

# THE POWER OF FASHION WEEK

NOVEMBER 2022



# BRINGING AUSTRALIAN FASHION TO THE WORLD

The Australian fashion industry is a global powerhouse, and Australian Fashion Week in Sydney is its keystone. Each May, this always-on platform brings together the biggest players in the industry alongside fashion's most passionate consumers to launch cultural conversations, products, content, and trends that continue all year long.

The content created through a runway show at Afterpay Australian Fashion Week has both an immediate and lasting impact, generating marketing assets and brand content for months to follow, while showing at AAFW fuels designers' sales pipeline year-round. For designers, AAFW presents immense opportunities as they share their creativity through the event, maximizing the global media attention that it brings to engage audiences around the world.

The event is crucial for awareness, growth, and cultural recognition, and gives both established and emerging designers the opportunity to forge new pathways in local and international markets. IMG continues to champion designers and support the industry via AAFW, a critical marketing moment for the fashion industry in the Asia-Pacific. This comprehensive report demonstrates that there is no better platform than Australian Fashion Week for designers to build brand awareness, cementing AAFW in Sydney as the most influential fashion event in the Asia-Pacific region.



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## THE POWER OF FASHION WEEK

Showing at Australian Fashion Week is not only a key milestone for any designer, but a strategic business decision. As Australia's only international fashion trade event, Afterpay Australian Fashion Week attracts upwards of 24,000 attendees and participants across a five-day schedule including international buyers, journalists, celebrities and influencers, who gather together from around the globe to witness the debuts of designers' latest collections and share the news with audiences worldwide.

In an independent study commissioned to Launchmetrics, IMG set out to measure the power of participation in Australian Fashion Week amidst the current industry landscape.

The report concluded that both established and emerging brands benefited from leveraging the critical mass of press and social media attention during Australian Fashion Week, seeing increased value and activity during the month of Australian Fashion Week versus any other "off" month, or when choosing to show off calendar in the same month.





PHOTO: INDIGITAL

## KEY TAKEAWAYS

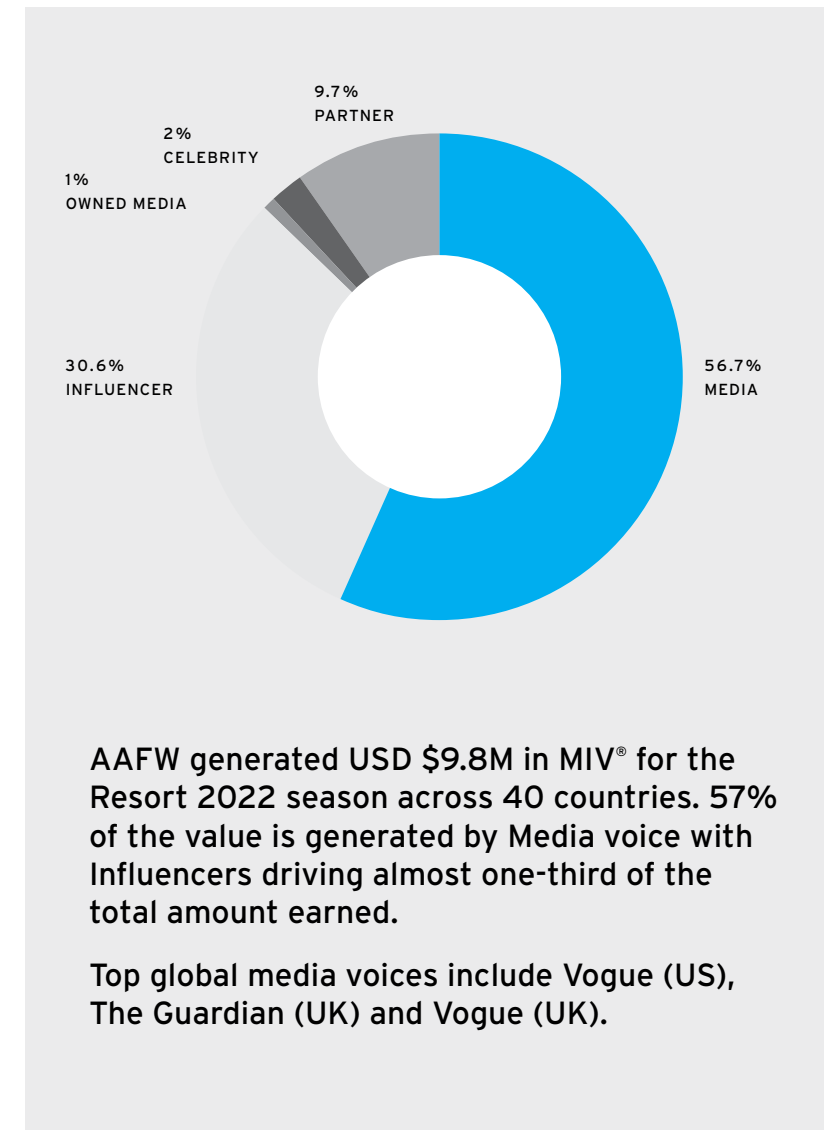
1. AAFW generates USD \$9.8M in Media Impact Value (MIV<sup>®</sup>) across 40 countries.
2. During the month of AAFW, designers experience surging MIV<sup>®</sup> and media placements in comparison to any other month of the year on average.
3. Top performing designers earned greater overall MIV<sup>®</sup> and placements during the month of May (2022) compared to their average performance during any other month of the year.
4. Designers that showed at other times of the year or not at all in 2021 all generated higher MIV<sup>®</sup> and placements when showing in 2022, demonstrating that the global spotlight on AAFW delivers heightened global media attention.
5. AAFW generates increased media placements and activity for designers at every stage of their business, with established designers generating three times more coverage and emerging designers generating twelve times more coverage during the month of AAFW in comparison to any other month of the year or when choosing to show off calendar within the same month.

## THE GLOBAL REACH OF AFTERPAY AUSTRALIAN FASHION WEEK

Traditional Media drives the overall value covering AAFW with continued strong support from Australian sources as well as the United Kingdom, United States and numerous Asian sources generating online articles and social coverage of the event. Not only does the event extend a brand's visibility in European, Middle Eastern, African and American markets, but it increased the share of value and coverage throughout the Asia-Pacific market.

AAFW sees up to 58% more share of total MIV<sup>®</sup> from the Asia-Pacific region compared to New York Fashion Week, London Fashion Week and Copenhagen Fashion Week, solidifying AAFW's position as the most prominent Fashion Week in the region.

Amongst the top ten value generating countries, half of them are from the Asia-Pacific (not including Australia itself) including Korea, Hong Kong and India. Meanwhile other fashion weeks focus on their own regions seeing 0-2 APAC countries in their top ten.







## THE VALUE OF SHOWING AT FASHION WEEK

AAFW generates increased media placements and activity for brands at every level, with established designers generating three times more coverage and emerging designers generating twelve times more coverage during the month of AAFW in comparison to any other month of the year or when choosing to show off calendar within the same month.

During the month of the Resort 2022 shows, each of the top performing designers saw an increase in share of value from the European, Middle Eastern and American markets, due to an increase in value from coverage in the United Kingdom and countries including Italy, Spain, France, Norway and Denmark.

Notably, the top performing designers in 2022 earned greater overall MIV® and placements during the month of May compared to their average performance during any other month of the year. Designers that showed at other times of the year or not at all in 2021 all generated higher MIV® and placements when showing in 2022, demonstrating that the global spotlight on AAFW delivers heightened global media attention.

# THE VALUE OF SHOWING AT FASHION WEEK



7.2x  
the Media Voice  
Value during the  
month of AAFW

## CASE STUDY: BIANCA SPENDER

During the Resort 2022 season, Bianca Spender generated over USD \$622K MIV® from AAFW-associated content and 7.2x the Media Voice Value MIV® in May\* when compared to the brand's monthly average since the start of 2021.

Activity in Media placements also increased by 8.4x compared to the average month with top placements not only from Nine News and The Age as well as ANASA (IT) and The Daily Mail (UK).



\*May 2022 performance compared to non-fashion week months.



# THE VALUE OF SHOWING AT FASHION WEEK

## CASE STUDY: AJE

For their AAFW Resort 2022 runway, Aje generated more than USD \$1.3M MIV® from AAFW-associated content, an increase of more than 44% when compared to the monthly average.\*

As one of the top performing brands, Aje's activity in Media placements also increased by 82% compared to the average month with the brand achieving 463 placements. Most of the placements came from the Asia-Pacific (68%), with the remainder coming from Europe, the Middle East and Africa (21.4%) and the United States (10.6%).



\*May 2022 performance compared to non-fashion week months.



44%  
increase in Media  
Voice Value  
compared to the  
average month



# THE VALUE OF SHOWING AT FASHION WEEK



PHOTO: INDIGITAL

31x  
the average Media  
Voice Value during  
the month of  
AAFW

## CASE STUDY: IORDANES SPYRIDON GOGOS

During AAFW 2022, Iordanes Spyridon Gogos generated over USD \$479K MIV<sup>®</sup> from AAFW-associated content and almost 31x the Media Voice Value MIV<sup>®</sup> in May when compared to the monthly average.\*

Activity in Media placements also increased 25x compared to the average month with the brand achieving 200 placements.



PHOTO: INDIGITAL

\*May 2022 performance compared to non-fashion week months.





## CONCLUSIONS

1. Whether a designer is growing and it is their first time showing at AAFW, or a designer is established and has shown for several years, both on average see increased media MIV<sup>®</sup> placements during the month of AAFW.
2. Notably, top AAFW coverage outside of Australia in 2022 for both types of brands was generated by the United Kingdom, United States and Italy as well as seeing three Asia Pacific countries in each of their top ten.
3. During the month of Fashion Week established designers averaged 3.2x more Media MIV<sup>®</sup> than compared to their monthly average during non-fashion week months and emerging designers averaged 12.6x more Media MIV<sup>®</sup> than their monthly average during non-fashion week months.

# LAUNCHMETRICS METHODOLOGY

THIS RESEARCH WAS CONDUCTED BY LAUNCHMETRICS, THE LEADING BRAND PERFORMANCE CLOUD IN FASHION, LUXURY AND BEAUTY

## SCOPE: PRINT, ONLINE AND SOCIAL

**DATA SERVICES:** Online Media, Blogs, Instagram, Facebook, Twitter, TikTok, YouTube, Douyin, Weibo, WeChat, RED, Bilibili

**REACH:** Potential readership of the posts based on the sum of followers for a post on social media and audience of a website for articles.

**ENGAGEMENT:** Sum of the likes, comments, retweets and shares.

**ENGAGEMENT RATE:** Is only applied on social media and is calculated based on reach and engagement.

**MEDIA IMPACT VALUE™ (MIV®):** 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, Luxury 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.

**PLACEMENTS:** Amount of product placements within Online and Social media.

**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. From Media, Celebrities, Influencers, Partners and Owned Media, this methodology gives brands a unique framework to understand the ROI of these activities as well as the Voices that influence the customer buying journey from awareness and consideration to conversion and retention.

## COMMON EXPRESSIONS

**MIV® \$:** Media Impact Value™

**PLACEMENTS / PL:** Number of online media articles, blog posts or social network posts which mention the brand

**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 followers engaged in a certain post, averaged across multiple posts

**GALLERY:** Images from a slideshow on fashion websites

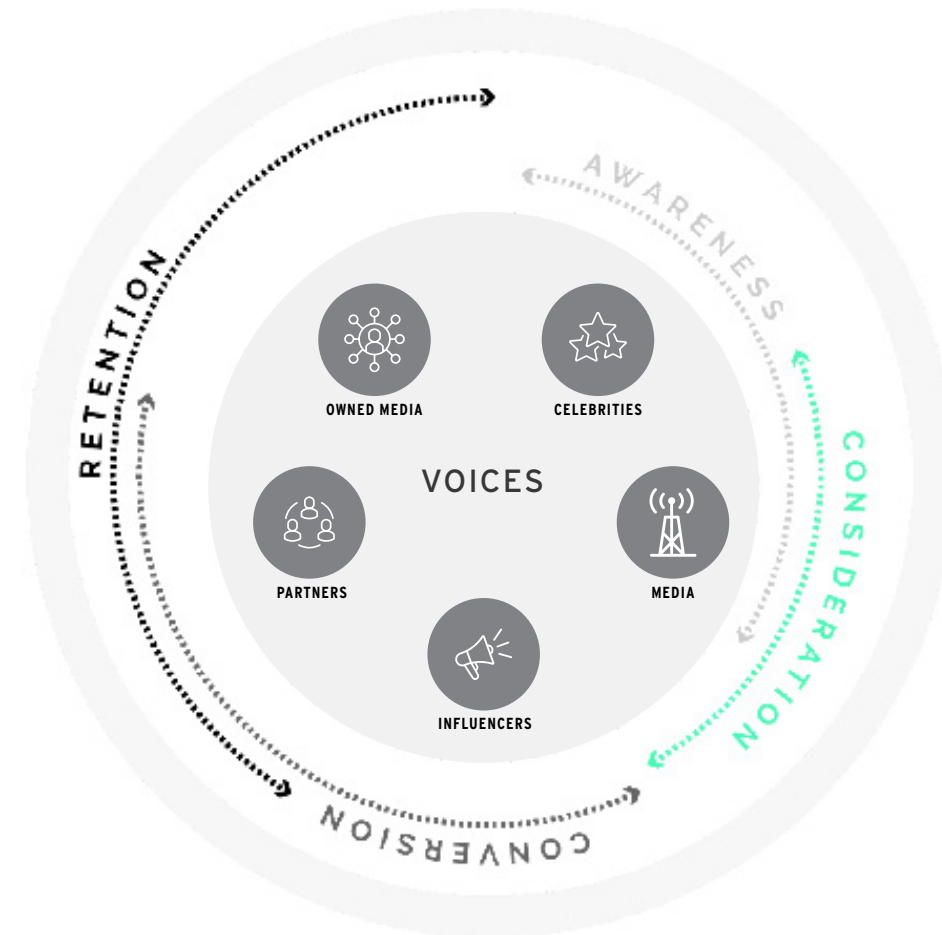
**FLB:** Fashion, Luxury and Beauty websites



# LAUNCHMETRICS' VOICE CENTRED FRAMEWORK

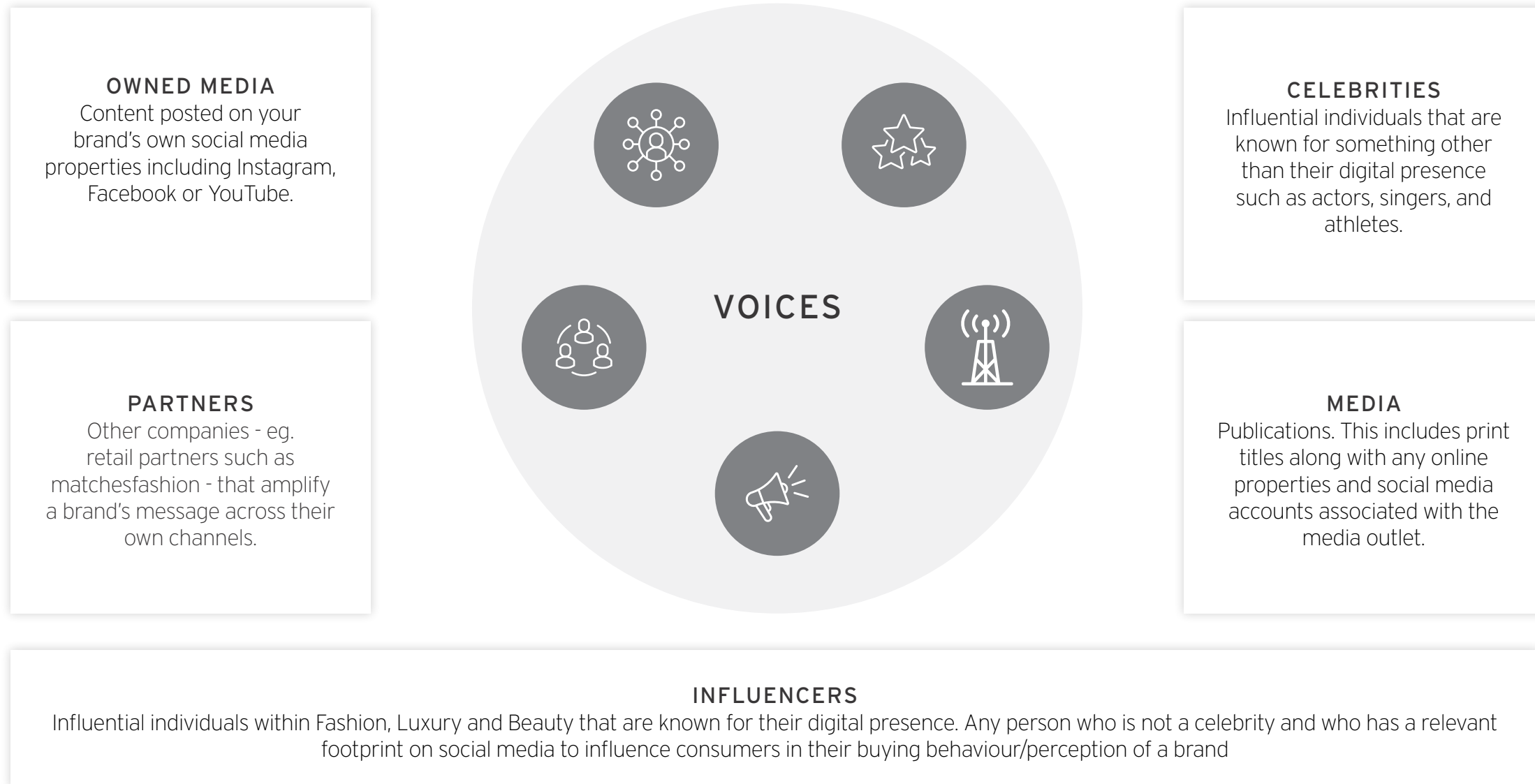
## A UNIQUE VOICE-CENTRIC APPROACH

In the age of recommendation, each Voice has a relevant role to play in the consumers' buying journey. Our unique Voice-centric approach allows you to understand how your mix is evolving in time and how it performs against competition, so that you can better arbitrate priorities and budgets.



# LAUNCHMETRICS' VOICE DEFINITIONS

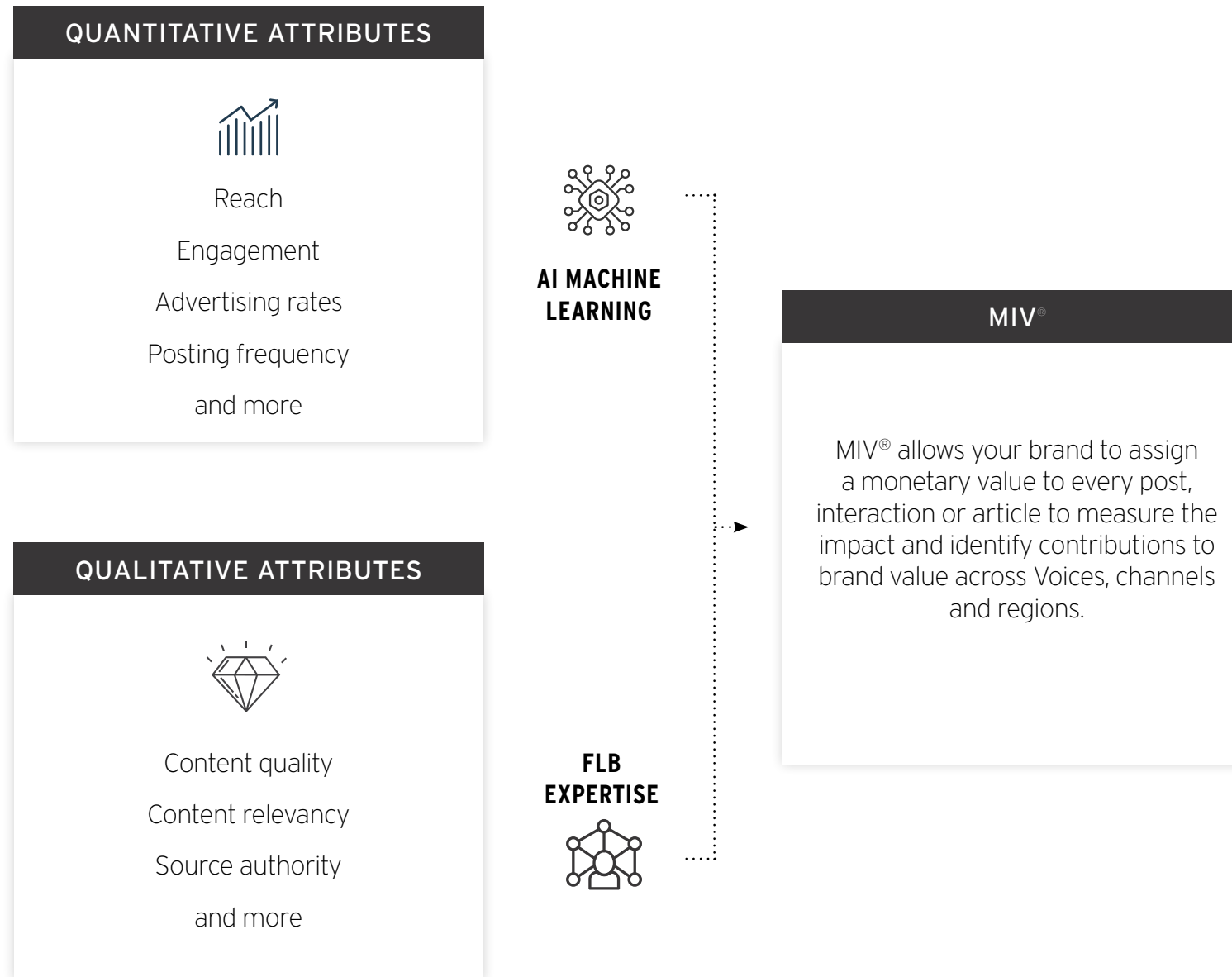
## LAUNCHMETRICS' VOICE-CENTRIC APPROACH





# MEDIA IMPACT VALUE™

Benchmark initiatives with the industry standard





## ABOUT LAUNCHMETRICS

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,200 customers create inspiring, impactful and measurable experiences.

[launchmetrics.com](https://launchmetrics.com) [@launchmetrics](https://twitter.com/launchmetrics)





## ABOUT IMG

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specialises in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global entertainment, sports and content company.

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