

Data and Insights by Launchmetrics

SS27 New York Fashion Week

Key Insights Driving
the Leading Fashion Weeks

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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?

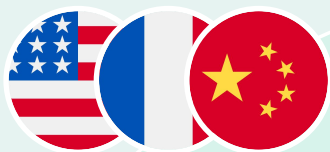
Recognized as the industry's leading and standardized metric, **MIV allows brands to assign a monetary value to each post, interaction and article** to measure impact and truly quantify brand and marketing performance, collaboration results and even competitor activity—no matter the channel.

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 individual Voices worldwide (including China)**. This helps brands identify the right ambassadors and amplifiers for their content strategy.

Today, the biggest names in Fashion, Lifestyle and Beauty **rely on Media Impact Value** to guide their strategies and deliver consistent results year after year.

Learn More About Voices

Want to understand how each Voice plays a role in brand performance and how each impacts MIV?

[Download the Guide](#)

Cross Market



Cross Channel



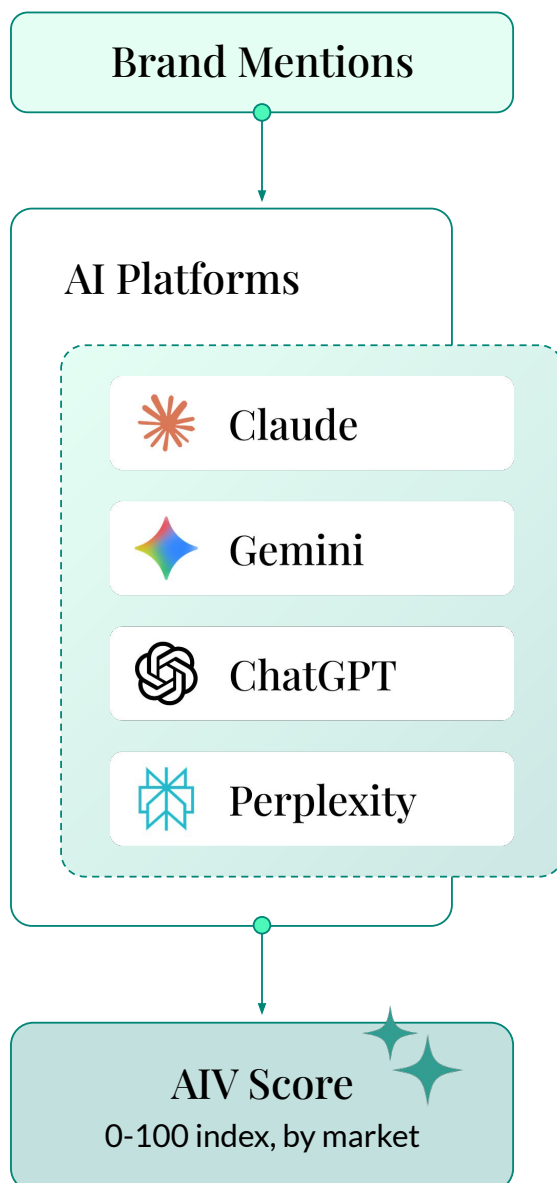
Cross Voice

Media
Impact Value
Global Industry Benchmark

AI Visibility (AIV)

The New Intelligence Layer
for Brand Performance

What is AIV?



[Learn More about AIV](#)

For nearly a decade, Media Impact Value® (MIV®) became the industry standard for measuring brand visibility across Voices, channels and markets. Today, **AI has emerged as a new touchpoint within the customer journey. It answers the questions consumers once asked a search engine**, drawing on the same coverage that has always fueled brand discovery.

As content feeds into AI, **marketing and PR teams need to understand not just the impact their third-party coverage generates, but how it is resurfaced to consumers through these platforms.** That shift already carries weight: Gartner predicts PR budgets will double by 2027 as brands compete to shape their presence within AI-generated answers.

It's why Launchmetrics developed AIV: a new metric to measure a brand's presence within AI-generated answers. Through a **0-to-100 index, it measures how a brand appears within AI-generated answers, across ChatGPT, Claude, Gemini and Perplexity, by market.**

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

ss27 New York Fashion Week

The Overall Landscape of New York Fashion Week

Total Event Figures by Media Impact Value® (MIV®)



SS27
Overview

\$463M

MIV

64K

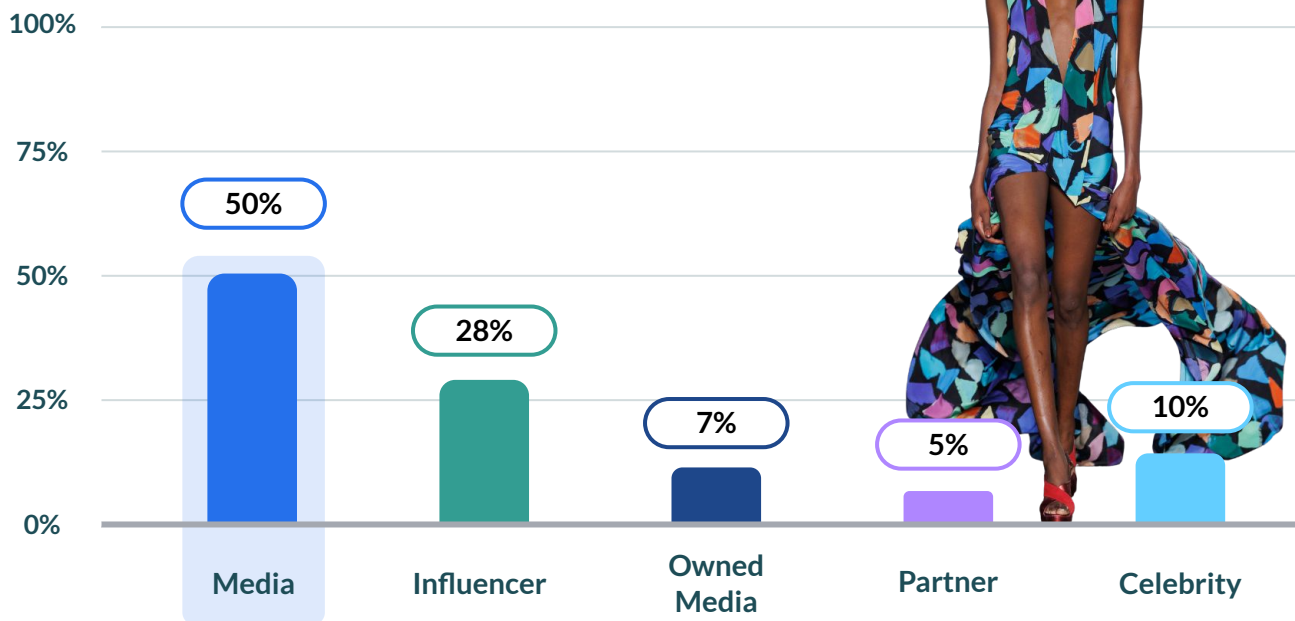
Placements

\$7.1K

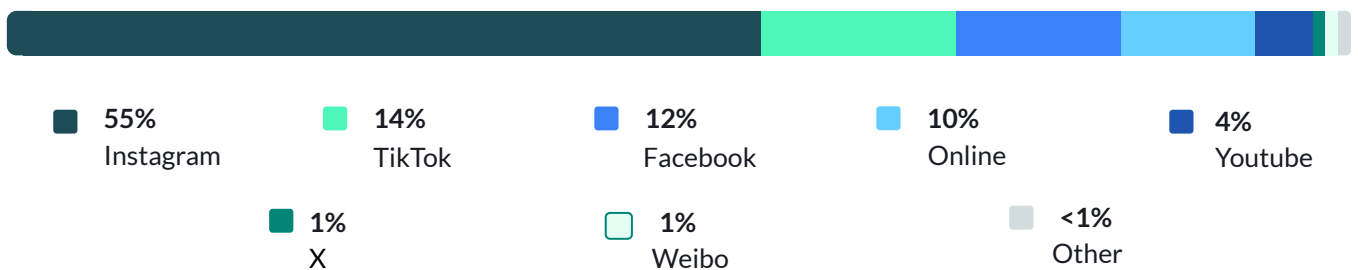
Avg MIV

Voice Mix

Share of Value MIV



Channel Mix: Share of Value MIV - Social Focus



The Overall Landscape of New York Fashion Week

Content Analysis

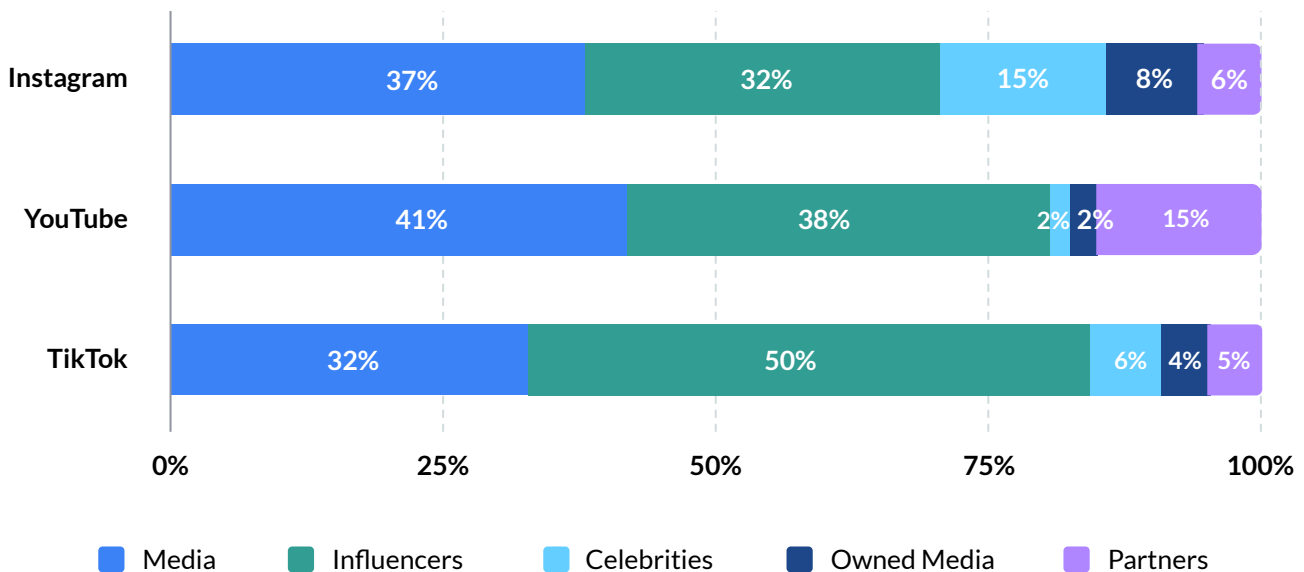
Top Channels by Average Media Impact Value® (MIV®)

1.  \$14K in MIV
per placement

#1 for content efficiency

2.  \$12K in MIV
per placement

3.  \$8K in MIV
per placement



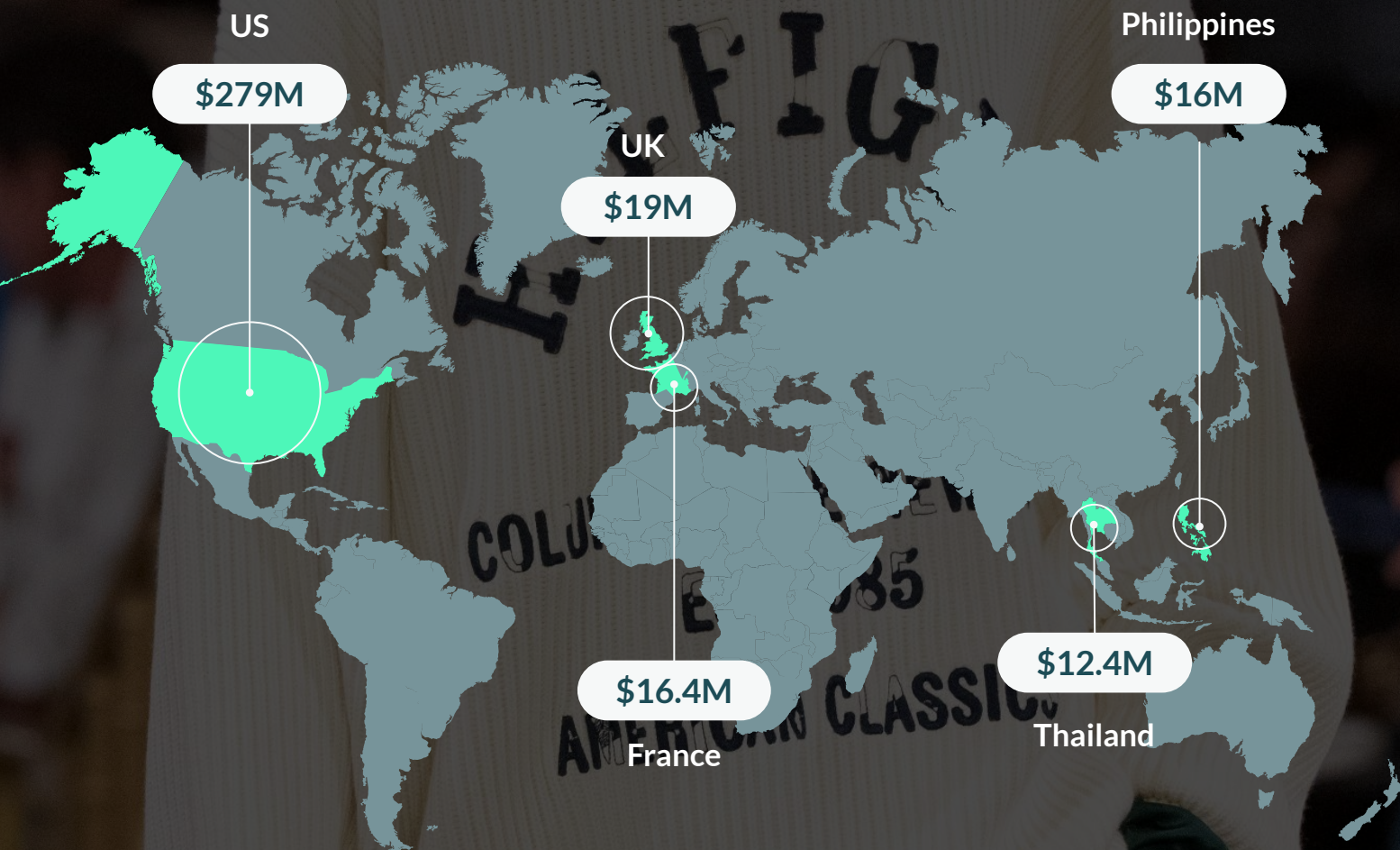
At New York Fashion Week, Media continues to expand its share of Voice season over season, surpassing all other Voices and reinforcing its position as the industry's vehicle for breaking and amplifying its biggest stories. **The Media Voice drives immediacy and global resonance, now accounting for approximately 49% of total impact across major social platforms. Vogue US remains a key catalyst for both AIV - AI Visibility - and MIV, extending reach globally and accelerating the ripple effect of NYFW. See more on our newest metrics AIV as the report unfolds.**

Influencer fatigue is not visible at NYFW, with the Influencer Voice driving 28% of the event's total MIV. As audiences increasingly engage through social-first storytelling, **carousels** have proven to be the most effective format for Fashion Week coverage, delivering the highest value per placement and driving strongest amplification and impact, at an **\$123K MIV avg. per post.**

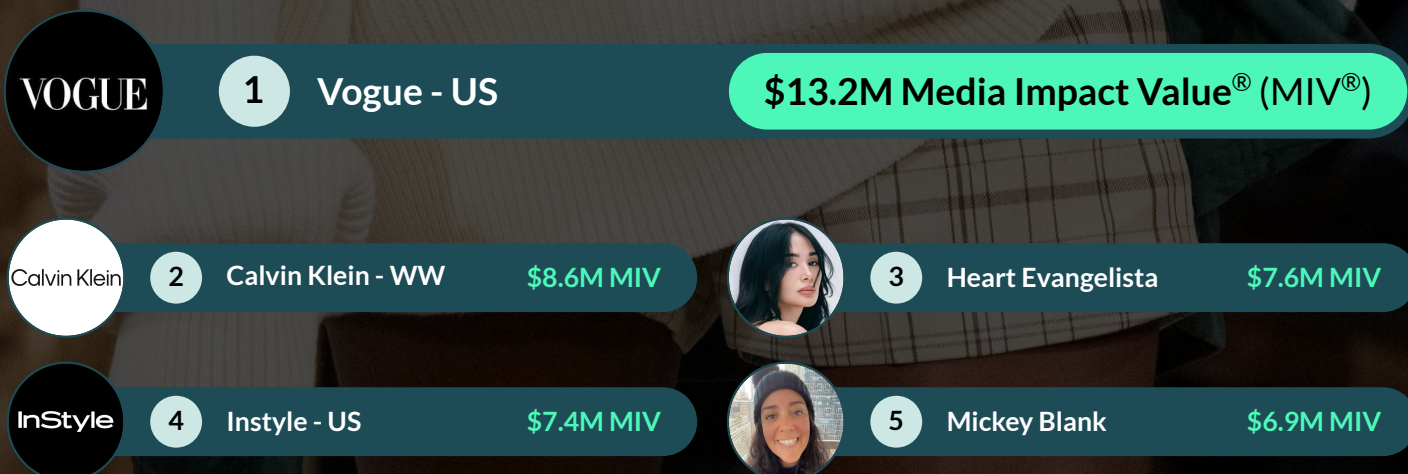
Social media drove 90% of the week's total MIV, at \$416M. For brands, how a show is amplified across feeds matters as much as the show itself.

The Overall Landscape of New York Fashion Week

Regional Performance



Top 5 Voices



The Overall Landscape of New York Fashion Week

Voices by Media Impact Value® (MIV®)

New York Fashion Week is typically driven by American celebrity impact, but this season felt different. Led by Heart Evangelista (\$7.6M), the event's top Celebrity Voice, alongside Jung Hae-In (\$2.3M) and Lingling Kwong (\$1.9M), APAC talent generated \$19.2M, or 42% of celebrity MIV, close behind the Americas at 48%. That said, the influencer landscape still skewed heavily American, with 82% of total influencer-driven MIV coming from the Americas. While celebrity influence is becoming more global, NYFW's creator economy remains largely homegrown.

Top Celebrities



Heart Evangelista
@iamhearte
\$7.6M MIV



Paris Hilton
@parishilton
\$2.5M MIV



Jung Hae-In
@holymaein
\$2.3M MIV



Lingling Kwong
@linglingkwong
\$1.9M MIV

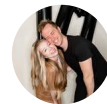


Love Pattranite
@loverruk
\$1M MIV

Top Influencers



Mickey Blank
@mickmicknyc
\$6.9M MIV



Kay and Tay Dudley
@kayandtayofficial
\$2.2M MIV



Kat Clark
@kat_clark_
\$1.76M MIV



Kristy Sarah
@kristy.sarah
\$1.71M MIV



Demitra Kalogeras
@demitrakalogeras
\$1.6M MIV

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](#)



Take Control of How AI Talks About Your Brand

Track, benchmark and improve your presence across ChatGPT, Claude, Gemini and Perplexity with **AI Visibility** built exclusively for Fashion, Lifestyle and Beauty.



Measure AI Visibility

Get one clear score across four leading LLMs, then benchmark by topic, market and competitor with industry relevant prompts from day one.



Understand What Drives It

See the narratives, themes and earned sources shaping AI answers. Measure how major campaigns and brand moments move visibility and sentiment.



Know Where to Act Next

Prioritize the outlets, Voices, topics and markets that drive AI citations, then align the story AI tells with your brand strategy.

[Learn More](#)

🔍 Top fashion brands



ChatGPT



Claude



Gemini



Perplexity

👁️ AI Visibility Score

72.5

Rank #3 vs Competitors

▲ +6.3

⭐ By LLM Provider

🌟 Claude

97.5%

🌟 Gemini

96.6%

🌀 ChatGPT

68.9%

👥 Sentiment

74.1

57% Positive

📊 Top 30 Brands 2026 by AIV Score

1.	Brand A	78
2.	Brand B	76
3.	My Brand	72.5
4.	Brand D	68

🔗 Top 5 Earned Sources for Your Brand

1.	Media A Industry / Event	148 Citations
2.	Media B	99 Citations
3.	Media C	64 Citations

Top 20 Power Players

by Media Impact Value® (MIV®)

By Total MIV

Rank	Brand	MIV
1.	TOMMY  HILFIGER	\$58M
2.	Calvin Klein	\$47M
3.	CAROLINA HERRERA	\$20M
4.	TORY  BURCH	\$19M
5.	MICHAEL KORS	\$16M
6.	COS	\$14M
7.	THOM BROWNE.	\$10M
8.	CHRISTIAN SIRIANO	\$8.3M
9.	KHAITE	\$6.9M
10.	C O N N E R I V E S	\$5.6M
11.	ALICE + OLIVIA	\$5.4M
12.	SABYASACHI	\$5.3M
13.	Proenza Schouler	\$4.98M
14.	GRACE LING	\$4.94M
15.	MAGDA BUTRYM	\$4.6M
16.	CHRISTIAN  COWAN	\$4.1M
17.	DIANE  VON FURSTENBERG	\$4M
18.	SIMKHAI	\$3.9M
19.	<i>LaQuan Smith</i>	\$3.8M
20.	PRABAL GURUNG	\$3.7M

By Owned MIV

Rank	Brand	MIV
1.	Calvin Klein	\$11.9M
2.	TOMMY  HILFIGER	\$6.4M
3.	MICHAEL KORS	\$3.8M
4.	TORY  BURCH	\$3.6M
5.	CAROLINA HERRERA	\$3.2M
6.	SABYASACHI	\$2.5K
7.	THOM BROWNE.	\$526K
8.	LOVESHACKFANCY	\$436K
9.	PRABAL GURUNG	\$284K
10.	ANNA SUI	\$288K
11.	COS	\$258K
12.	CHRISTIAN  COWAN	\$253K
13.	 PATBO	\$237K
14.	Proenza Schouler	\$220K
15.	CHRISTIAN SIRIANO	\$190K
16.	MAGDA BUTRYM	\$156.7K
17.	DIANE  VON FURSTENBERG	\$156.1K
18.	KHAITE	\$155K
19.	C O N N E R I V E S	\$150K
20.	<i>LaQuan Smith</i>	\$148K

Brand Focus

The Perfect Casting, Amplified

Tommy Hilfiger topped NYFW with **\$58M in MIV**, by building a multi-market ensemble of talent rather than relying on one A-list roster. Additionally, the brand's owned channels generated the most MIV (**\$6.2M**), consisting of 11% of the total MIV.

But it is how the roster was amplified that drove the results for Tommy. Out of the total \$58M in MIV, nearly 90% of it came from Social Media alone, including \$35M from the Media Voice. The **#TommyFamily** cast spread across many markets, including: Korea (Hyoyeon **\$672K**, Young K **\$376K**, Yuri **\$353K** and Sooyoung **\$328K**), Italy (Biondo - **\$432K**), Colombia (Carlos Torres **\$334K**), Brazil (Jade Picon **\$311K**), Germany (Damian Hardung **\$293K**) and the US (Victoria Justice **\$706K**).

TOMMY HILFIGER

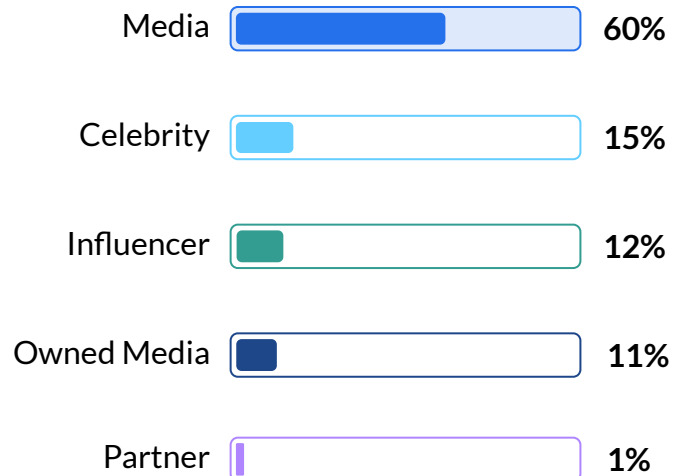
\$58MMedia Impact
Value® (MIV®)**5.5K**

Placements

\$10.4K

Avg MIV

Voice Mix: Share of Value MIV



Top Voices by MIV

	Voice	Type	MIV
1.	 Tommy Hilfiger @tommyhilfiger	Brand	\$6.2M
2.	 Jung Hae-In @holymhaein	Celebrity	\$2.2M
3.	 E! News @enews	Media	\$1.8M
4.	 Mickey Blank @mickmicknyc	Influencer	\$1.7M



Brand Focus

The Critic's Choice

Returning to New York for the first time in nearly 20 years, Sabyasachi generated **\$5.3M** in MIV with *Bengal Byzantine Broadway*. The collection combined Indian craftsmanship into conversation with Americana and debuted the house's High Jewellery collaboration with The Met.

But what set Sabyasachi apart was how much of that story it told itself and by media's endorsement. **Owned Media** drove **\$2.5M** and Media drove **\$2.2M**.

Each owned post averaged \$28.6K, almost 2x the NYFW owned average of \$15.3K, and Instagram alone accounted for 68% of the brand's value.

SABYASACHI

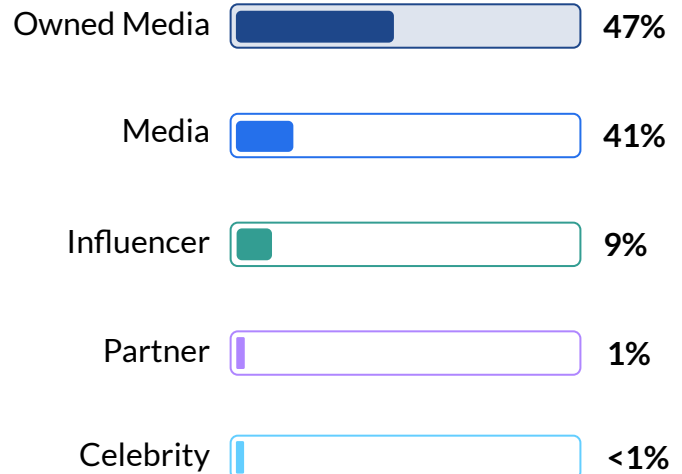
\$5.3MMedia Impact
Value® (MIV®)**601**

Placements

\$8.8K

Avg MIV

Voice Mix: Share of Value MIV



Top Voices by MIV

	Voice	Type	MIV
1.	 Sabyasachi @sabyasachiofficial	Brand	\$2.5M
2.	 Elle - US @elleusa	Media	\$203K
3.	 Nicole Mehta @nicolemehta	Influencer	\$137K
4.	 WWD - US @wwd	Media	\$124K



Top 10 Brands

by AI Visibility vs Media Impact Value® (MIV®)

By Share of AIV - AI Visibility

Rank	Brand	AIV
1.	DIANE VON FURSTENBERG	9.9%
2.	Proenza Schouler	7.1%
3.	TORY BURCH	5.8%
4.	KHAITE	5.4%
5.	Calvin Klein	5.1%
6.	THOM BROWNE.	4%
7.	C O N N E R I V E S	3.9%
8.	TOMMY HILFIGER	3.8%
9.	d i o t i m a	3.4%
10.	LII	2.8%

By Media Impact Value

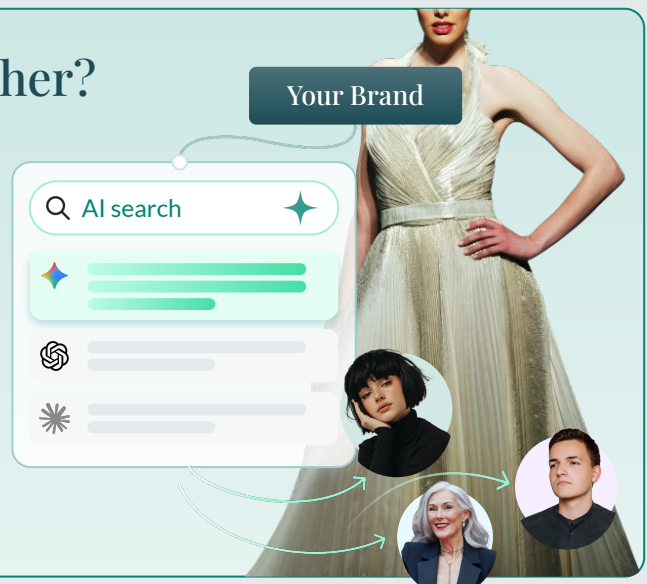
Rank	Brand	MIV
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5.	MICHAEL KORS	\$16M
6.	COS	\$14M
7.	THOM BROWNE.	\$10M
8.	CHRISTIAN SIRIANO	\$8.3M
9.	KHAITE	\$6.9M
10.	C O N N E R I V E S	\$5.6M

*This ranking includes only runway shows and presentations on the official CFDA NYFW calendar, so it may differ from the Fashion Week Visibility Index.

How Does AIV and MIV Work Together?

For nearly a decade, MIV has measured the impact brands generate across Voices, channels and markets.

AIV adds a new layer: what AI models pass along to users about a brand. Together, they give brands a complete picture of the presence they build in earned media and how it reaches consumers through AI.



Top 10 Influential Sources

by AI Visibility (AIV)

By Share of AIV - AI Visibility

Rank	Channel	AIV
1.	Vogue - US	37.9%
2.	CFDA - US	29.5%
3.	Wallpaper - GB	4.6%
4.	Fashion Time - US	2.6%
5.	WWD - US	2%
6.	StupidDOPE - US	1.8%
7.	Marie Claire - US	1.5%
8.	W Magazine - US	1.3%
9.	Elle - US	1.2%
10.	Design Scene - US	1.1%

Learn How AI Visibility Will Change Your Marketing & PR Approach

Understanding AI visibility helps FLB marketing and PR leaders to learn how their investments and strategy influence a new channel.

Learning where their brand appears within AI-generated answers, how it is being presented and what may be shaping that presence broadens the view of marketing and PR impact beyond the original reach of coverage. This helps teams understand how their brand is being carried into a new area of discovery.

AI Visibility Score

72.5

Rank #3 vs Competitors

▲ +6.3

By LLM Provider

🌟 Claude 97.5%

🔹 Gemini 96.6%

🌀 ChatGPT 68.9%

Top 5 Earned Sources for Your Brand

1.	Media A Industry / Event	148 Citations
2.	Media B	99 Citations
3.	Media C	64 Citations
4.	Media D	44 Citations

Brand Focus - AI Visibility

DIANE VON FURSTENBERG

\$4M

Media Impact
Value® (MIV®)

#1

AIV Ranking

9.9%

Share of
AIV

The AIV Breakout

Diane von Furstenberg topped our **AIV - AI Visibility - brand rankings**, holding the top spot every day of NYFW and closing the week with a **9.9 AIV score**.

And what AI models talked about wasn't the clothes. **Only 7.5% of AI mentions referenced collection reviews**, while around **70% focused on the brand's comeback**, from its debut collection to the arrival of new creative director Henry Zankov. A further **32% referenced pop-culture moments** like the iconic wrap dress. For DVF, heritage and story traveled further in AI answers than the runway itself.



Diane von Furstenberg | Spring Summer 2027 | Spotlight.com

Proenza Schouler



Proenza Schouler | Spring Summer 2027 | Spotlight.com

\$4.9M

Media Impact
Value® (MIV®)

#2

AIV Ranking

7.1%

Share of
AIV

The Critic's Choice

Of the top brands in our **AIV - AI Visibility - rankings**, Proenza Schouler is the only one where **critic reviews make up the largest share of AI coverage (22%)**, ahead of every other theme. Rachel Scott's second collection for the house was judged on the clothes, and AI models followed suit.

That review-led story shows up in the brand's **\$5.0M in MIV**, too. Where social drove nearly 90% of NYFW's total value, Proenza's split was almost even: **\$2.7M from social and \$2.3M from online**, with the Media Voice driving 84% of the total, highlighting the importance of a strong PR strategy to drive AI search results.



Key Takeaways

New York Fashion Week

Key Insights



New York Fashion Week Roundup

NYFW returned for another season, generating a total of **\$463M in Media Impact Value® (MIV®)**. Brands that leaned into celebrity-first strategies led the rankings, while "comeback" moments drove significant media coverage and amplified the week's overall visibility, including gaining traction through AI models, where comeback narratives were among the stories surfaced most.



Capturing the American Market

NYFW remains largely US-centric in both audience and media reach, with the US alone responsible for 60% of total MIV (**\$279.7M**), while media coverage drove **\$229.8M** across the week. 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 **\$229.8M**, or roughly half of total NYFW impact, 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. But media reach alone doesn't tell the full story. In AI Visibility (AIV), the brands that led weren't always those with the biggest MIV. A brand's AI Visibility doesn't simply mirror its MIV. The narratives AI models surface can diverge from where coverage volume is highest, making AIV a distinct measure of brand relevance in its own right.

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

AIV – AI Visibility

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.

Celebrities

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

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.

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

SS27 New York Fashion Week: September 11 – September 16, 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.

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](#)

