THE NEW FACE OFLUXURY

Maintaining exclusivity in the age of social influence

For some time, the mass market appeal of social media seemed to be in contradiction to the privacy and exclusivity of the luxury industry, creating understandable caution among luxury brands. But with the influx of digital media platforms and the rise of social influencers, luxury brands have had to embrace (and brave) the new world of social influence.

'The New Face of Luxury,' a Fashion and Beauty Monitor report, offers valuable insight on how the luxury industry can collaborate successfully with influencers. Key takeaways from the report include:



73% of luxury brands are active within influencer marketing

Almost half of luxury respondents admit their influencer marketing programme is only a year or less than a year old

65% say their approach to influencer marketing is "effective"

73% of luxury brands

influencers manually

78% of luxury brands are searching for

Content collaborations are proving effective for

Finding influencers who are the right fit is the single most important criteria for success for 44% of luxury brands.

Mid-tier influencers hold the greatest appeal for 40% of luxury brands

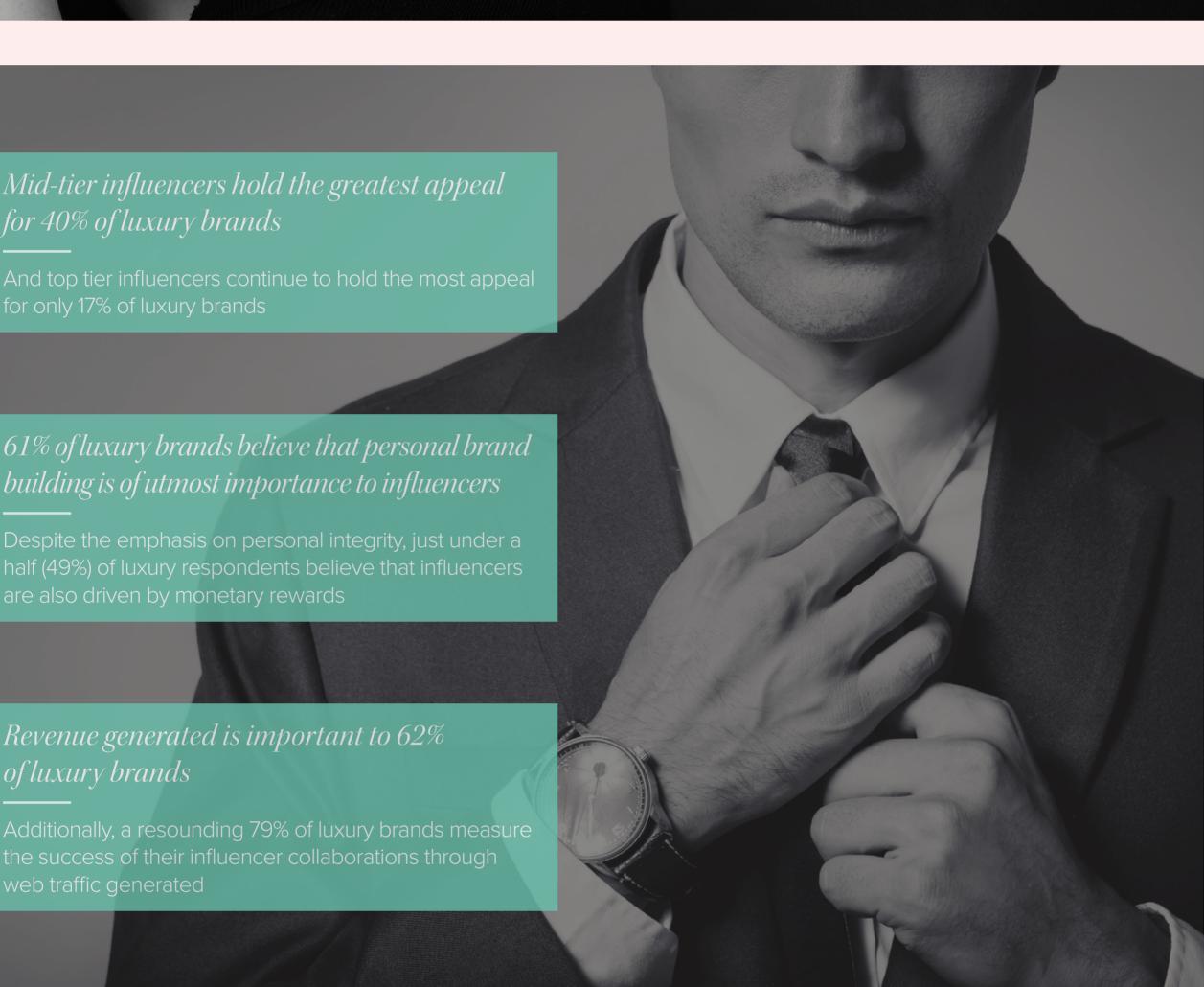
And top tier influencers continue to hold the most appeal

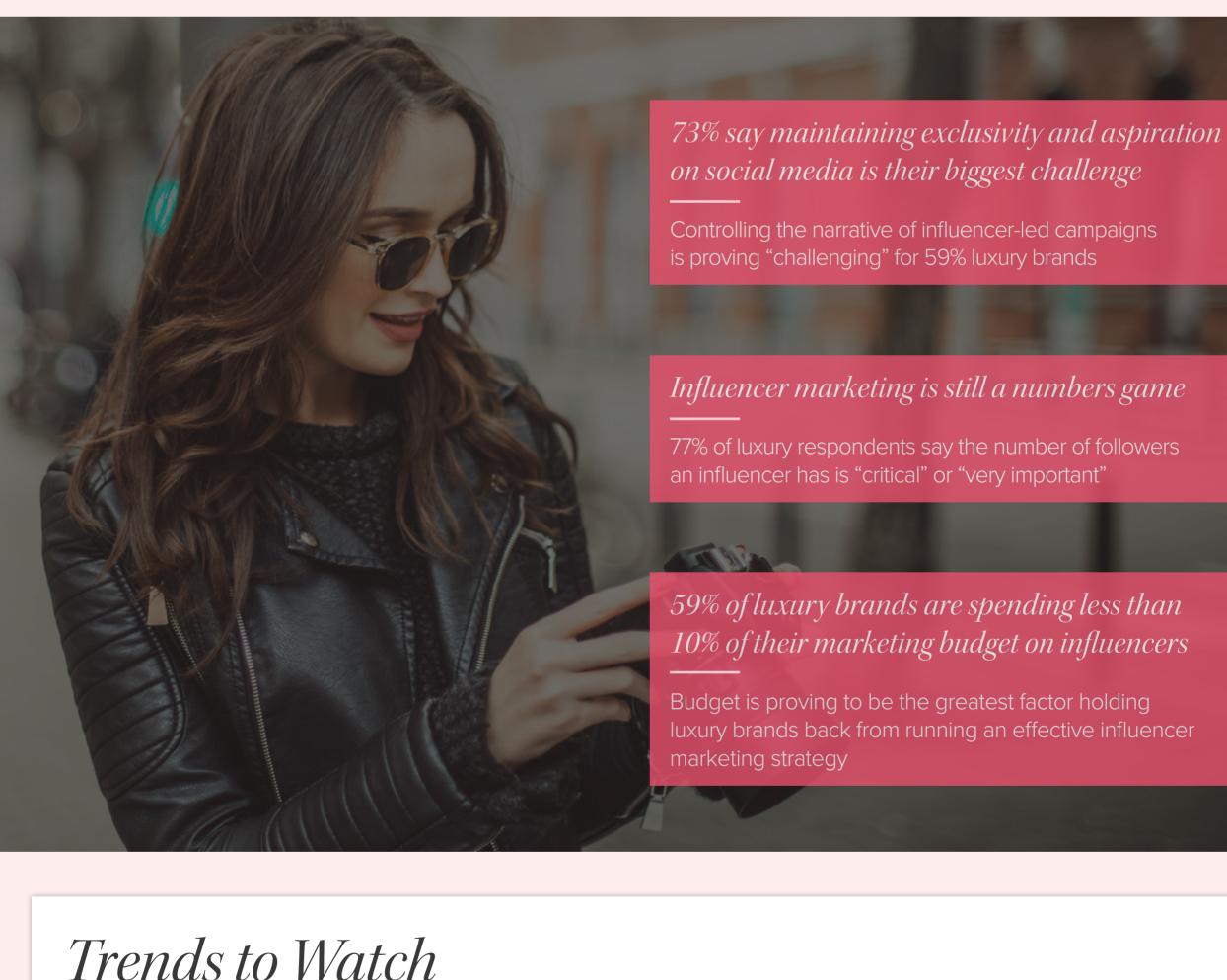
building is of utmost importance to influencers

half (49%) of luxury respondents believe that influencers are also driven by monetary rewards

Revenue generated is important to 62% of luxury brands

the success of their influencer collaborations through web traffic generated



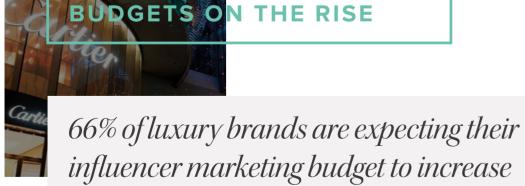


on social media is their biggest challenge Controlling the narrative of influencer-led campaigns is proving "challenging" for 59% luxury brands

Influencer marketing is still a numbers game 77% of luxury respondents say the number of followers

10% of their marketing budget on influencers Budget is proving to be the greatest factor holding luxury brands back from running an effective influencer

marketing strategy



over the next year

OMMITMENT TO RESOURCES

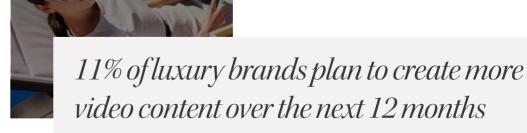


46% plan to commit more resource to



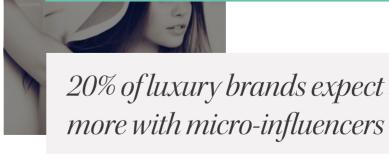
EXPERIMENTAL FORMATS

18% of luxury brands hope to be more experimental in the way they choose to work with influencers, trying out new



video content over the next 12 months

VIDEO CONTENT



20% of luxury brands expect to work

N MICRO-INFLUENCERS



Influencers will continue to negotiate partnerships and contracts more on their terms, taking the lead with artistic direction

in

FASHION BEAUTY MONITOR

formats and ways of partnering

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