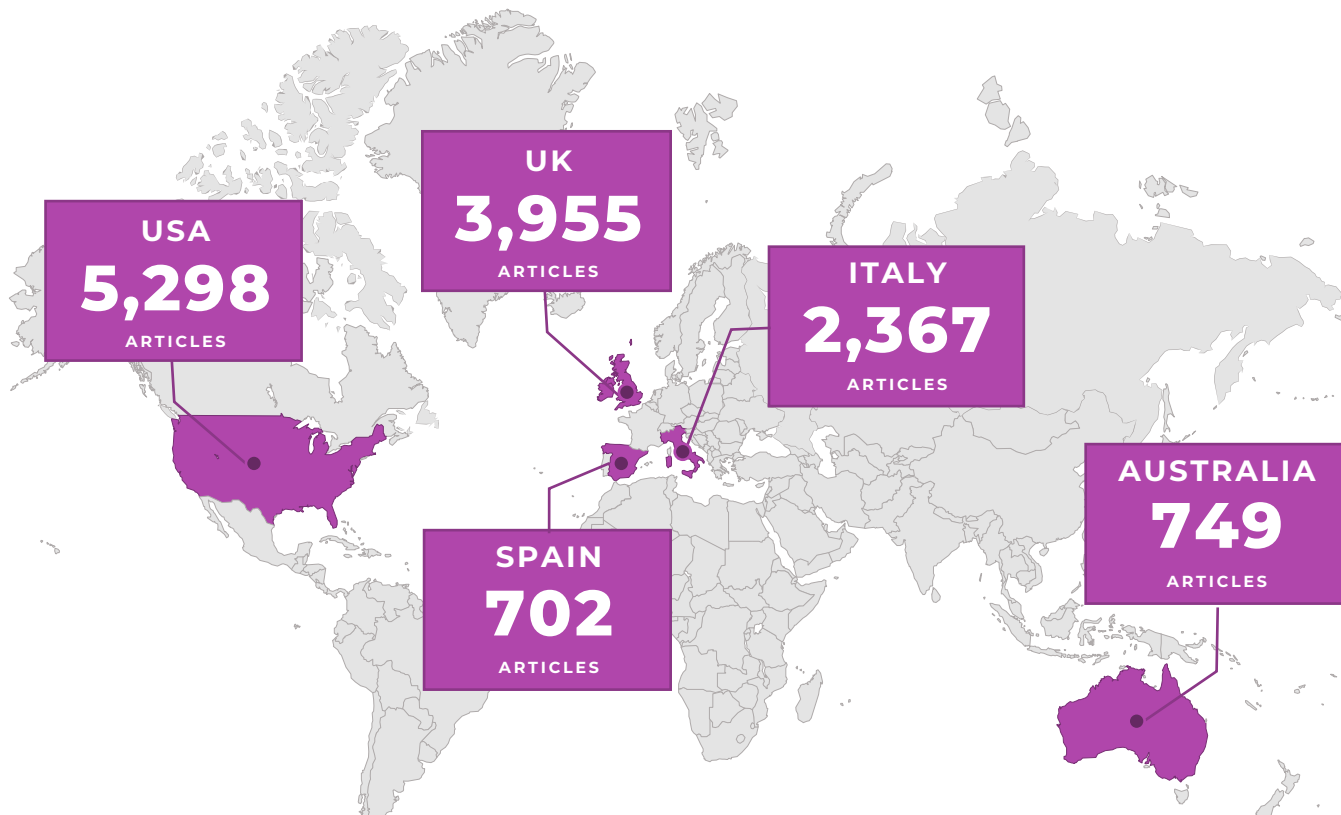
20,283

Paris was the most covered fashion week on the Web, with 31.8% of the articles. Its coverage came mostly from the USA, UK, and Italy. These were also the top countries for online, followed by Australia and Spain.



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MEDIA IMPACT ON WEB | TOP 5 COUNTRIES BY ARTICLES



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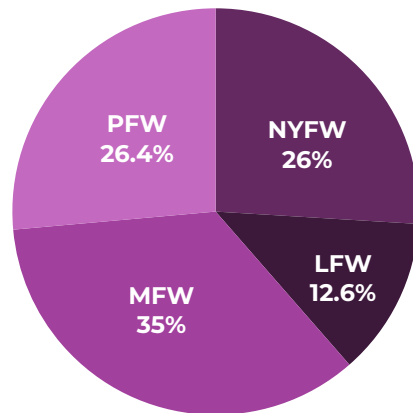
MEDIA IMPACT ON SOCIAL

Milan had the best performance on Social, also thanks to the highest Reach: 1.1 billion.

Even with a higher number of posts, Paris came second, followed closely by New York, gaining a similar Reach. London obtained quite far results.

	POSTS	REACH	EMV
NYFW	7,142	826,815,160	€ 26,871,497
LFW	4,669	401,167,535	€ 13,037,911
MFW	8,784	1,114,628,949	€ 36,225,428
PFW	10,954	841,104,081	€ 27,335,904
	31,549	3,183,715,725	€ 103,470,740

BY EMV



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MEDIA IMPACT ON SOCIAL BY CATEGORIES

BRAND

POSTS

2,910

REACH

1,327,133,014

EMV

€ 43,131,797

CELEBRITY INFLUENCER

POSTS

7,816

REACH

1,229,687,072

EMV

€ 39,964,821

MEDIA JOURNALIST

POSTS

18,715

REACH

462,174,289

EMV

€ 15,020,668

OTHER*

POSTS

2,108

REACH

164,721,350

EMV

€ 5,353,454

**Other* category includes official accounts of organizations, stores, etc.

FW20 FASHION WEEKS



MEDIA IMPACT ON SOCIAL BY CATEGORIES

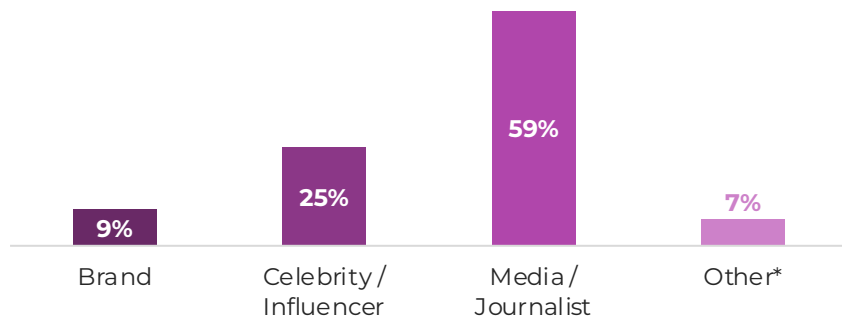
Even making just 9% of the content through their official accounts, Brands generated the highest Earned Media Value on Social media.

Looking in detail, with less than 3K posts, they gained an incredible Reach of more than 1.3 billion. Celebrities and Influencers together, coming second with 39% of the EMV, had almost the same audience with around 7.8K posts.

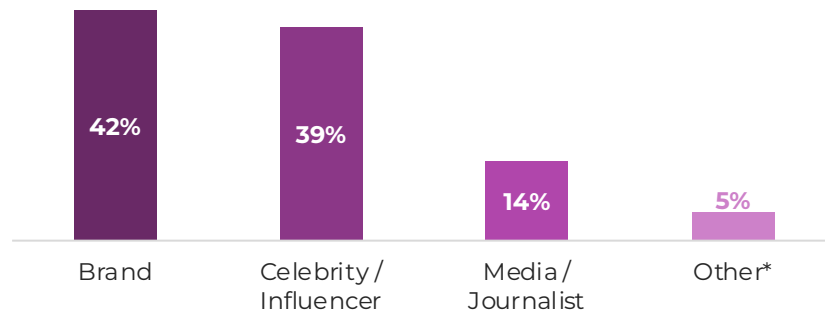
Media and Journalists made an impressive coverage of the fashion month on their Social profiles (59% of the posts), but, as they had a total Reach of 462M, the value was equivalent to 14% of the total.

"Other" category, which includes, for example, fashion organizations, stores, and buyers accounts, produced the lowest number of content with the lowest EMV.

BY POSTS



BY EMV

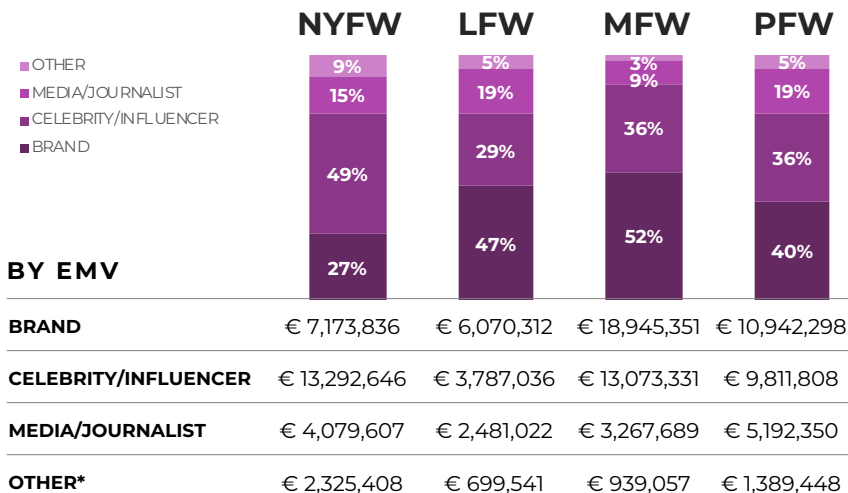
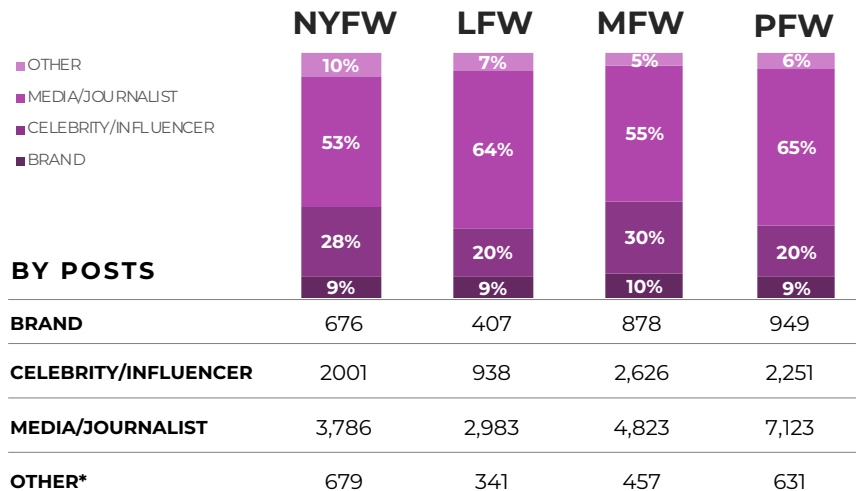


**"Other" category includes official accounts of organizations, stores, etc.*

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MEDIA IMPACT ON SOCIAL BY CATEGORIES

***Other* category includes official accounts of organizations, stores, etc.*



Going deeply into how categories contributed to the single fashion week, we can see that New York EMV was mostly based on Celebrities and Influencers' impact, while European fashion capitals gained the highest value from Brands content strategies.






For Milan, where, for example Gucci, Prada, and Versace used the official hashtag #MFW 119 times for a Reach of almost 385M, their weight exceeded 50%. Together with Celebrities and Influencers, they covered nearly 90% of the EMV.

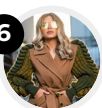

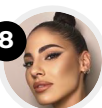


Regarding Paris and London, they played a less important role as Media and Journalists had a higher impact, 19% of the value vs. 9% in Milan.

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TOP 10 CELEBRITIES/INFLUENCERS BY EMV







		POSTS	ENGAGEMENT	REACH	EMV	
1		Natti Natasha	20	4,299,888	101,429,619	€ 3,296,463
2		Neelofa	29	1,387,865	46,180,411	€ 1,500,863
3		Leonie Hanne	48	1,219,105	42,900,617	€ 1,394,238
4		Camila Coelho	19	1,843,775	38,988,150	€ 1,267,114
5		Nicki Minaj	2	1,080,745	32,629,777	€ 1,060,468

		POSTS	ENGAGEMENT	REACH	EMV	
6		Noha Nabil	8	566,126	30,923,770	€ 1,005,024
7		Chiara Ferragni	4	1,652,217	26,328,732	€ 855,683
8		Giulia De Lellis	10	2,206,685	21,247,537	€ 690,545
9		Victoria Beckham	13	464,937	19,820,253	€ 644,157
10		Joelle Mardinian	3	298,315	15,544,320	€ 505,190

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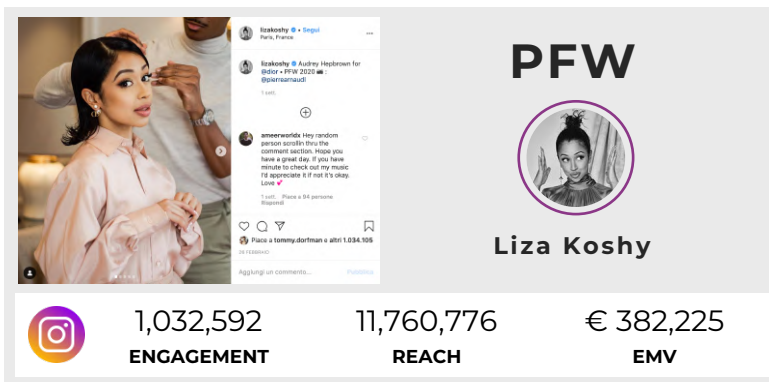
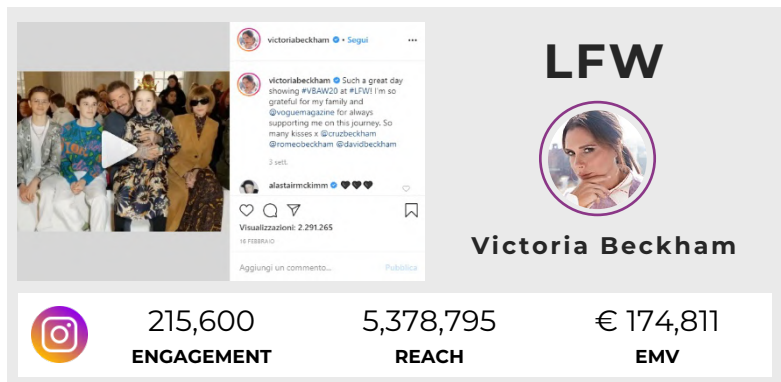
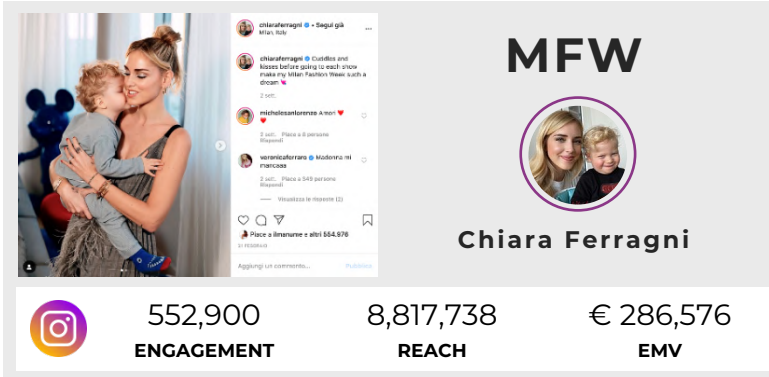
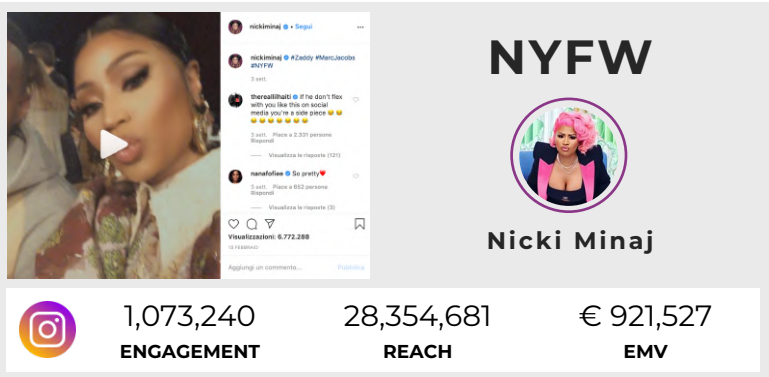
TOP CELEBRITY/INFLUENCER FOR FASHION WEEK

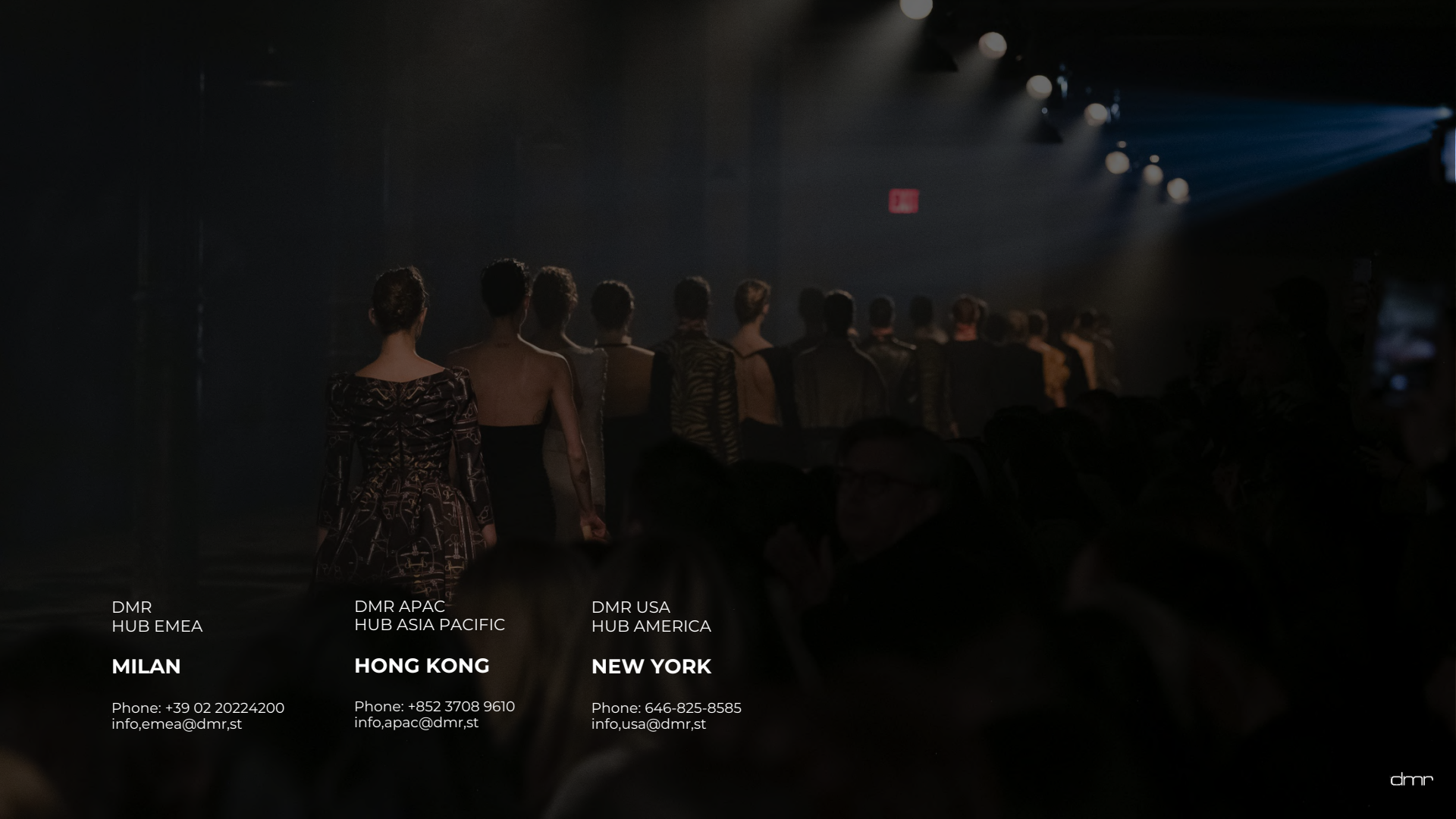
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LFW		Victoria Beckham	13	464,937	19,820,253	€ 644,157
MFW		Neelofa	29	1,387,865	46,180,411	€ 1,500,863
PFW		Camila Coelho	13	1,261,298	26,712,722	€ 868,163



FW20 FASHION WEEKS

TOP POSTS BY CELEBRITIES/INFLUENCERS FOR FASHION WEEK





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