



Runway is still the main attraction



Instagram is the leading social platform



5M Engagements
VICTORIA BECKHAM



TOMMY HILFINGER **2M** Engagements

Instagram 4.56%* Twitter 0.42% Facebook 0.02%

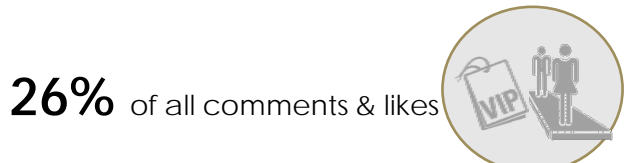
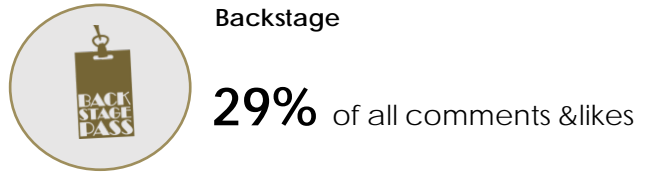
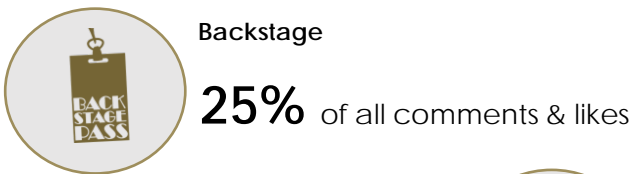
Instagram 6.33%* Twitter 0.12% Facebook 2.66%

52% of all social activity happened ON THE DAY of the show,

70% of all activity happened ON THE DAY of the show,

33% of the top activity was runway-related content.

35% of the top activity was runway-related content.



ESTÉE LAUDER new make-up line partnership

Live stories promotion by Gigi

8% of Victoria Beckham's user interactions during NYFW.

24% of Tommy Hilfinger's user interactions

