



Data & Insights by Launchmetrics

# SS26 New York Fashion Week

Key Insights Driving the Leading Fashion Weeks

**LAUNCHMETRICS**  
a LECTRA company

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# 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®)

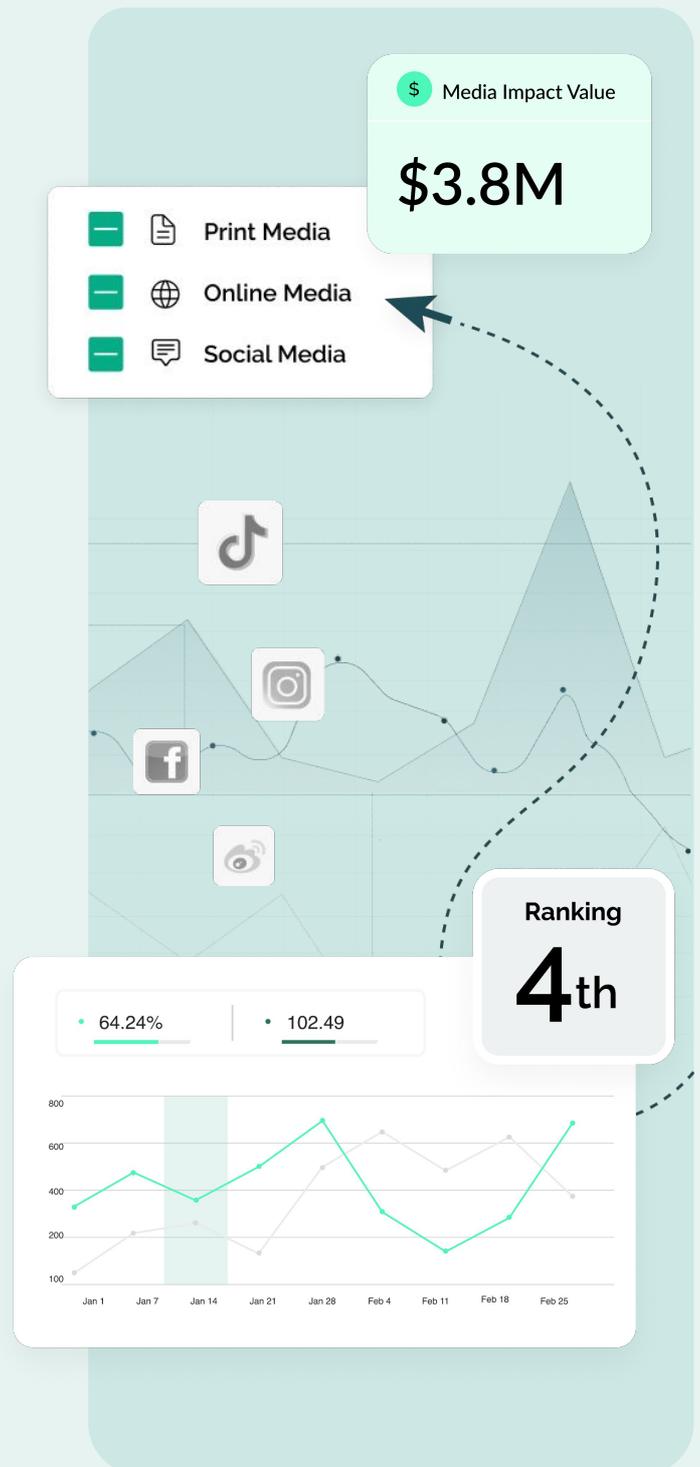
## The Industry Standard Metric

### 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®)

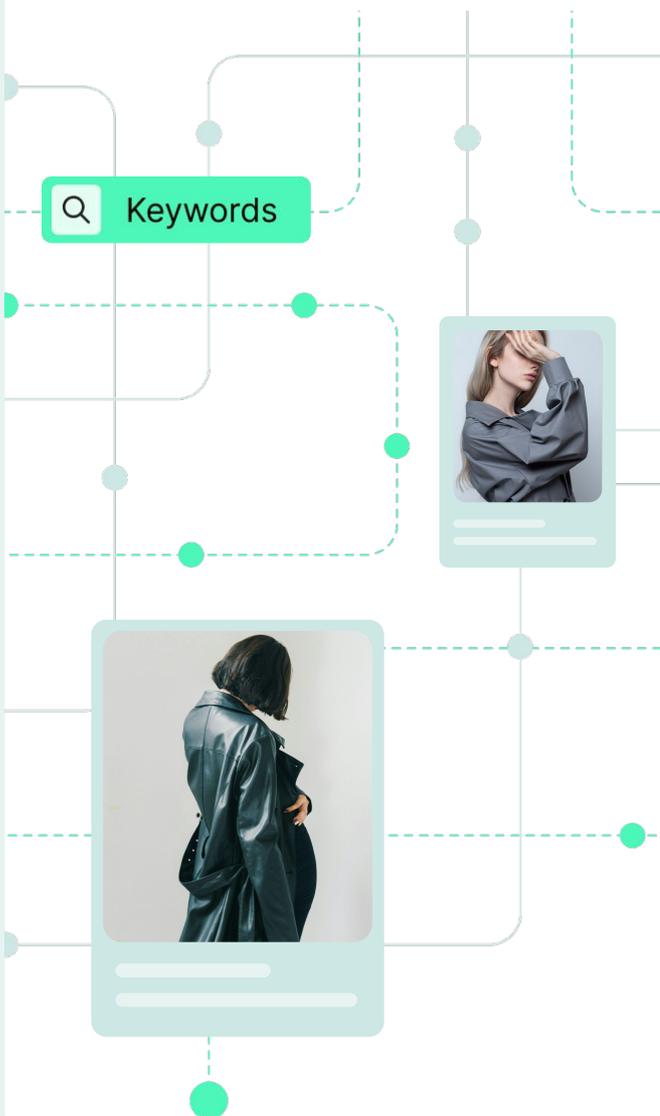
## What Makes Our Analysis Unique?

### 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



Insights

# SS26 New York Fashion Week

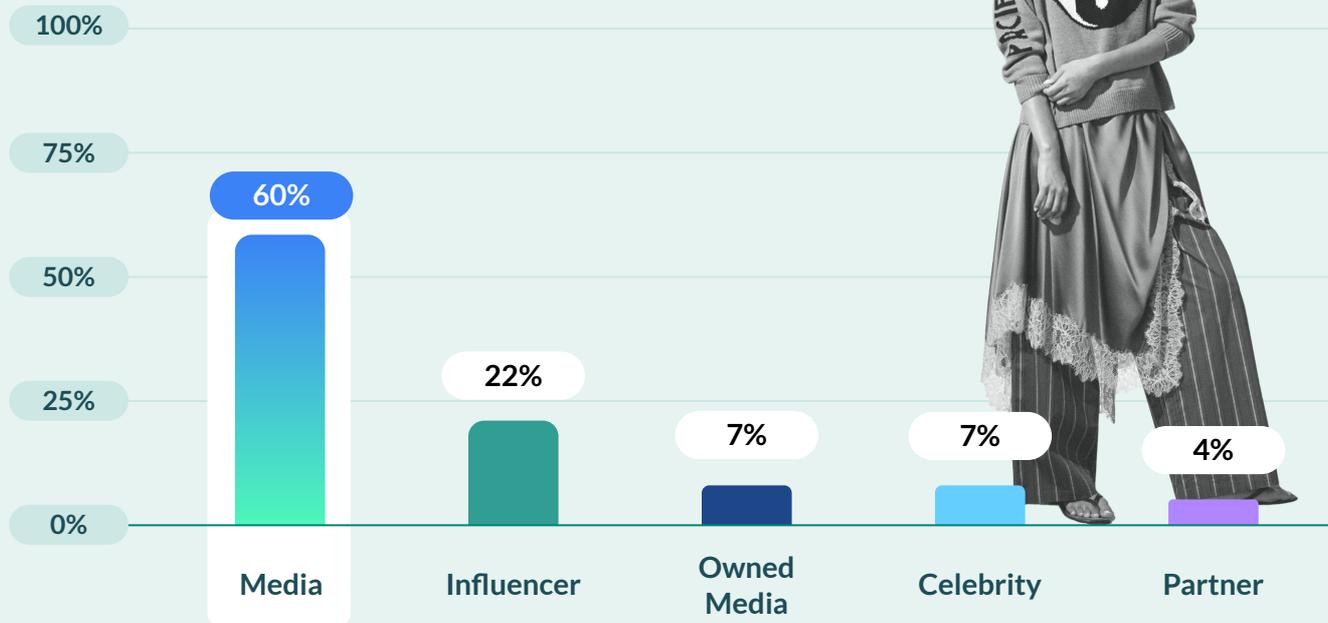
# The Overall Landscape of New York Fashion Week

## Event Figures

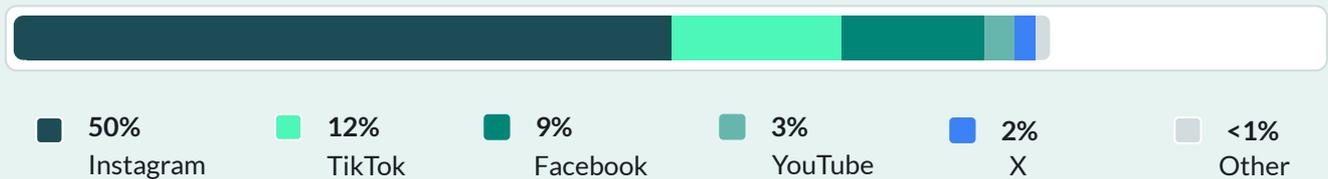


## Channels

Voice Mix: Share of Value MIV



Channel Mix: Share of Value MIV - Social Focus



# The Overall Landscape of New York Fashion Week

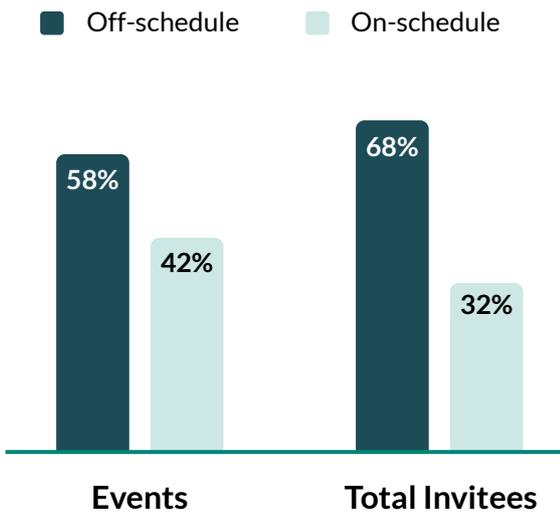
## Event Analysis & Attendance

As New York Fashion Week wrapped up, the city once again lived up to its reputation as the place where fashion truly never sleeps. Leading brands revealed their latest collections, front rows drew high-profile celebrity attention and the event generated record levels of buzz—making this season’s NYFW the most impactful one to date.

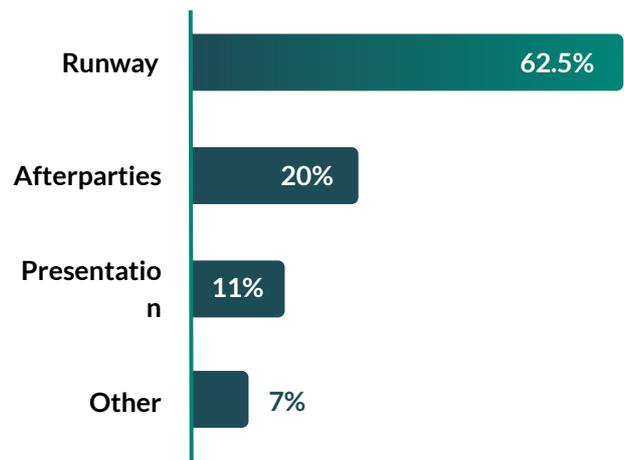
Many brands leverage Fashion Week opportunities by organizing off-schedule events to align with the buzziest moment on the fashion calendar. Despite not being part of the official program, these strategically planned gatherings aim to assert brand relevance within industry conversations.

Data powered by [Launchmetrics Events](#)

### Total Events in New York

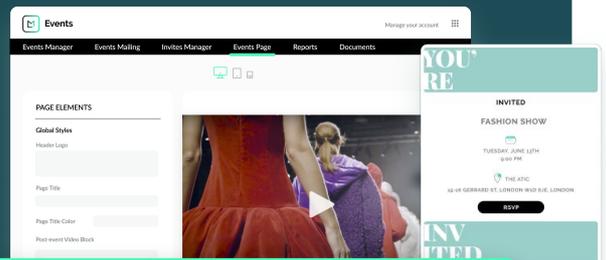


### On-schedule Event Types



## 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



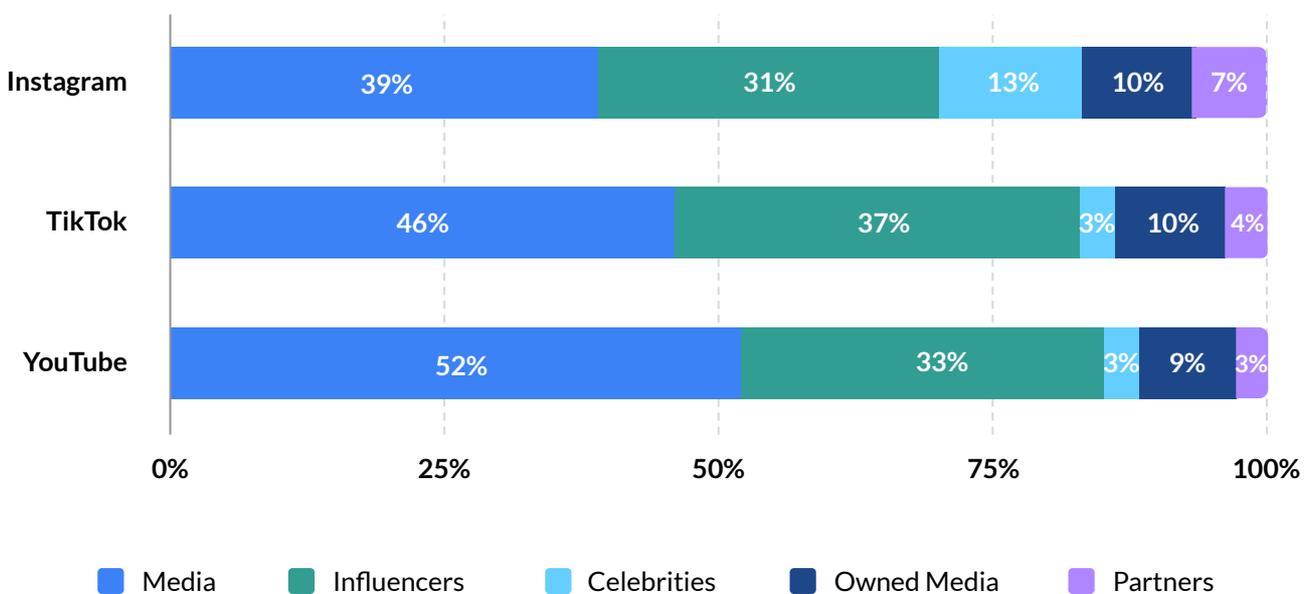
[Learn More](#)



# The Overall Landscape of New York Fashion Week

## Content Analysis

### Top Channels by Average MIV®

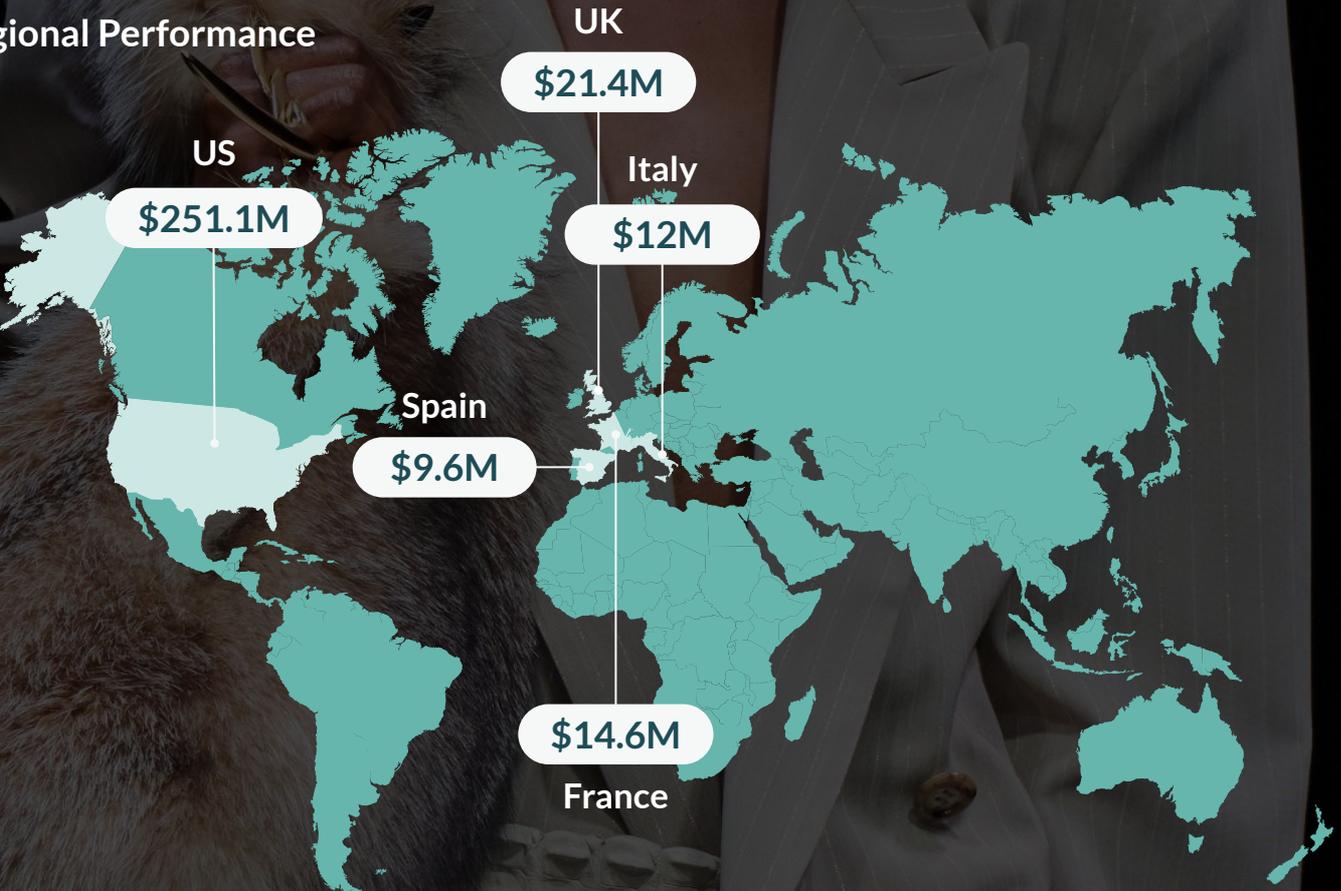


The impact of media continues to shape the narrative of New York Fashion Week, with this Voice now becoming the dominant one across the key social media channels. While Gala has consistently led the charge with highest-performing TikTok content over the past few seasons, **Vogue US is closing in fast—already commanding the attention on Instagram and steadily moving toward establishing itself as the most socially fluent media title overall.**

Analysis of **top-performing media placements on social** shows the success formula at work: **half featured Jungkook at the Calvin Klein show**, from his arrival to interactions with press. For brands, this demonstrates the **strategic value of high-profile ambassadors, whose presence alone naturally fuels diverse content formats—whether [quick-hit TikTok moments](#), [Instagram-worthy entrances](#) or editorial-ready [press interactions](#)—maximizing performance across every platform.**

# The Overall Landscape of New York Fashion Week

## Regional Performance



### US

remains the dominant region, generating 62% of NYFW's total MIV. The UK, the next strongest market, contributed just over 5%—highlighting NYFW's uniquely American influence and the strength of its home audience. For brands, this presents a clear opportunity: activating in the US, whether on-schedule or off, offers a great potential to build presence. With more than half of NYFW events being off-schedule this season, brands are seizing the moment to engage local audiences even outside the official calendar.

### UK

In second place, the UK saw its strongest coverage from **Dazed Magazine**, which surpassed **Vogue GB**, the region's leading Voice in past seasons. Dazed also emerged as the only UK title to rank among the top 10 most powerful media Voices, once again boosted by Jungkook's coverage—its [top placement](#) featuring the star performed 18 times better than the magazine's average TikTok content.

### France

emerged as one of the top three most powerful regions for NYFW, driven by media coverage that continues to strengthen year after year. Among the most valuable French placements, basketball player **Diamant Blazi** led the way with an [Off-White feature](#) that contributed \$392K in MIV.

# The Overall Landscape of New York Fashion Week

## Voices by MIV®

### Top Voices - Overall



**Calvin Klein**  
\$14.2M MIV



**Vogue - US**  
\$7.5M MIV



**InStyle - US**  
\$6.3M MIV



**Mickey Blank**  
@mickmicknyc  
\$6.2M MIV



**Elle - US**  
\$5.3M MIV

### Top Celebrities



**Tipnaree Weerawatnodom**  
@namtan.tipnaree  
\$2.1M MIV



**Pruk Panich**  
@zeepruk  
\$1.5M MIV



**Kandi Burruss**  
@Kandi  
\$875K MIV



**Lily Collins**  
@lilyjcollins  
\$835K MIV



**Syifa Hadju**  
@syifahadju  
\$819K MIV

### Top Influencers



**Mickey Blank**  
@mickmicknyc  
\$6.2M MIV



**Madi Webb**  
@madibwebb  
\$1.8M MIV



**Matthew Newman**  
@mattloveshair  
\$1.6M MIV



**Camila Coelho**  
@camilacoelho  
\$1.1M MIV



**Kristy Sarah Scott**  
@kristy.sarah  
\$1M MIV

American celebrities continued to take center stage, generating nearly half of global celebrity MIV. The US influencers made an even stronger impact, accounting for 73% of global influencer MIV. This season, influencers not only drove engagement on their own channels but also generated significant media buzz—particularly reality stars such as Love Island’s Olandria, whose NYFW appearance alone delivered over \$6M in MIV through headline coverage.

### 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®).

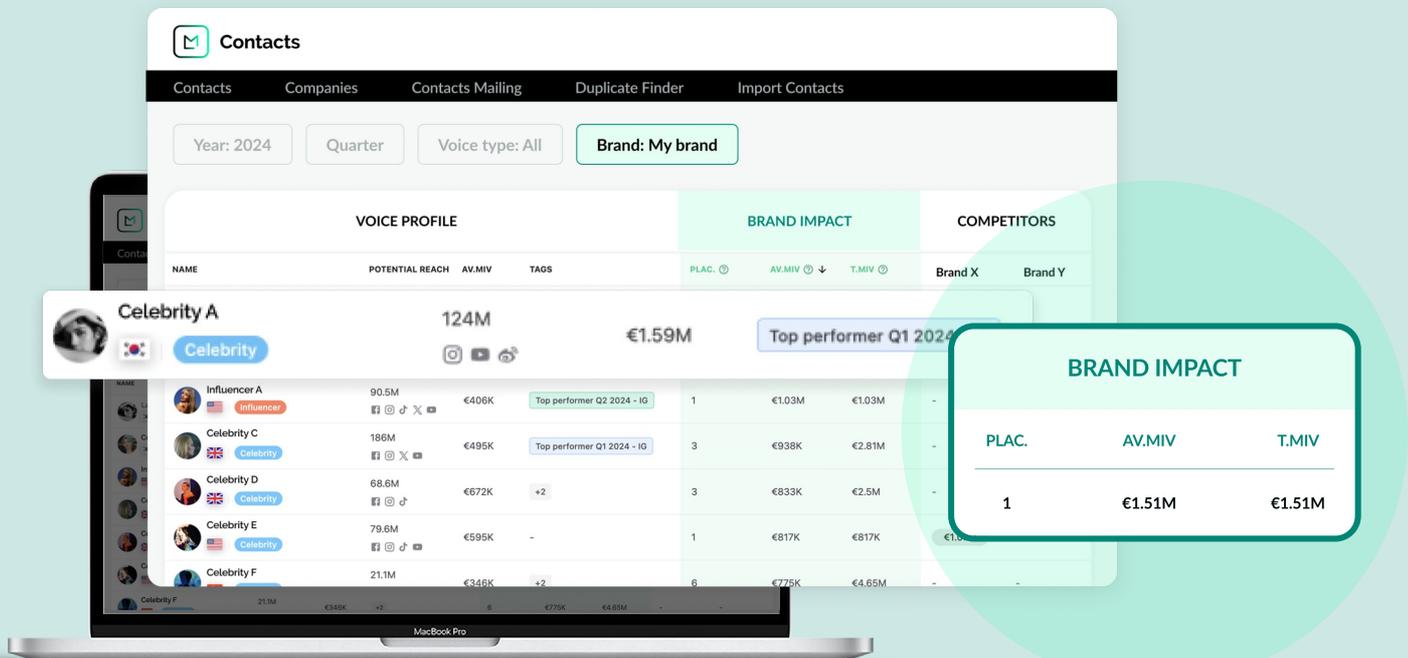
## Benchmark Against Competitors:

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](#).



The screenshot displays the 'Contacts' interface with a table of influencers and a detailed view for 'Celebrity A'. A callout box highlights the 'BRAND IMPACT' data for the selected voice.

VOICE PROFILE				BRAND IMPACT			COMPETITORS	
NAME	POTENTIAL REACH	AV.MIV	TAGS	PLAC.	AV.MIV	T.MIV	Brand X	Brand Y
<b>Celebrity A</b>	124M	€1.59M	Top performer Q1 2024	1	€1.51M	€1.51M	-	-
Influencer A	90.5M	€406K	Top performer Q2 2024 - IG	1	€1.03M	€1.03M	-	-
Celebrity C	186M	€495K	Top performer Q1 2024 - IG	3	€938K	€2.81M	-	-
Celebrity D	68.6M	€672K	+2	3	€833K	€2.5M	-	-
Celebrity E	79.6M	€595K	-	1	€817K	€817K	-	-
Celebrity F	21.1M	€346K	+2	6	€778K	€4.65M	-	-

BRAND IMPACT		
PLAC.	AV.MIV	T.MIV
1	€1.51M	€1.51M

# Top 20 Power Players

## By Total MIV®

Rank	Brand	MIV
1.	Calvin Klein	\$57.4M
2.	MICHAEL KORS	\$24.1M
3.	<b>COACH</b> NEW YORK	\$18.4M
4.	TORY  BURCH	\$16.1M
5.	<b>COS</b>	\$15.8M
6.	<b>Off-White™</b>	\$10.1M
7.	<b>KHAITE</b>	\$7.9M
8.	CHRISTIAN SIRIANO	\$7.2M
9.	<b>alexanderwang</b>	\$6.8M
10.	<i>Collina Strada</i>	\$6.5M

## By Owned MIV

Rank	Brand	MIV
1.	Calvin Klein	\$14.6M
2.	MICHAEL KORS	\$4.9M
3.	TORY  BURCH	\$2M
4.	<b>COS</b>	\$1.49M
5.	<b>COACH</b> NEW YORK	\$1.3M
6.	<b>Off-White™</b>	\$916K
7.	<b>alexanderwang</b>	\$654K
8.	CHRISTIAN SIRIANO	\$495K
9.	LoveShackFancy	\$332K
10.	PRABAL GURUNG	\$320K

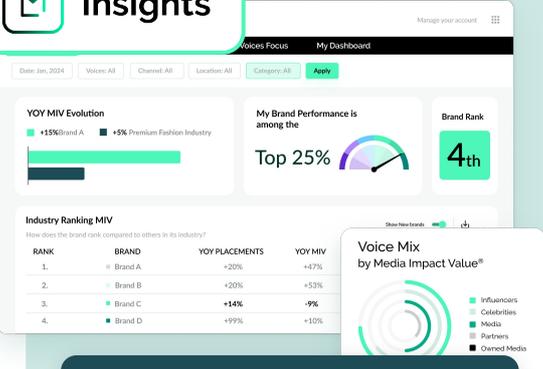
## Benchmark your brand against competitors

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](#).


Insights



[Learn More](#)

By Total MIV®

Rank	Brand	MIV
11.	Sergio Hudson	\$6.1M
12.	PRABAL GURUNG	\$5.4M
13.	<i>LaQuan Smith</i> NEW YORK	\$5.2M
14.	ALTUZARRA	\$3.9M
15.	alice + olivia BY STACEY BENDET	\$3.8M
16.	GRACE LING	\$3.73M
17.	<b>AREA</b>	\$3.7M
18.	<b>ANNA SUI</b>	\$3.6M
19.	<b>TOTEME</b>	\$3.32M
20.	 ALEXIS BITTAR	\$3.3M

By Owned MIV

Rank	Brand	MIV
11.	<b>ANNA SUI</b>	\$228K
12.	ALTUZARRA	\$162K
13.	PAT BO	\$125K
14.	tibi NEW YORK	\$104K
15.	<i>LaQuan Smith</i> NEW YORK	\$101K
16.	<b>TOTEME</b>	\$100K
17.	<b>MONSE</b>	\$98.9K
18.	ULLA JOHNSON	\$96.3K
19.	<b>AREA</b>	\$95.5K
20.	Sergio Hudson	\$90.3K



 **Brand Focus**

# Calvin Klein

A-list Affair

**\$57.4M**

MIV®

**4.7K**

Placements

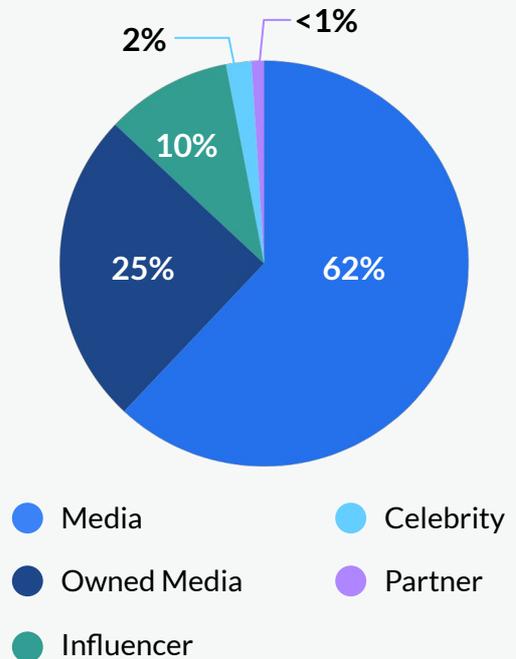
**\$12.2K**

Avg MIV

## Overview

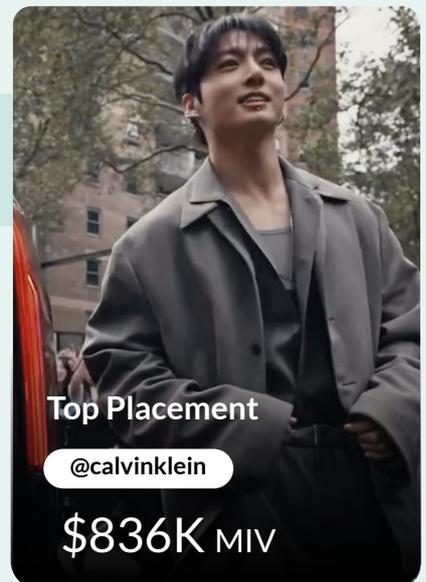
For her second collection, Veronica Leoni showcased Calvin Klein’s cultural legacy through a strong pop culture focus, drawing front-row support from Lily Collins (\$8.6M) Emily Ratajkowski (\$4.9M), and new campaign ambassadors Rosalía (\$6.5M) and Jungkook (\$30.4M). **Jungkook’s impact was particularly major: without posting about Fashion Week himself, Jungkook drove a 53% of Calvin Klein’s overall show performance through viral media coverage and other echo mentions, illustrating how strategically aligned ambassadors can shift performance outcomes at scale, with influence extending well beyond their direct channels.**

Voice Mix: Share of Value MIV



## Top Voices by MIV

	<b>Calvin Klein</b> @calvinklein	<b>Total MIV \$14.2M</b>   <b>121 Placements</b>
<b>Media</b>	<b>ELLE</b> Elle - JP	<b>\$2.4M MIV</b>   <b>21 Placements</b>
<b>Celebrity</b>	 <b>Lily Collins</b> @lilyjcollins	<b>\$835K MIV</b>   <b>1 Placement</b>
<b>Influencer</b>	 <b>Alex Consani</b> @alexconsani	<b>\$475K MIV</b>   <b>1 Placement</b>



 **Brand Focus**

**COS**

**Top Five Breakthrough**

**\$15.8M**

MIV<sup>®</sup>

**1.2K**

Placements

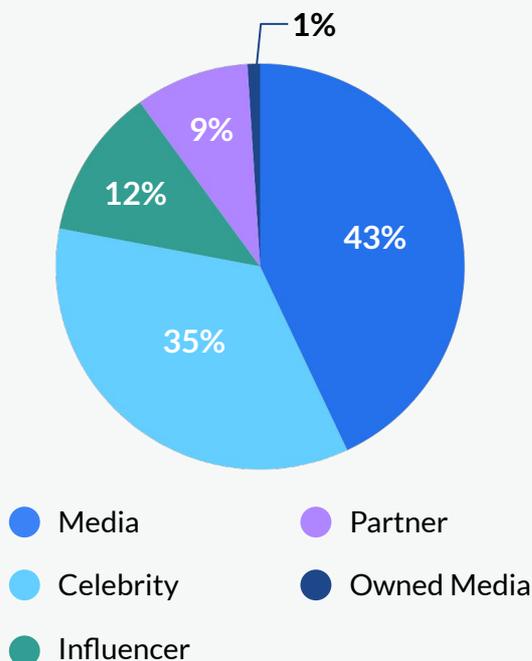
**\$12.8K**

Avg MIV

**Overview**

Breaking into the top five most powerful brands at NYFW, COS unveiled a brutalist-inspired collection to a front row that included Rosie Huntington-Whiteley (\$905K) and Jodie Turner-Smith (\$488K). The brand saw a notable lift in performance from Thailand, with Tipnaree Weerawatnodom and Zeepruk emerging as the top most valuable Voices. **What boosted COS performance this season was its ability to leverage celebrity impact—ranking first among all NYFW brands for celebrity-driven MIV, its guests played a key role in elevating the brand into the top five.**

**Voice Mix: Share of Value MIV**



**Top Voices by MIV**



**Tipnaree Weerawatnodom**  
@namtan.tipnaree

Total MIV **\$2.1M** | 3 Placements

Celebrity



**Pruk Panich**  
@zeepruk

**\$1.5M MIV** | 3 Placements

Owned Media



**COS**  
@cosstores

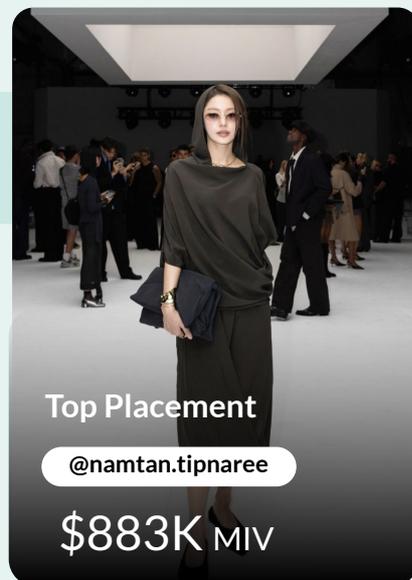
**\$1.49M MIV** | 72 Placements

Influencer



**Olivia Marcus**  
@oliviamarcus

**\$300K MIV** | 1 Placement



 **Brand Focus**

# GRACE LING

## The Power of Influencers

**\$3.7M**

MIV<sup>®</sup>

**771**

Placements

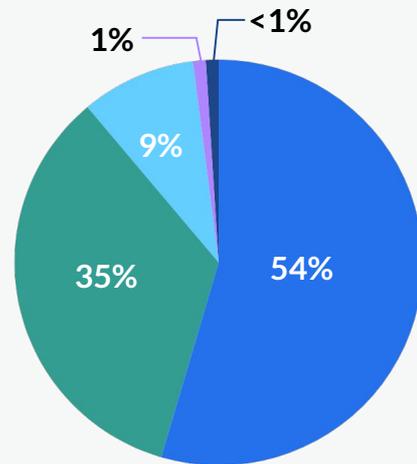
**\$4.8K**

Avg MIV

### Overview

Two years after her debut at New York Fashion Week, Grace Ling returned with another strong showcase, amplified by a **powerful influencer presence that generated more than a third of the show's total impact.** The brand particularly benefited from influencer-model coverage, with names like [Jordan Rand](#) (\$406K) and [Ashley Graham](#) (\$155K) sharing their runway moments and driving significant MIV for the show.

Voice Mix: Share of Value MIV



- Media
- Partner
- Influencer
- Owned Media
- Celebrity

### Top Voices by MIV



Jordan Rand

Total MIV **\$460K** | 3 Placements

Influencer



**Georgina Mazzeo**  
@georginamazzeo

**\$273K MIV** | 1 Placement

Celebrity



**Taylor Momsen**  
@taylormomsen

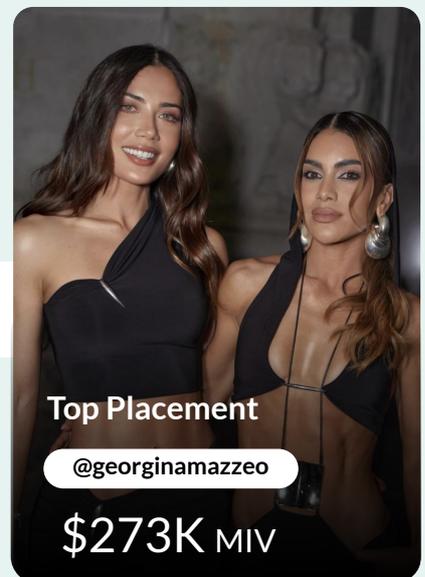
**\$78.6K MIV** | 2 Placements

Owned Media



**Grace Ling**  
@gracelingofficial

**\$34.3K MIV** | 10 Placements





# Key Takeaways

# New York Fashion Week

## Findings



### New York Fashion Week Roundup

As New York Fashion Week came to a close, the city once again proved its reputation as the place where fashion never sleeps—driving record buzz and making this season the most impactful to date with **\$408.2M in MIV**.



### American Voices Take the Center Stage

**American celebrities continued to take center stage at NYFW, generating nearly half of global celebrity MIV. The US influencers made an even stronger impact, accounting for 73% of global influencer MIV.**

NYFW's uniquely American influence—and the strength of its home audience—creates a powerful opportunity for brands to build presence in the region, whether showing on or off schedule.



### Media Takes Over Social

**The impact of media continues to shape the narrative of New York Fashion Week, with this Voice now becoming the dominant one across the key social media channels.** As media titles increasingly adopt viral content strategies once reserved for influencers, the opportunity lies in engineering moments that resonate with both media and their audiences.

This is where the role of ambassadors becomes particularly powerful—a single post of an ambassador by a leading media title can now generate virality on par with the ambassador's own content. The implication is clear: the media's ability to generate cultural relevance is not only intact, but accelerating, making strategic media engagement a critical lever for brand impact.

## 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

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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

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### Date Range

SS26 New York Fashion Week: September 9–23, 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).

# 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

