Data and Insights by Launchmetrics

FW25 New York Fashion Week

Key Insights Driving the Leading Fashion Weeks

LAUNCHMETRICS
a LECTRA company

INDEX

Media Impact Value® (MIV®)
The Industry Standard Metric

What is MIV?

One, Unified Metric Essential for Assessing the ROI of Industry Events

Knowing whether to continue investing in a major event requires a unified, AI-driven measurement system that places all activities, channels, Voices and content on a level playing field. By measuring all marketing and PR efforts—across print, online and social—with one holistic metric, brands can compare 'apples to apples' and quantify the ROI of investments, ensuring more strategic decisions for future activities.

At Launchmetrics, we've worked with the most sophisticated AI and machine learning technology for over ten years, **creating an algorithm that has become the recognized performance metric across Fashion, Lifestyle and Beauty.**

This algorithm—MIV—**calculates and considers hundreds of qualitative and quantitative factors to deliver expert analytics for reporting.** With this, **MIV offers holistic competitor insights** impossible to gauge through any other single metric elsewhere, providing absolute clarity on performance and the bigger picture across brand marketing and campaign activities.

Quantitative Attributes

- Reach
- Engagement
- Advertising rates
- Posting frequency
- and more

AI & Machine Learning

+

FLB Expertise

Qualitative Attributes

- Content quality
- Content relevancy
- Source authority
- and more
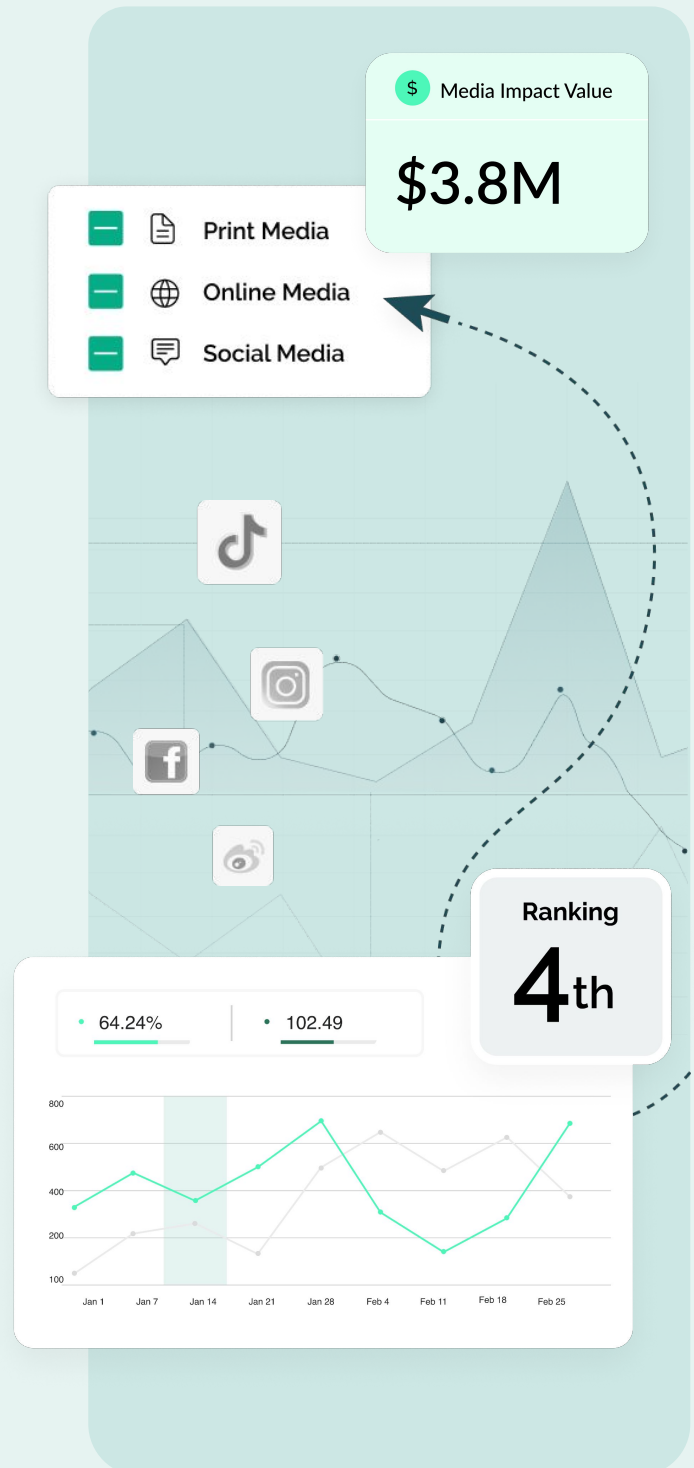
Media Impact Value® (MIV®)
The Industry Standard Metric

How does MIV work?

Recognized as the industry's leading and standardized metric, **MIV allows brands to assign a monetary value to each post, interaction and article** to measure impact and truly quantify brand and marketing performance, collaboration results and even competitor activity—no matter the channel.

And the metric goes far beyond a brand's own channels. In real time, **MIV monitors mentions and partnerships across print, media, social media and even individual Voices globally (including China)**—alerting brands to the most appropriate ambassadors and amplifiers for their all-important content strategies.

Today, the biggest names in Fashion, Lifestyle and Beauty **rely on Media Impact Value to build impactful, considered strategies.** These brands continue to **deliver groundbreaking results year-on-year, season upon season.**

Media Impact Value® (MIV®)
What Makes Our Analysis Unique?
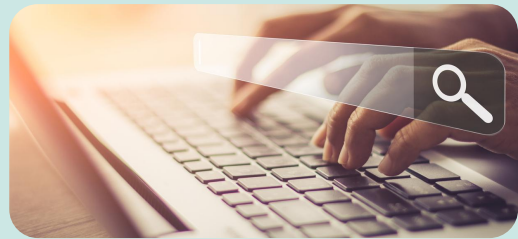
Our Fashion Week Analysis Specificities

(See Methodology page for more details)

Dates of Analysis

Data Tracked
Two days before;
seven days after events

Keywords

Must contain a
Fashion Week keyword

Channels

Monitored globally across
online & social media

Season Comparison

"Like for like"
E.g. Fall Winter 24
vs. Fall Winter 23
Spring Summer 25
vs. Spring Summer 24

Insights

FW25 New York Fashion Week

Collina Strada I Fall Winter 2025 I Spotlight.com

LAUNCHMETRICS
a LECTRA company

The Overall Landscape
of New York Fashion Week

Event Figures

FW25 Overview	$181.7M MIV®	50.3K Placements	$3.6K Avg MIV

Channels

Voice Mix: Share of Value MIV

	Media	Influencer	Celebrity	Owned Media	Partner
%	59%	22%	7%	6%	6%

100%
75%
50%
25%
0%
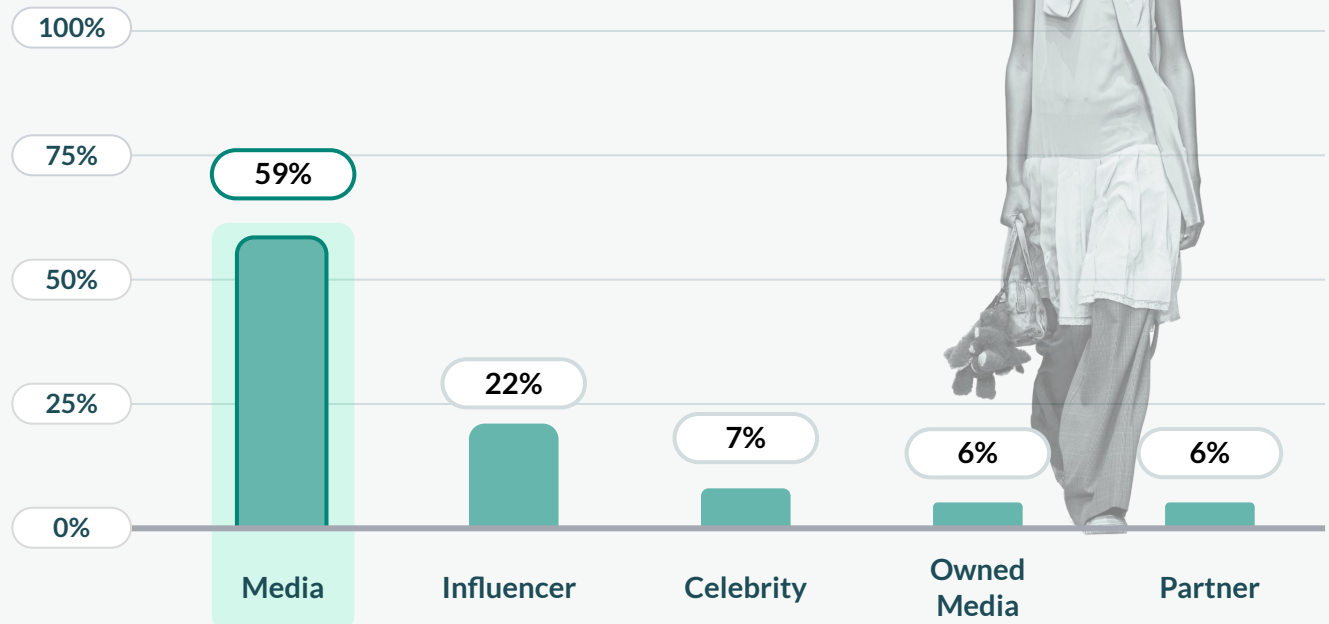
Channel Mix: Share of Value MIV - Social Focus

- 46% Instagram
- 12% TikTok
- 9% Facebook
- 2% YouTube
- 1% X
- <1% Other
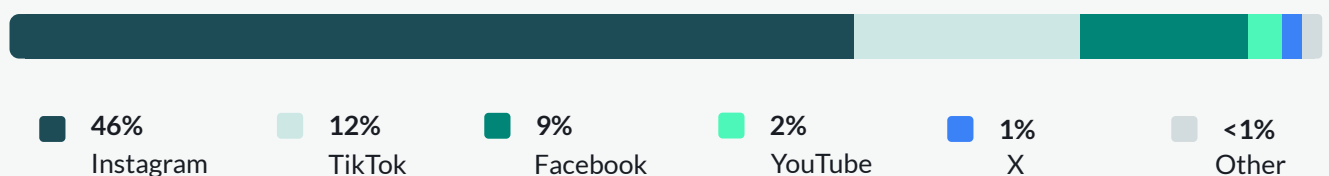
The Overall Landscape
of New York Fashion Week
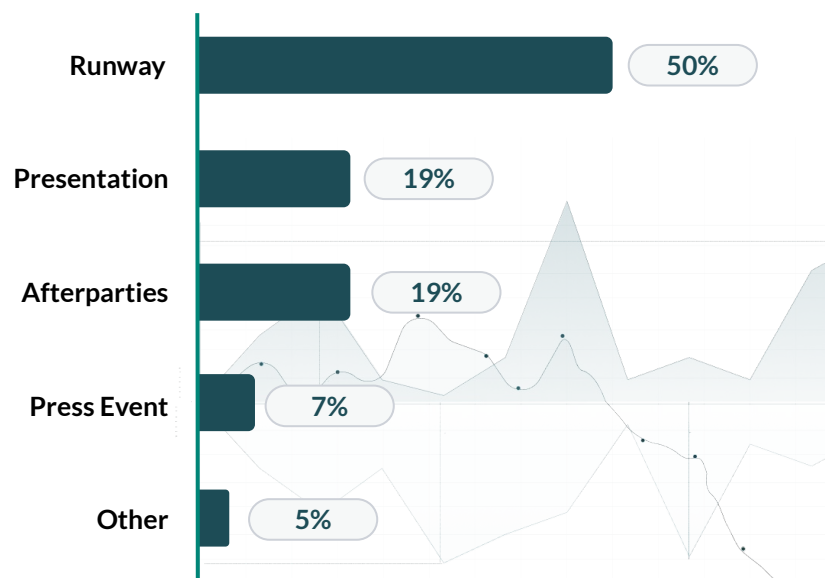
Event Analysis & Attendance

NYFW returned for its Fall/Winter '25 season, showcasing the best of established brands that continue to set global trends while also providing a platform for emerging designers. Reinforcing its influence, the event celebrated both the heritage of fashion's biggest names and the innovation of the next generation.

Many brands leverage Fashion Week opportunities by organizing off-schedule events to align with the buzziest moment on the fashion calendar. Despite not being part of the official program, these strategically planned gatherings aim to assert brand relevance within industry conversations.

Total Events in New York

■ Off-schedule ■ On-schedule

Events: 51% / 49%
Total Invitees: 56% / 44%
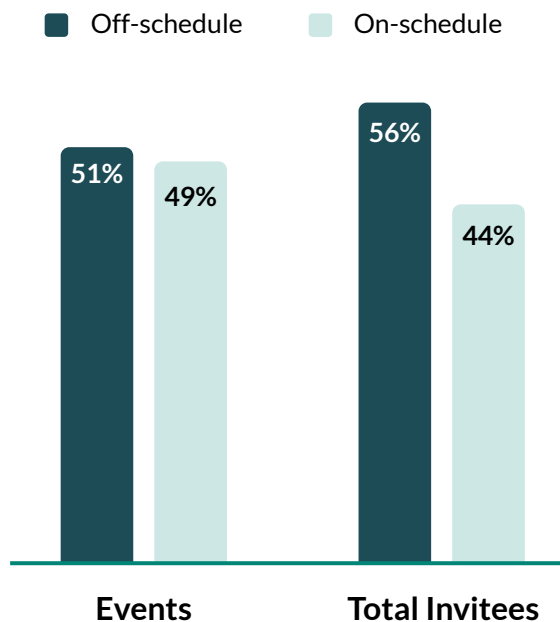
On-schedule Event Types

Runway — 50%
Presentation — 19%
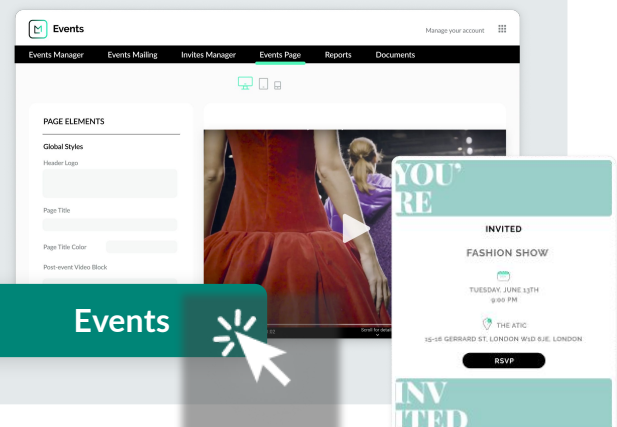Afterparties — 19%
Press Event — 7%
Other — 5%

Ⓜ Events   **Data powered by** Launchmetrics Events

→ ## Streamline Your Event Management for Memorable Events

Create, share and measure unforgettable events with Launchmetrics Events**,** the first in-person, digital and hybrid solution for the Fashion, Lifestyle and Beauty industries

Events

The Overall Landscape
of New York Fashion Week

Content Analysis

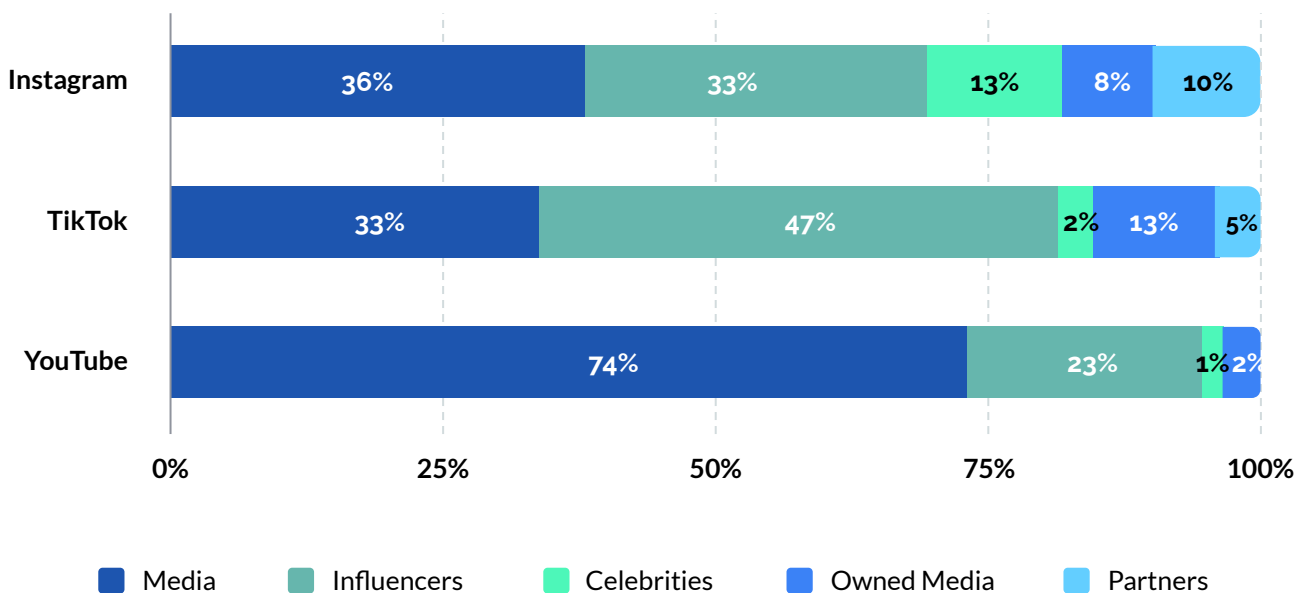Top Channels by Average MIV®

1. $8.1K in MIV per placement

#1 for content efficiency

2. $7.9K in MIV per placement

3. $6K in MIV per placement

	Media	Influencers	Celebrities	Owned Media	Partners
Instagram	36%	33%	13%	8%	10%
TikTok	33%	47%	2%	13%	5%
YouTube	74%	23%	1%	2%	

0%   25%   50%   75%   100%

■ Media   ■ Influencers   ■ Celebrities   ■ Owned Media   ■ Partners

NYFW unfolded against an uncertain social media landscape, with **TikTok** still navigating the aftermath of its ban and swift return. **Yet, it saw the highest growth among all Western social platforms, increasing by 31% YoY.**

At the same time, **Chinese social media platforms experienced significant surges, with Weibo's impact growing sevenfold and Red Note (Xiaohongshu) rising up to**

nine times—underscoring the growing significance of Chinese media in the evolving social media landscape.

In terms of Voices, brands leaned on Instagram, influencers gravitated towards TikTok and media found its stronghold on YouTube, reflecting the evolving dynamics of content consumption.

LAUNCHMETRICS
a LECTRA company

The Overall Landscape
of New York Fashion Week

Regional Performance

US
$117M

UK
$11.3M

Italy
$4.6M

Brazil
$7.2M

France
$5.6M

US

claimed the top position in the country rankings, **maintaining a stronghold over the event by driving 64% of its total MIV**. In contrast, other regions made more dispersed contributions, with each garnering less than 10%. **The region's dominance extended across all Voices, with the U.S. ranking as the top-performing country in each category.**

UK
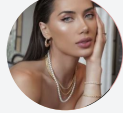
ranked second in the country rankings, driven by strong media coverage. **Vogue GB took the lead as the top Voice generating MIV in the region, responsible for 13% of total impact authored in the UK.**

Brazil

secured a spot among the top three most valuable regions at NYFW, **rising from 7th place and doubling its MIV since last year.** Similar to the UK, the Media Voice played a key role in driving the region's impact. Vogue Brazil stood out as the top Voice, accounting for 27% of the total MIV generated in the country, solidifying Brazil's growing influence on the global fashion stage.

The Overall Landscape
of New York Fashion Week

Voices by MIV®

Top Voices - Overall

Vogue - US
$9.6M MIV

Who What Wear
$6.8M MIV

E! News
$3.5M MIV

Michael Kors
@michaelkors
$3.3M MIV

WWD
$3.1M MIV

Top Celebrities

NLE Choppa
@nlechoppa
$1.1M MIV

Nanon Korapat
@nanon_korapat
$904K MIV

Andressa Suita
@andressasuita
$606K MIV

Hu Bing (胡兵)
@hubing
$569K MIV

Kelley Heyer
@kelleyheyer
$550K MIV

Top Influencers

Camila Coelho
@camilacoelho
$1.8M MIV

Georgina Mazzeo
@georginamazzeo
$1.1M MIV

Demetra Dias
@demetra.dias
$863K MIV

Cecily Bauchmann
@cecilybauchmann
$589K MIV

Mar Schoenwald De Regil
@marderegil._
$535K MIV

Asian celebrity ambassadors are known for their strong presence at global fashion weeks, with brands regularly inviting them to the front row to maximize the impact of their shows. However, this season at NYFW, **American celebrities took center stage, generating 60% of all global celebrity MIV—more than twice the value of their Asian counterparts. American influencers made an even stronger impact, accounting for a staggering 70% of global influencer MIV**, further reinforcing the region's influence over the event.

Understand the True Impact of Ambassador Echo

Join us for an exclusive webinar exploring how to measure the full impact of your ambassadors using **Launchmetrics' Ambassadors "Voice" Echo. Gain unparalleled insights into who is talking about your ambassadors**, in what context, and how it compares to industry benchmarks.

Click here to secure your place

Discover the Most Influential Voices for Your Brand and Stay Ahead of Competitors

Analyze and assess the impact of different Voices on your brand and competitors and gain actionable insights to refine your influencer strategy with the **Launchmetrics Voices** feature, where you can:

Discover New Voices:

Identify high-potential Voices for your brand activations based on their reach and Media Impact Value® (MIV®).

Benchmark Against Competitors:

Access insights into the Voices your competitors are leveraging and compare their performance to your own results.

Measure ROI Effectively:

Evaluate the value different types of Voices bring to your brand, helping you assess ROI and optimize budget and resource allocation.

Unlock powerful insights to optimize your brand activations and outpace competitors with Launchmetrics Contacts.
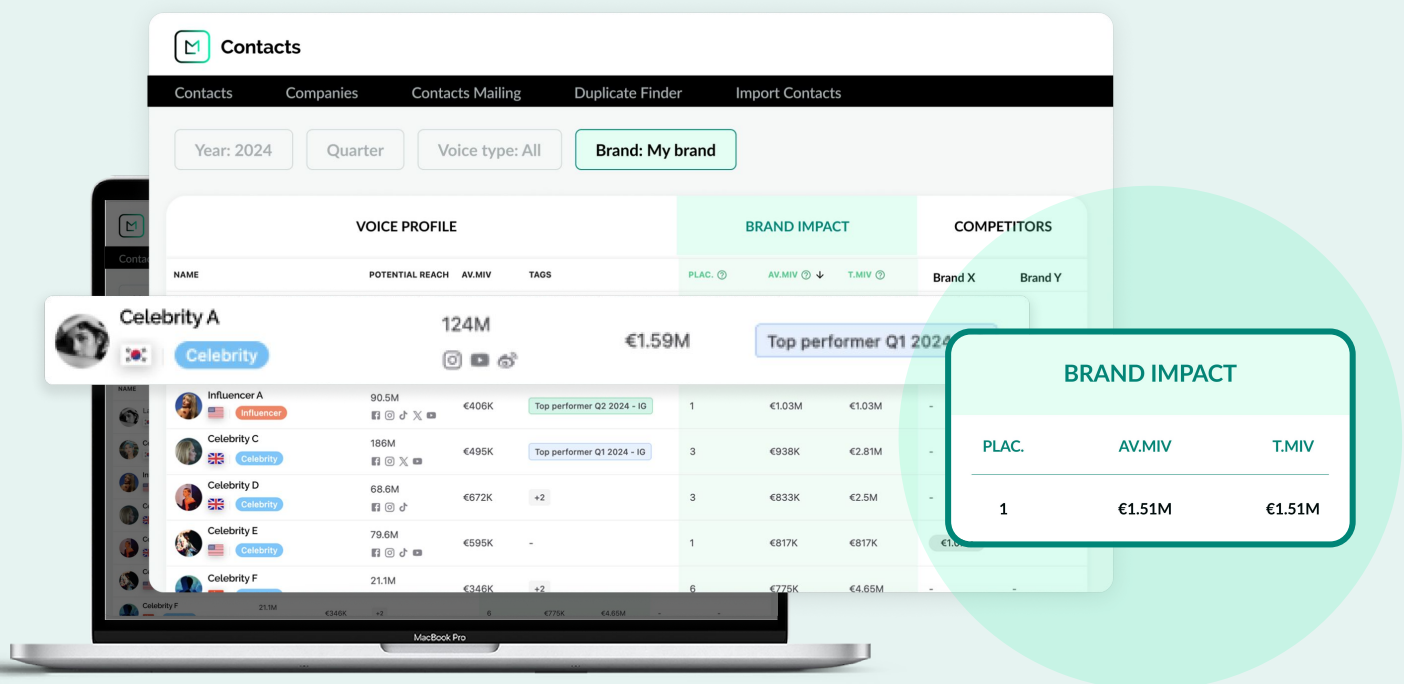
Top 20 Power Players

By Total MIV®

Rank	Brand	MIV
1.	Calvin Klein	$17.1M
2.	MICHAEL KORS	$10.8M
3.	COACH NEW YORK	$10.5M
4.	TORY BURCH	$10M
5.	THOM BROWNE. NEW YORK	$9.3M
6.	CAROLINA HERRERA	$4.9M
7.	CHRISTIAN SIRIANO	$4.2M
8.	CJR	$3.8M
9.	KHAITE	$3.6M
10.	Sergio Hudson	$3.4M

By Owned MIV

Rank	Brand	MIV
1.	MICHAEL KORS	$3.3M
2.	TORY BURCH	$2.8M
3.	Calvin Klein	$2M
4.	COACH NEW YORK	$706K
5.	THOM BROWNE. NEW YORK	$500K
6.	CHRISTIAN SIRIANO	$327K
7.	PRABAL GURUNG	$247K
8.	CAROLINA HERRERA	$148K
9.	ALTUZARRA	$147.6K
10.	LaQuan Smith NEW YORK	$88K

→ Benchmark your brand against competitors
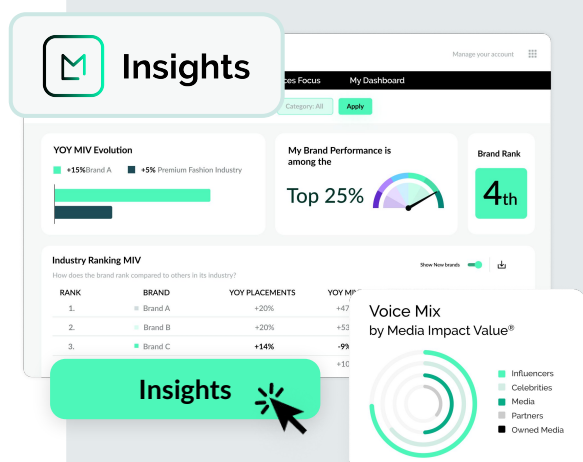
While internal growth metrics are important, a holistic view of your industry standing is crucial for understanding your market performance.

How does your brand rank in comparison to the industry? What marketing tactics, channels and Voices are your rivals leveraging that are bringing them the most buzz?

If you'd like a full analysis, learn more about competitor benchmarking with Launchmetrics Insights here.

LAUNCHMETRICS
a LECTRA company

By Total MIV®

Rank	Brand	MIV
11.	ALTUZARRA	$3.2M
12.	Collina Strada	$3M
13.	LUAR	$2.6M
14.	alice + olivia BY STACEY BENDET	$2.3M
15.	BRANDON MAXWELL	$2.26M
16.	PRABAL GURUNG	$2.1M
17.	CAMPILLO	$2M
18.	TODD SNYDER NEW YORK	$1.8M
19.	SANDY LIANG	$1.7M
20.	KIM SHUI.	$1.5M

By Owned MIV

Rank	Brand	MIV
11.	HERVE LEGER PARIS	$55K
12.	TODD SNYDER NEW YORK	$52K
13.	ANNA SUI	$49K
14.	Sergio Hudson	$37K
15.	KIM SHUI.	$34K
16.	SIMKHAI	$25K
17.	ZANKOV	$24K
18.	CJR	$23K
19.	SNOW XUE GAO NEW YORK	$22K
20.	KOBI HALPERIN	$20K

Altuzarra, Collina Strada, John Rogers, Sandy Liang, Simkhai
Fall Winter 2025 launchlight.com

💎 **Brand Focus**

Calvin Klein
Grand Return

| $17.1M	3.1K	$5.5K
MIV®	Placements	Avg MIV

Overview

The iconic American brand made a triumphant return to the official calendar for the first time since 2018, marking one of the most highly anticipated runways of the event. The entire fashion world was eager to witness the debut show under the new stewardship of **Veronica Leoni**—the first woman to take the helm. Leoni's impact was undeniable, with **39% of total MIV mentioning her name**, signaling the industry's excitement about her vision for the brand's future. The show's frow was a star-studded affair, featuring A-list attendees like **Kate Moss ($3.6M), Bad Bunny ($3.5M), Simone Ashley ($1.5M), Cooper Koch ($952K)** and more, further fueling the buzz and solidifying the show as a true cultural moment.

Voice Mix: Share of Value MIV

Media	78%
Owned Media	12%
Influencer	6%
Celebrity	3%
Partner	1%
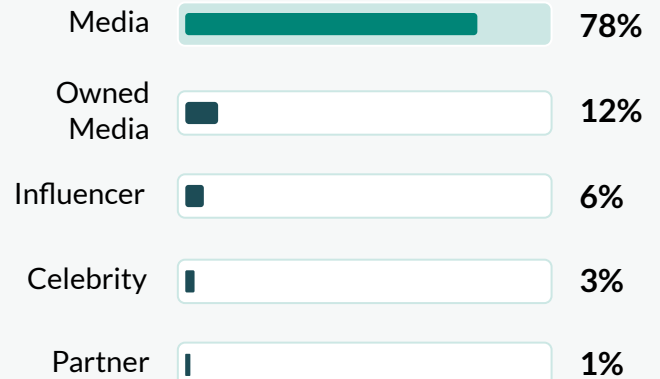
Top Voices by MIV

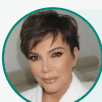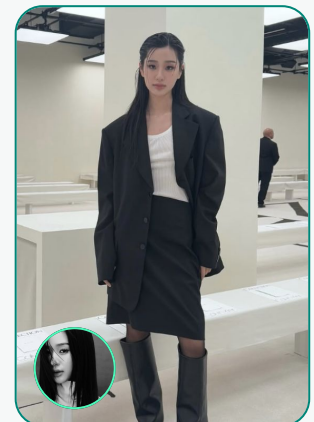|				
	Calvin Klein @calvinklein	Total MIV	$2M	46 Placements
Media	Vogue - US	$1.5M MIV		171 Placements
Celebrity	Tontawan Tantivejaku @tontawan	$399K MIV		1 Placement
Influencer	Kris Jenner @krisjenner	$252K MIV		1 Placement

Top Placement

Tontawan Tantivejakul

@tontawan

$399K MIV

💎 **Brand Focus**

CHRISTIAN SIRIANO
Red Carpet-Worthy Return

$4.2M
MIV®

1.4K
Placements

$3K
Avg MIV

Overview

Christian Siriano made a bold return to the NYFW schedule, transforming the runway space into a striking bright red box, complete with bouquets of red flowers, red chairs and a vivid red carpet runway. **The dramatic setting set the stage for a show that cemented Siriano's place among the top 10 most impactful shows of the event.**

Inspired by automotive design, Siriano delivered a glamorous collection, drawing a star-studded front row that included Katie Holmes ($860K), Adam Lambert ($463K) and more.

Voice Mix: Share of Value MIV

Media	69%
Influencer	15%
Owned Media	8%
Celebrity	6%
Partner	2%
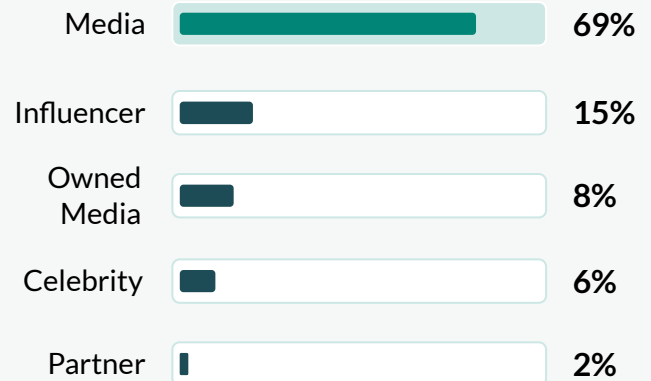
Top Voices by MIV

E! News — Total MIV **$362K** | **16** Placements

Owned Media — **Christian Siriano** @csiriano — **$327K** MIV | **14** Placements
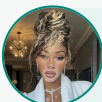
Influencer — **Winnie Harlow** @winnieharlow — **$143K** MIV | **1** Placement

Celebrity — **Danielle Brooks** @thedaniellebrooks — **$128K** MIV | **1** Placement

Top Placement

Winnie Harlow

@winnieharlow

$143K MIV

LAUNCHMETRICS *a LECTRA company*

FW25 New York Fashion Week

💎 **Brand Focus**

Sergio Hudson
## Top 10 Breakthrough

$3.4M
MIV®

546
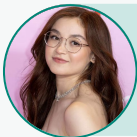Placements

$6.2K
Avg MIV

Overview

Sergio Hudson made a significant leap from **26th last year to breaking into the top 10** this season at NYFW, bringing their A-game to the runway and elevating the brand's impact. By delivering a show that captured the attention of the fashion world, Hudson managed to **triple their MIV** since last year. The front row was equally star-studded, with the likes of **Anna Cathcart ($728K), Keke Palmer ($628K)** and more fueling the MIV through their owned socials and echo mentions and adding even more buzz to an already buzzy moment.

Voice Mix: Share of Value MIV

Media	44%
Celebrity	27%
Influencer	26%
Partner	2%
Owned Media	1%
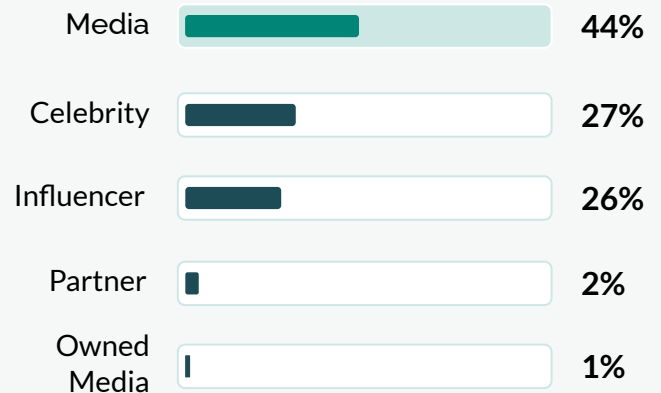
Top Voices by MIV

Anna Cathcart
@annacathcart
Total MIV **$509K** | **1** Placement

Influencer
Sommyyah Awan
@sommyyah
$393K MIV | **4** Placements
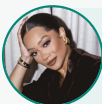
Celebrity
Crystal Renee
@luvcrystalrenee
$104K MIV | **3** Placements

Top Placement
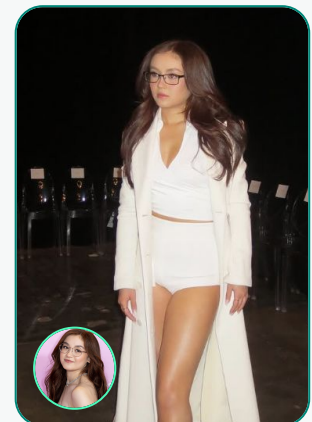
Anna Cathcart
@annacathcart

$509K MIV

Key
Takeaways

New York Fashion Week
Findings

New York Fashion Week Roundup

Reinforcing its influence, this season, NYFW celebrated both the heritage of fashion's biggest names and the innovation of the next generation, **generating a total of $181.7M MIV®** .

American Voices Take the Center Stage

This season, **American celebrities took center stage, generating 60% of all global celebrity MIV**—more than twice the value of their Asian counterparts, who have been making significant strides at Fashion Week events in recent years. **American influencers made an even stronger impact, accounting for a staggering 70% of global influencer MIV, further reinforcing the region's influence over the event.**

Short-form Video Takes Priority

Despite the ongoing uncertainty surrounding TikTok, which continues to weigh on brand executives and creators, the platform's undeniable growth highlights the ongoing focus on short-form video content. **With a 31% YoY surge, TikTok continues to be a key platform for influencers as it continues to expand its reach.**

In recent years, the Media Voice has increasingly spilled over onto social platforms, embracing video content to keep up with evolving content consumption habits. This shift has particularly benefited platforms like TikTok and YouTube. However, this season, **media leaned more into YouTube**—potentially a response to the turbulence surrounding TikTok—reaffirming the industry's ongoing pivot toward video-driven engagement.

Methodology & Glossary

Media Impact Value® (MIV®*): Allows brands to assign a monetary value to every post, interaction or article to measure its impact and identify contributions to Brand Performance across Voices, channels and regions. This single measurement standard lets you compare and understand which strategies create the most media impact across print, online and social by reflecting the audience perspective. At Launchmetrics, our methodology is built on more than 15 years of experience, working with and for Fashion, Lifestyle and Beauty (FLB) brands globally, including China. Finely tuned with AI Machine Learning, the algorithm relies on both quantitative and qualitative attributes specific to the FLB industries (including audience engagement, industry relevance, source authority and content quality) to ensure overall accuracy and relevance when benchmarking in the growing competitive landscape.

Engagement: The total number of interactions on a piece of content. For example, this includes comments, likes and shares.

Share of value (SOV): The percentage representation of a specific category's contribution to overall MIV®. It quantifies the proportion of MIV® generated by a category relative to the total amount, providing insights into the category's significance. Categories may include Voices, channels, brands, or specific events within the brand's ecosystem (non-exhaustive).

Placements: Social media posts, media articles, or blog posts which mention the brand.

● **Online:** Any online article is a placement. Each element of a gallery can also be a placement. If an article is present in several sections of a media, it is counted once. If it appears in different media, it can be counted several times.
●**Social:** Any post from YouTube, Instagram, Facebook, X is counted as a placement.
●**Print:** Any article is a placement, which can contain several references.

Tiers: Influencer tiers: Influencers & KOL's are categorized based on the number of followers they have on their social channels. A Voice with multiple social accounts is only categorized based on their largest social account audience.

Expressions

MIV® – Media Impact Value®

B– Billion

M – Million

K – Thousand

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

Avg. Eng. Rate % – Average Engagement Rate in %: the percentage of subscribers engaged in a certain post, averaged across multiple posts of a channel.

FLB – Fashion, Lifestyle and Beauty

Influencers Tiers:

Micro Influencers: 10K-100K followers
Mid-Tier Influencers: 100K-500K followers
Mega Influencers: 500K-2.5M followers
All-Star Influencers: More than 2.5M followers

Read more about MIV® HERE

Voices

Launchmetrics' Voice-Centric approach highlights the Voices creating value today to provide a holistic view of marketing performance and cross-compare the impact various activities have on the customer lifecycle. Understand the Voices that are driving your brand mentions so that you can track, attribute and measure success accordingly.

Media
Any third party entity publishing content written by media professionals such as a journalist, team, or freelancer. It can have sources in print, online and social.

Celebrities
Influential individuals that are known for something other than their digital presence such as actors, singers and athletes.

Celebrities
Influential individuals that are known for something other than their digital presence such as actors, singers and athletes.

Influencers/ KOL's
Any person who is not a celebrity and who has a relevant footprint on social media to influence consumers in their buying behavior/perception of a brand, including models and designers.

Partners
Any legal entity (brand, retailer) that can publish content about another legal entity, for example: Sephora or IMG.

Owned Media
Any channel that belongs to the brand itself, for example: Instagram, Facebook, YouTube, TikTok, Weibo, RED.

Report Methodology and Scope

Date Range
FW25 New York Fashion Week: February 4–18, 2025

Platforms
Online and Social: Instagram, Weibo, YouTube, Douyin, Wechat, Facebook, Red, TikTok, Bilibili and X

Queries
The data in this report has been collected based on brand queries. Each brand is assigned a specific set of queries, for example: adidas OR adidasy3 OR "adidas_es" OR adidasoriginals OR adidaswomen (not exhaustive) have been assigned to adidas for data collection purposes.

The brands included in the report come from a selected set that's considered strongly related to the Fashion and Lifestyle, sector. Regional data analyzed covers the following locations: the Americas (North and South), APAC (Australia, China, India, Indonesia, New Zealand, Singapore and Thailand) and EMEA (Europe and the Middle East).

LAUNCHMETRICS
a LECTRA company

The Leading Brand Performance Cloud for Fashion, Lifestyle and Beauty

Software, Data and Insights to Track and Measure Your Brand Strategy and Campaign Performance

- **Benchmark against your competitors**, measure ROI and drive cost savings

- **Dive into global campaign data** and filter by region, channel and Voice

- Simplify Media Monitoring with **your print, online and social coverage all in one place**

- **Quantify your Brand Efforts** with a single, unified metric, **Media Impact Value® (MIV®)**

LEARN MORE