Paris Women’s Fashion Week sees its online audience soar

By Dominique Muret - 30 March 2022

Paris Fashion Week consolidates its position as the leading industry event in both the real world and on the internat. The return to physical shows at the beginning of the year, attended by many celebrities, including Rihanna, Zendaya and Kim Kardashian, has not caused the fashion week’s online audience to diminish. On the contrary, it has actually caused the number of visitors to soar, according to figures recorded by data analysis specialist Launchmetrics and released by the Federation of Haute Couture and Fashion (FHCM).

The Fall/Winter 2022-23 Women's Fashion Week ran from February 28 to March 8, but the data crunched by Launchmetrics was collected from February 25 to March 16. The number of unique visitors more than doubled this season compared to those recorded in February/March 2021, increasing by 90% from 216,000 to 456,000. The number of page views jumped by 72% to 1.4 million.

Media Impact Value (MIV) increased by 97% to $260 million dollars compared to the $132 million obtained a year earlier. This is a significantly higher value than the figures earned by other Fashion Weeks, with Milan reaching $171 million, New York $117 million, and London $40 million.

Between the Women's Week, Men's Week and Haute Couture Week, the FHCM platform hosted a total of 201 fashion shows and presentations this season, attracting 706,000 unique visitors from January to March. "The fashion houses, members of the Federation or invitees, showcased their collections to the general public and fashion industry professionals, through livestreams, pre-recorded videos or creative films," said the Federation. Their content was broadcasted on the brands’ social media profiles, as well as through a network of broadcasting partners including Google, YouTube, Instagram, Facebook and a number of Chinese platforms such as TikTok, Weibo, Tencent Video and WeChat.

Out of the five leading brands ranked in terms of media impact value (MIV), Dior took first place followed by Balenciaga, Chanel, Louis Vuitton, and Off-White. Dior took the cake once again in the influencer market, with South Korean non star Jisoo’s Dior-sponsored Instagram post surpasing 5 million likes, resulting in a media
South Korean pop star Jisoo's Dior-sponsored Instagram post surpassing 5 million likes, resulting in a media impact value of $1.74 million dollars.

Another noteworthy finding by Launchmetrics was the resurgence of traditional media, accounting for more than half (57.5% vs. 30% last season) of the total performance recorded by this latest Paris Fashion Week in terms of MIV, followed by influencers (17.1%), brands' own social media pages (14.7%), celebrities (9%) and other broadcasting partners (1.7%).

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Translated by Roberta Herrera