

Met Gala 2026

Data and Insights by Launchmetrics

LAUNCHMETRICS
a LECTRA company

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MET GALA

Event Overview

The fashion industry's most extravagant night of the year, the Met Gala 2026, returned for another spectacular edition, bringing together Hollywood's biggest stars and leading names in fashion for its grandest celebration yet. This year, the event generated a record-breaking \$1.56B in MIV®.

Having transformed fashion into art, Launchmetrics highlighted the Met Gala's most memorable moments and the impact they created.

\$1.56B Total MIV®

Launchmetrics' industry-recognized Media Impact Value® rankings provide the most holistic view, by taking into account MIV®, which allows brands to assign a monetary value to every post, interaction or article. Finely tuned with AI and 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.

Top Placement



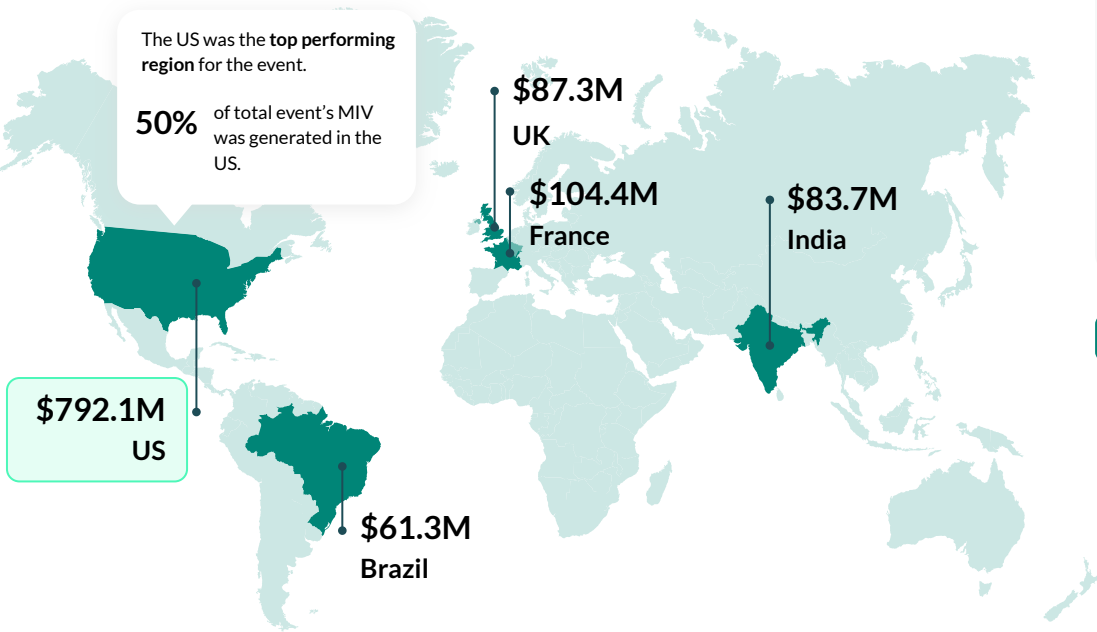
Paris Match

\$2.1M MIV®

MET GALA

At a Glance

Regional Performance



Overview

\$1.56B

Media Impact Value®

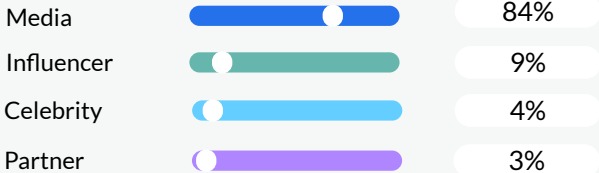
116K

Placements

\$13.4K

MIV®/
Placement

Voice Type



Channel Mix: Share of Value MIV® - Social Focus

44%

Instagram

20%

TikTok

20%

Facebook

6%

Online

4%

YouTube

Want to understand your own brand performance per region? [Learn more](#)

MET GALA

Voice Insight

Key Insight

The **Media Voice** was the strongest driver of the Met Gala performance, with **\$1.3B** in MIV, 84% of total event impact. The top placement for the event was from **Paris Match**, generating **\$2.1M MIV with a single post**.

The **Celebrity Voice** brought in the greatest value-per-placement, at **\$82.5K in Media Impact Value**.

Want to uncover the Voices driving your brand's impact? [Read more](#)

Top Media by MIV®



Vogue - US
\$96.3M Total MIV



E! News
\$59.5M Total MIV



ET - US
\$48.3M Total MIV



Cosmopolitan - US
\$31.1M Total MIV



Gala - FR
\$26.5M Total MIV

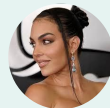
Top Celebrities by MIV



Aespa 에스파
\$16.8M Total MIV



Karina
\$3.9M Total MIV



Georgina Rodriguez
\$2M Total MIV



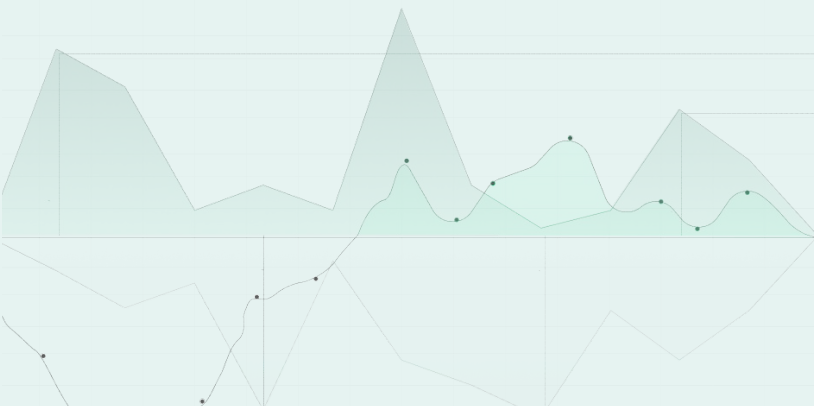
Cai Xu Kun 蔡徐坤
\$1.8M Total MIV



Ning Ning 宁艺卓
\$1.5M Total MIV

Top Ten Performers Across Fashion, J&W and Accessories

We've benchmarked the top ten performing brands in fashion, jewelry, watches and accessories at Met Gala 2026 to evaluate the success of their strategic celebrity dressing.



Total Brand Ranking by MIV®

	Brand	MIV®	Placements
1.	SAINT LAURENT	\$68.5M	7.9K
2.	CHANEL	\$55.1M	7.3K
3.	DIOR	\$52.6M	5.9K
4.	PRADA	\$39.1M	4.2K
5.	ROBERT WUN•	\$29M	3.5K
6.	GUCCI	\$23.6M	1.8K
7.	BALENCIAGA	\$21.1M	2.9K
8.	THOM BROWNE.	\$20.3M	2.7K
9.	MUGLER	\$20.2M	2.6K
10.	Schiaparelli	\$19.9M	3.5K

Top 5 Fashion Brands

Rank	Brand	Total MIV®
1	SAINT LAURENT	\$68.5M
2	CHANEL	\$55.1M
3	DIOR	\$52.6M
4	PRADA	\$39.1M
5	ROBERT WUN•	\$29M

Top 5 Watches & Jewelry Brands

Rank	Brand	Total MIV®
1	TIFFANY & CO.	\$12.9M
2	BVLGARI	\$10.2M
3	Cartier	\$9.5M
4	SWAROVSKI	\$9.1M
5	LORRAINE SCHWARTZ	\$5M

Top Ten Performers: Celebrity Looks

Through in-depth analysis of top-performing brands, we delved deeper to identify the specific looks and celebrities that fueled the most buzz for brands by sparking viral moments that rippled through social feeds and ignited cultural conversations.

Top Women's Looks by MIV®

	Name	Brand	MIV®
	1. Sabrina Carpenter	DIOR	\$19.6M
	2. Lisa	ROBERT WUN•	\$19.4M
	3. Jisoo	DIOR	\$19.1M
	4. Jennie	CHANEL	\$18.5M
	5. Karina	PRADA	\$17.8M

Top Men's Looks by MIV®

	Name	Brand	MIV®
	1. Connor Storrie	SAINT LAURENT	\$14M
	2. A\$AP Rocky	CHANEL	\$8.7M
	3. Bad Bunny	ZARA	\$8.67M
	4. Hudson Williams	BALENCIAGA	\$7.9M
	5. Connor Storrie	TIFFANY & CO.	\$3.6M

Key Takeaways



Create Cultural Impact

Leverage major cultural moments on the calendar—like the Met Gala—to align your brand with occasions that resonate deeply with audiences across regions and demographics. These moments create strong emotional connections, amplifying your brand's relevance and visibility.



Turn Ambassador Appeal into Culture-Driven Impact

On average, [77% of celebrity ambassador-driven MIV comes from Indirect Echo](#)—third-party coverage from media, influencers and other Voices—highlighting the importance of selecting the right ambassador to work with—someone who not only fits the brand but is also culturally relevant to further drive conversation.



Ambassadors Shape Brand Perception, Not Just Spark Visibility

More than just driving exposure, ambassadors help define brand meaning. [Nearly half of all value associations](#) linked to ambassadors center on lifestyle, identity and emotional connection—values that shape how audiences relate to a brand. To maximize impact, choose talent who is in line with your brand story.

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.

Met Gala Crawling Period: May 2-6, 2026

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.

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 & Beauty
- **INFLUENCER 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

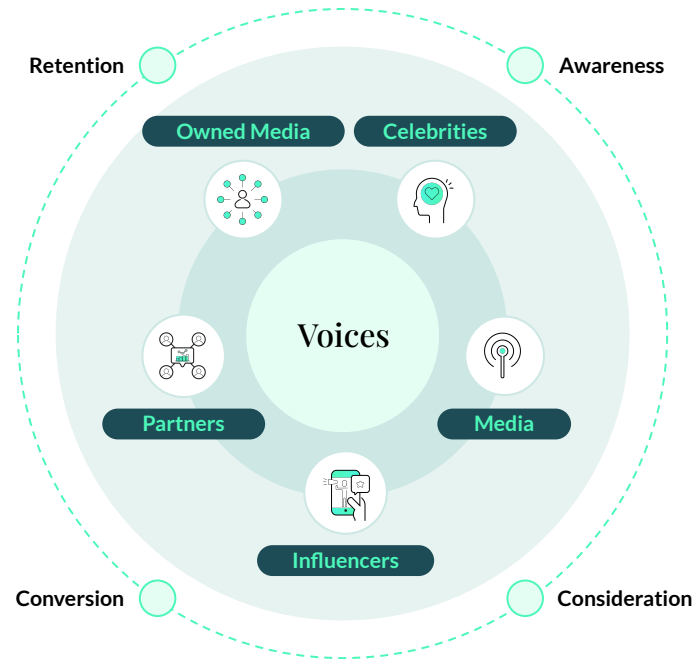
Any person who is not a celebrity and who has a relevant footprint on social media to influence consumers in their buying behavior/perception of a brand, including models and designers.

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.



Improve Your Brand Performance With the Leading Solution for FLB Brands

Software, data and insights to seamlessly bridge the gap between strategy and execution.

- **Plan and execute** your marketing activations, maximize editorial opportunities and accelerate your go-to-market launches.

Available modules for:

Sample Management | Event Organization | Digital Showrooms | Email & Contact Management

- **Make smarter, data-backed decisions** to improve your global Brand Performance by using a consistent MIV® metric.

Available modules for:

Media Monitoring | Competitor Benchmarking

[Learn More](#)

