

THE NEW FACE OF LUXURY



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"

Content collaborations are proving effective for 73% of luxury brands

78% of luxury brands are searching for influencers manually

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 for only 17% of luxury brands

61% of luxury brands believe that personal brand building is of utmost importance to influencers

Despite the emphasis on personal integrity, just under a half (49%) of luxury respondents believe that influencers are also driven by monetary rewards

Revenue generated is important to 62% of luxury brands

Additionally, a resounding 79% of luxury brands measure the success of their influencer collaborations through web traffic generated

73% say maintaining exclusivity and aspiration 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 an influencer has is "critical" or "very important"

59% of luxury brands are spending less than 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

Trends to Watch

BUDGETS ON THE RISE

66% of luxury brands are expecting their influencer marketing budget to increase over the next year

VIDEO CONTENT

11% of luxury brands plan to create more video content over the next 12 months

COMMITMENT TO RESOURCES

46% plan to commit more resource to managing influencer relationships

ALL EYES ON MICRO-INFLUENCERS

20% of luxury brands expect to work more with micro-influencers

EXPERIMENTAL FORMATS

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

CREATIVE CONTROL

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

