Data and Insights by Launchmetrics

FW26 New York Fashion Week

Key Insights Driving the Leading Fashion Weeks

LAUNCHMETRICS
a LECTRA company

Tory Burch I Fall Winter 2026 I Spotlight.com

Index

1. Media Impact Value® (MIV®)
2. FW26 New York Fashion Week
3. Key Takeaways
4. Methodology

Tory Burch I Fall Winter 2026 I Spotlight.com

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®)

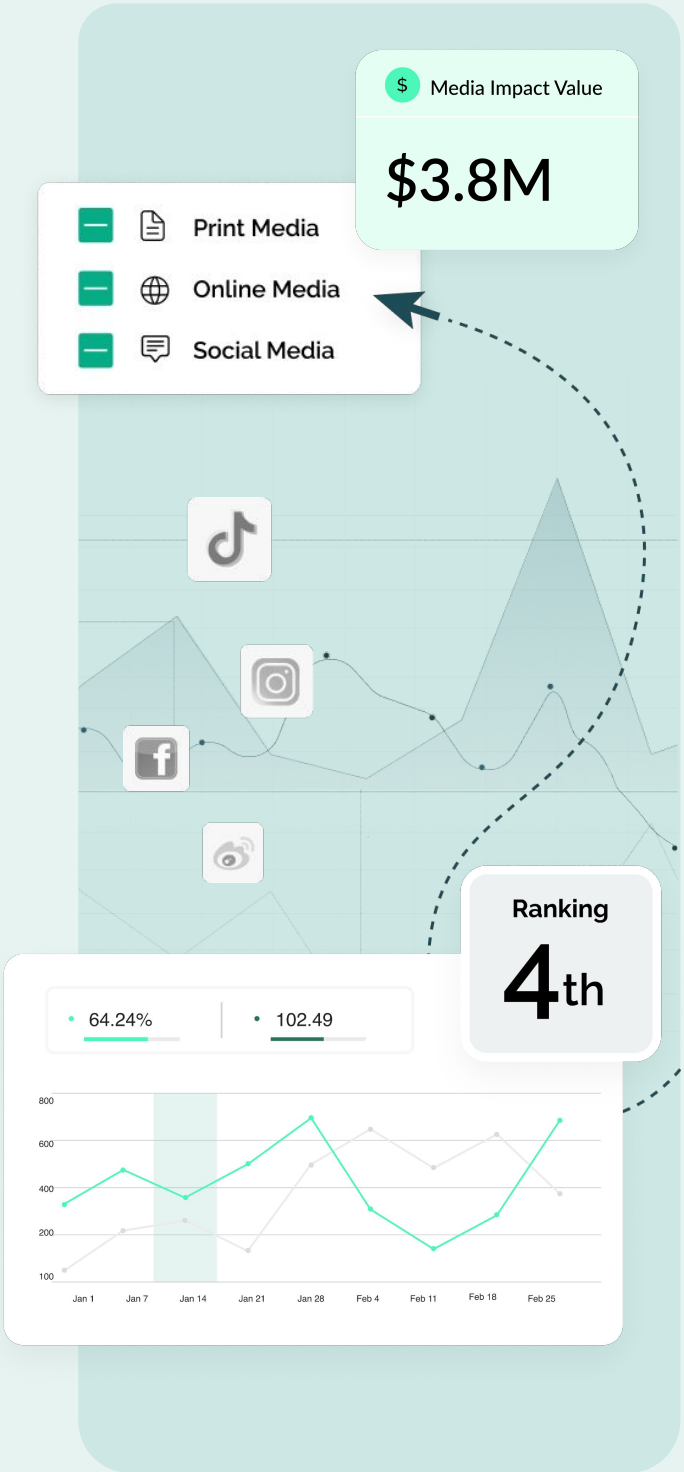
The Industry Standard Metric

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.

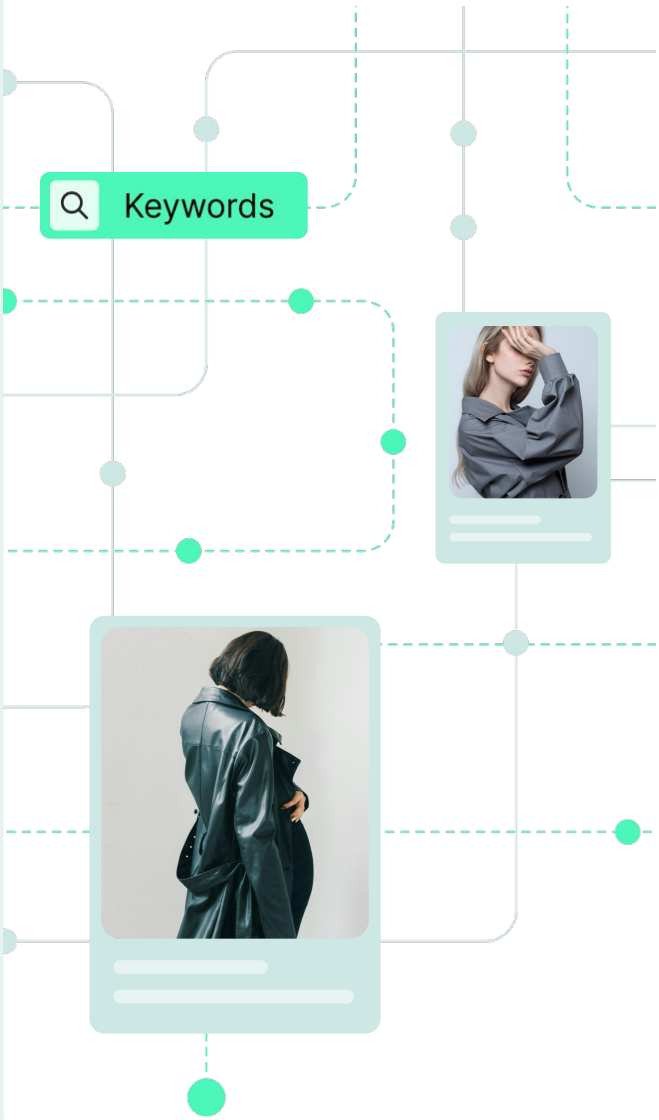
Today, the biggest names in Fashion, Lifestyle and Beauty **rely on Media Impact Value to build impactful, considered strategies.** These brands continue to **deliver groundbreaking results year-on-year, season upon season.**



Media Impact Value® (MIV®)

What Makes Our Analysis Unique?

Changing Content Trends: Adapting our Fashion Week Report Methodology



In response to shifting industry content trends, we have updated our Fashion Week report methodology to better capture the true impact of brand performance. **Beginning this season, our Fashion Week analyses no longer require explicit mentions of the host city in order for content to qualify as Fashion Week-related.** Instead, if brands featured are part of a host city's official schedule, the content will be included regardless of whether the city is referenced.

This change reflects the reality that brands, attendees and media increasingly use broader Fashion Week language and alternative keywords rather than restricting their content to the host city. As the industry evolves, so too must our methodology–ensuring that our Fashion Week report framework remains precise, relevant and aligned with current standards.

It is important to note that this update applies starting with this season, and therefore past Fashion Week reports are not directly comparable on a like-for-like basis. By continuously refining our methodology, we reinforce our position as the industry's most standardized and authoritative source for measuring brand performance and benchmarking impact across Fashion Weeks globally.

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

LAUNCHMETRICS
a LECTRA company

Insights

FW26 New York Fashion Week

Coach I Fall Winter 2026 I Spotlight.com

The Overall Landscape
of New York Fashion Week

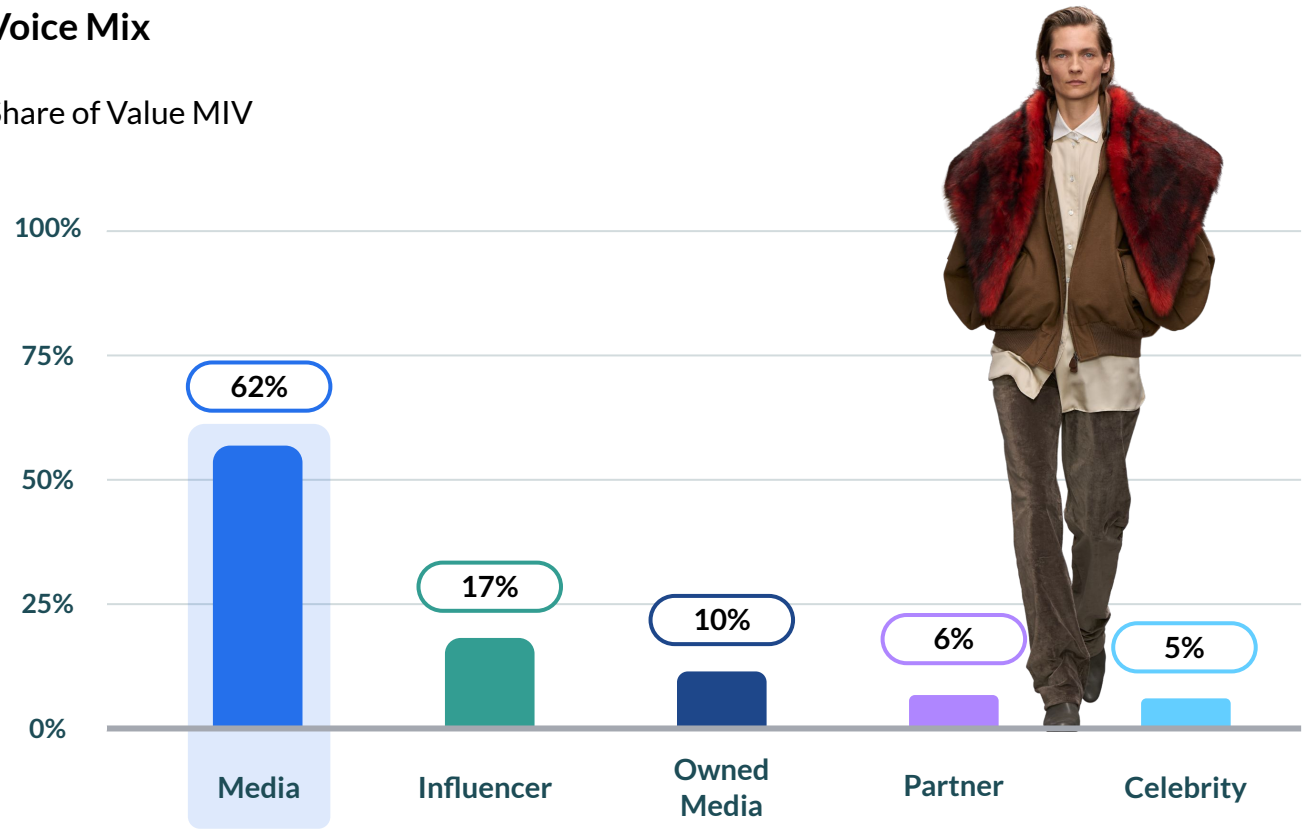
Total Event Figures

FW26 Overview

$249.3M	47K	$5.3K
MIV®	Placements	Avg MIV

Voice Mix

Share of Value MIV



Channel Mix: Share of Value MIV - Social Focus

- 49% Instagram
- 21% Online
- 12% Facebook
- 10% TikTok
- 4% Youtube
- 2% X
- 1% RedNote
- <1% Other

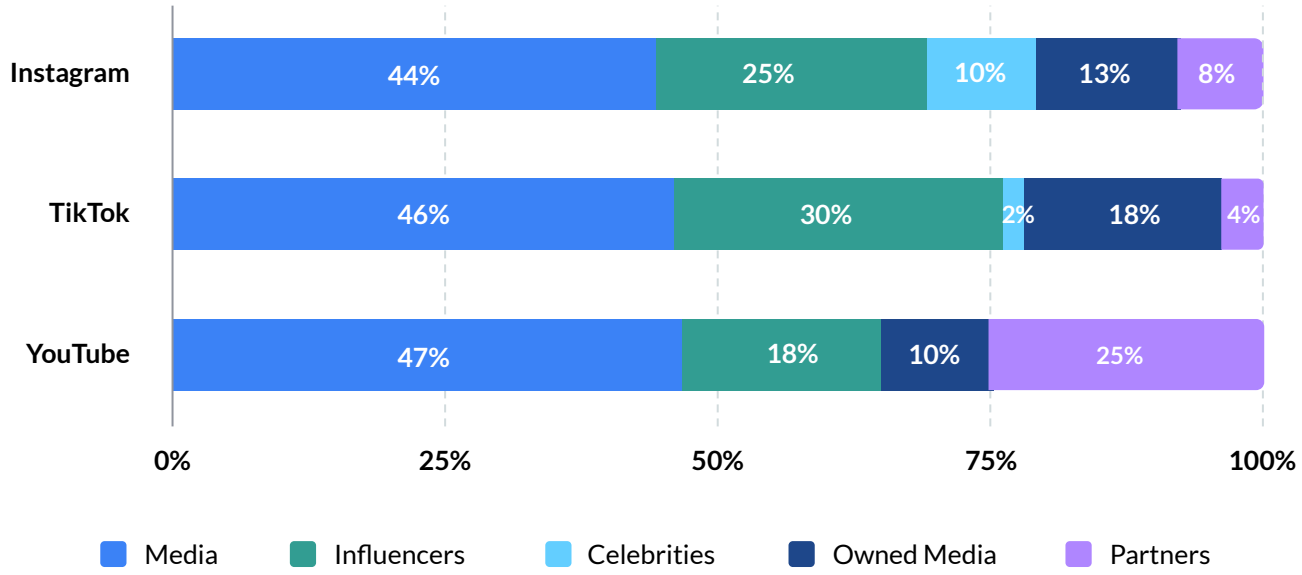
The Overall Landscape
of New York Fashion Week

Content Analysis

Top Channels by Average MIV®

1. $11K in MIV per placement
2. $10.4K in MIV per placement
3. $8.1K in MIV per placement

#1 for content efficiency



At New York Fashion Week, Media continues to expand its share of Voice season over season, surpassing all other Voices and reinforcing its position as the industry's vehicle for breaking and amplifying its biggest stories. **The Media Voice drives immediacy and global resonance—now accounting for approximately 46% of total impact across major social platforms. Vogue US** remains a key catalyst, extending reach globally and accelerating the ripple effect of NYFW.

Video continues to expand its share of impact, gaining ground against all other content formats. As audiences increasingly engage through social-first storytelling, video has proven to be the most effective format for Fashion Week coverage, **delivering the highest value per placement and driving strongest amplification and impact.**

On YouTube, Partner Voice drove 25% of total MIV this season—led by Ralph Lauren, whose off-schedule show ahead of New York Fashion Week amplified its impact through keyword-driven alignment.

The Overall Landscape
of New York Fashion Week

Regional Performance

Top 5 Voices

1	Vogue - US	$9.3M MIV
2	Calvin Klein	$7.3M MIV
3	WWD - US	$6.2M MIV
4	Instyle US	$5.8M MIV
5	Ralph Lauren	$5.3M MIV

The Overall Landscape
of New York Fashion Week

Voices by MIV®

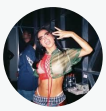
Top Celebrities

Kazuha
@zuhazana
$3M MIV

Jennie Kim
@jennierubyjane
$1.4M MIV

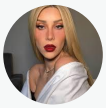
Monica Denise
@monicadenise
$732K MIV

A$AP Rocky
@asaprocky
$705K MIV

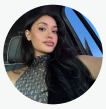


Becky G
@iambeckyg
$423K MIV

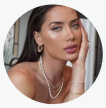
Top Influencers



Priscila Escoto
@priscyescoto
$687K MIV

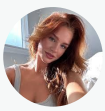


Leah Kateb
@leahkateb
$601K MIV



Georgina Mazzeo
@georginamazzeo
$550K MIV

Emilia
@emiliamernes
$532K MIV



Julia Hatch
@julia.hatch
$495K MIV

New York Fashion Week is typically driven by American celebrity impact, but this season felt different. With **Kazuha and Jennie in attendance, APAC talent generated nearly as much impact as their US counterparts, with both ranking among the top Celebrity Voices of the event. That said, the influencer landscape still skewed heavily American, with 79% of total influencer-driven MIV coming from the Americas.** While celebrity influence is becoming more global, NYFW's creator economy remains largely homegrown.

Understand the Full Impact of your Ambassadors

Download our report to see how ambassadors drive direct and extended impact with **Voice Echo—a framework that measures individual performance and reveals how media, influencers, and communities amplify campaigns to shape brand relevance.**

Click Here to Download

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®).

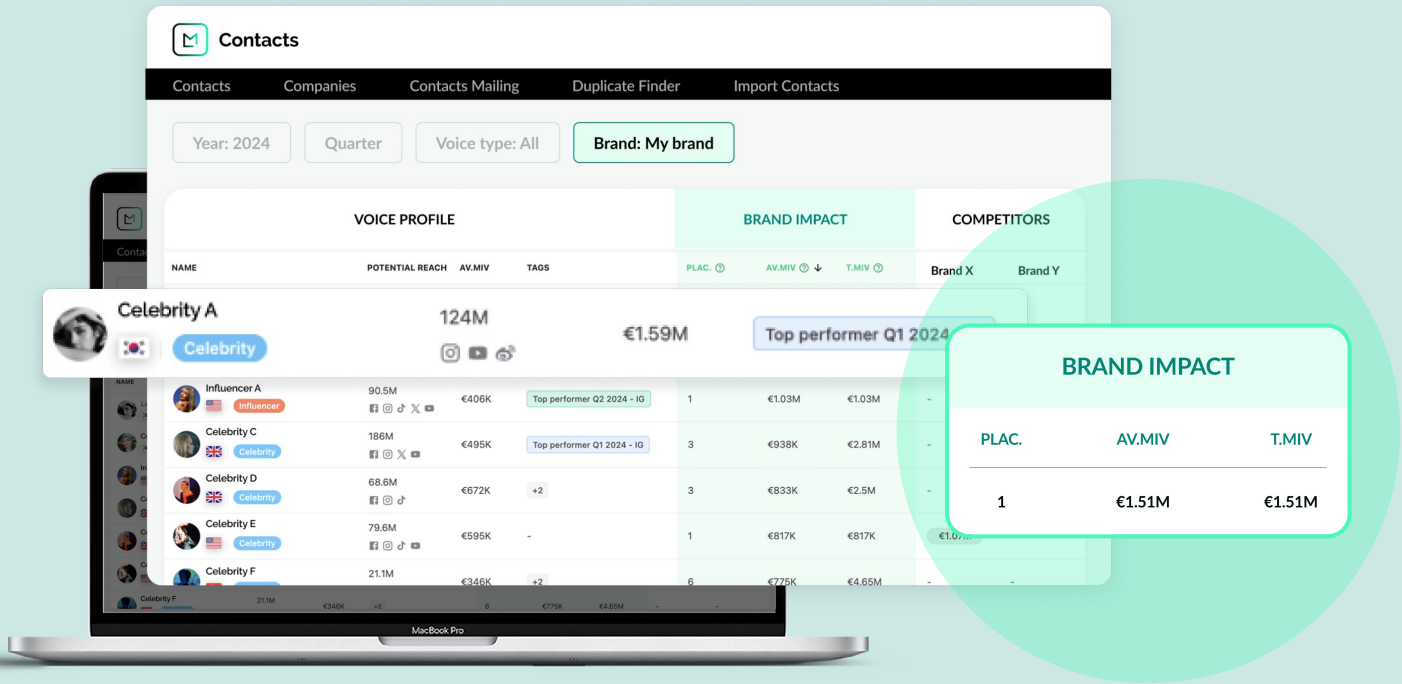
Benchmark Against Competitors:

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®

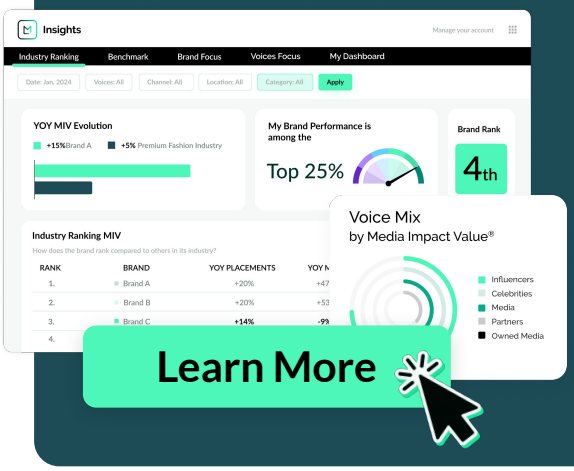
Rank	Brand	MIV
1.	Calvin Klein	$29M
2.	COACH	$17.7M
3.	TORY BURCH	$16.8M
4.	MICHAEL KORS	$15.8M
5.	CAROLINA HERRERA	$13.4M
6.	KHAITE	$11.1M
7.	Proenza Schouler	$6.35M
8.	HILÁ	$6.3M
9.	diotīma	$5M
10.	cult gaia	$4.7M

By Owned MIV

Rank	Brand	MIV
1.	Calvin Klein	$7.8M
2.	MICHAEL KORS	$5.1M
3.	TORY BURCH	$3.6M
4.	CAROLINA HERRERA	$3.55M
5.	COACH	$1.8M
6.	LOVESHACKFANCY	$378K
7.	PRABAL GURUNG	$361K
8.	HILÁ	$280K
9.	BRONX AND BANCO	$261K
10.	CHRISTIAN SIRIANO	$238K

Benchmark your brand against competitors

Insights



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.

By Total MIV®

Rank	Brand	MIV
11.	CHRISTIAN SIRIANO	$4.5M
12.	7 for all mankind	$3.9M
13.	COLLINA STRADA	$3.62M
14.	ALICE + OLIVIA	$3.6M
15.	ALTUZARRA	$3.4M
16.	LaQuan Smith	$2.8M
17.	SANDY LIANG	$2.52M
18.	CHRISTIAN COWAN	$2.5M
19.	Sergio Hudson	$2.3M
20.	PRABAL GURUNG	$2.1M

By Owned MIV

Rank	Brand	MIV
11.	ANNA SUI	$213K
12.	cult gaia	$209K
13.	KHAITE	$207K
14.	PAT BO	$191K
15.	ALTUZARRA	$168K
16.	Proenza Schouler	$118K
17.	7 for all mankind	$106K
18.	ULLA JOHNSON	$101K
19.	LaQuan Smith NEW YORK	$91K
20.	Kim Shui	$85K

7 For All Mankind, Kim Shui, Michael Kors
Fall Winter 2026 | Spotlight.com

Brand Focus

Star-Studded

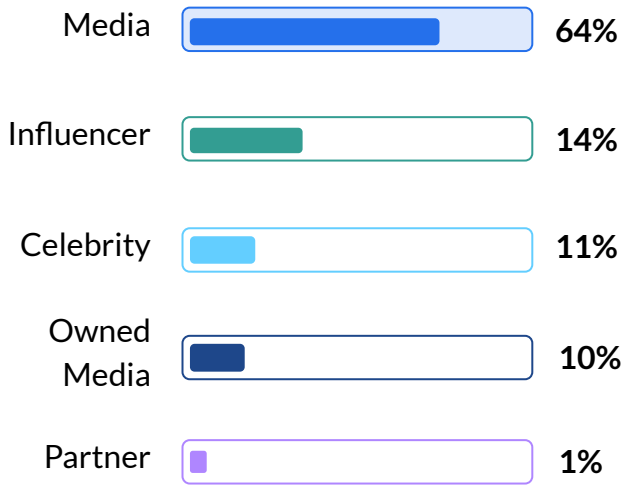
Coach's FW26 show stood out as one of the season's most talked-about moments placing **second in the overall brand ranking.**

The front row played a key role in that momentum, with actors Odessa A'Zion ($2.2M), Caleb McLaughlin ($1.6M) and Mckenna Grace ($652K) driving strong visibility alongside influencer Emilia Mernes ($532K). Together, their combined reach across Owned and third-party mentions amplified buzz around the show and reinforced Coach's resonance across the worlds of entertainment and digital culture, ultimately cementing its impact and visibility throughout NYFW.

COACH NEW YORK

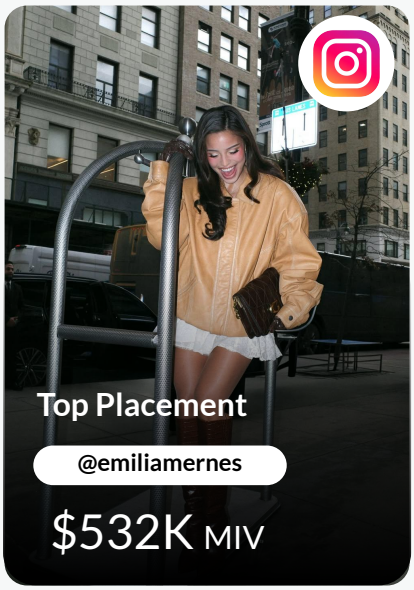
$17.7M	2.5K	$7.2K
MIV®	Placements	Avg MIV

Voice Mix: Share of Value MIV



Top Voices by MIV

	Coach @coach	Total MIV **$1.7M**	**72** Placements
Media	E! News - US @enews	**$776K** MIV	**18** Placements
Influencer	Emilia @emiliamernes	**$532K** MIV	**1** Placement
Media	Who What Wear @whowhatwear	**$542K** MIV	**13** Placements



Brand Focus

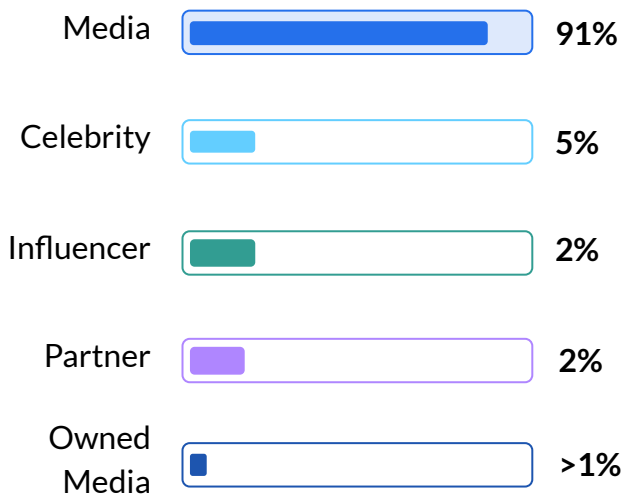
The First Lady's Favorite

As the only show of the season attended by New York City's First Lady, **Rama Duwaji**, Diotima's FW26 presentation became one of NYFW's biggest conversation drivers, fueled by significant media pickup. **Her presence alone generated $1.7M in MIV, accounting for over a third of the show's total coverage,** demonstrating how a single, high-profile appearance can meaningfully boost a brand's visibility amid a packed fashion week schedule.

diotīma

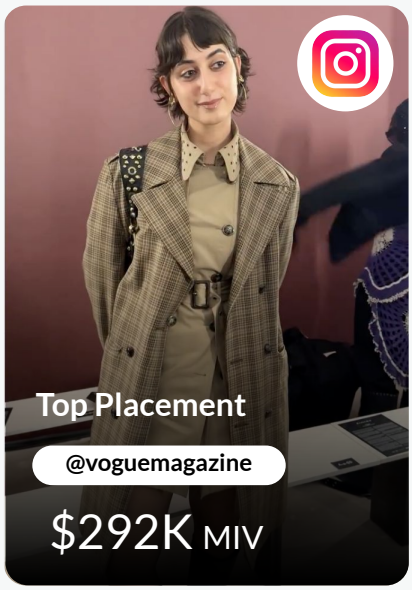
$5M	854	$5.8K
MIV®	Placements	Avg MIV

Voice Mix: Share of Value MIV



Top Voices by MIV

	Vogue - US @voguemagazine	Total MIV **$890K**	**20** Placements
Media	CNN - US @cnn	**$559K** MIV	**59** Placements
Media	Harper's Bazaar - US @harpersbazaarus	**$340K** MIV	**14** Placements
Media	Interview Magazine - US @interviewmag	**$195K** MIV	**2** Placements



Key Takeaways

Bronx and Banco I Fall Winter 2026 I Spotlight.com

New York Fashion Week

Key Insights

New York Fashion Week Roundup

NYFW returned for another season, generating a total of $249.3M in MIV. Brands that leaned into celebrity-first strategies, such as **Calvin Klein** or **Coach**, led the rankings, while 'it' moments, including **Rama Duwaji**'s appearance at Diotima's show, drove significant media coverage and amplified the week's overall visibility.

Capturing the American Market

NYFW remains largely US-centric in both audience and media reach–**with the US alone being responsible for 64% of the total MIV.** With strong domestic press coverage, local celebrity influence and concentrated industry attendance, NYFW offers direct access to key consumers and cultural drivers. For brands looking to build relevance in the US, the event serves as a high-impact entry point to drive visibility and support market growth and expansion.

Unlocking Echo Virality

Media remained the dominant voice at NYFW, acting as the primary amplifier of the event's reach. Accounting for approximately 62% of total NYFW impact across major social platforms, media coverage not only drove direct visibility but also extended the conversation through attendee related social mentions and reposts. This ripple effect reinforced the week's narratives in real time, highlighting the continued strategic importance of earned media in shaping scale and overall brand performance.

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.

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
FW26 New York Fashion Week: February 9–February 23, 2026

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.

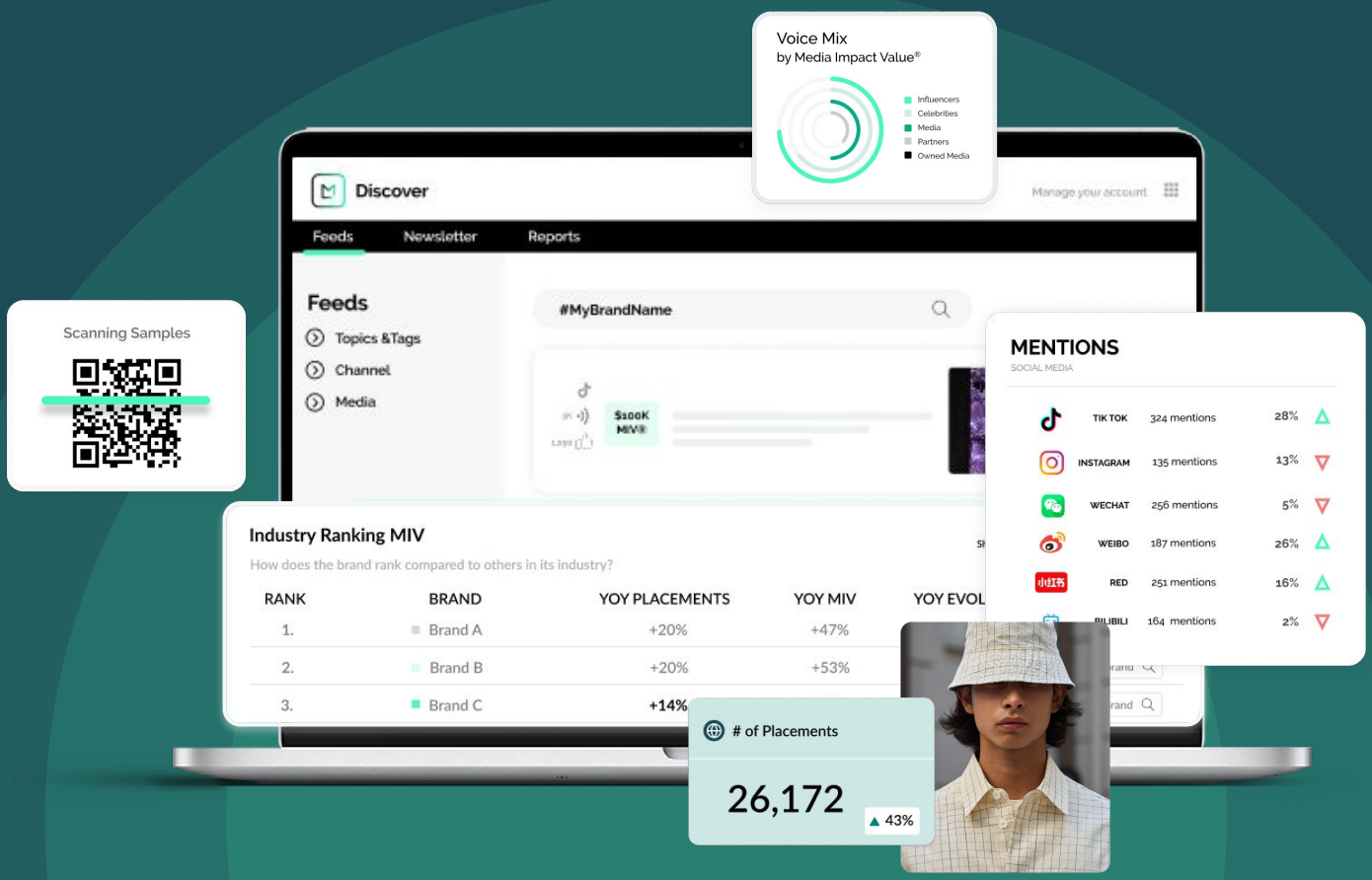
The brands included in the report come from a selected set that's considered strongly related to the Fashion and Lifestyle, sector. Regional data analyzed covers the following locations: the Americas (North and South), APAC (Australia, China, India, Indonesia, New Zealand, Singapore and Thailand) and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

Content is retrieved on the day a placement is published. Any subsequent changes–such as edits to caption–are not reflected in the dataset. MIV® is calculated based on engagement metrics as captured at the time of crawling.

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