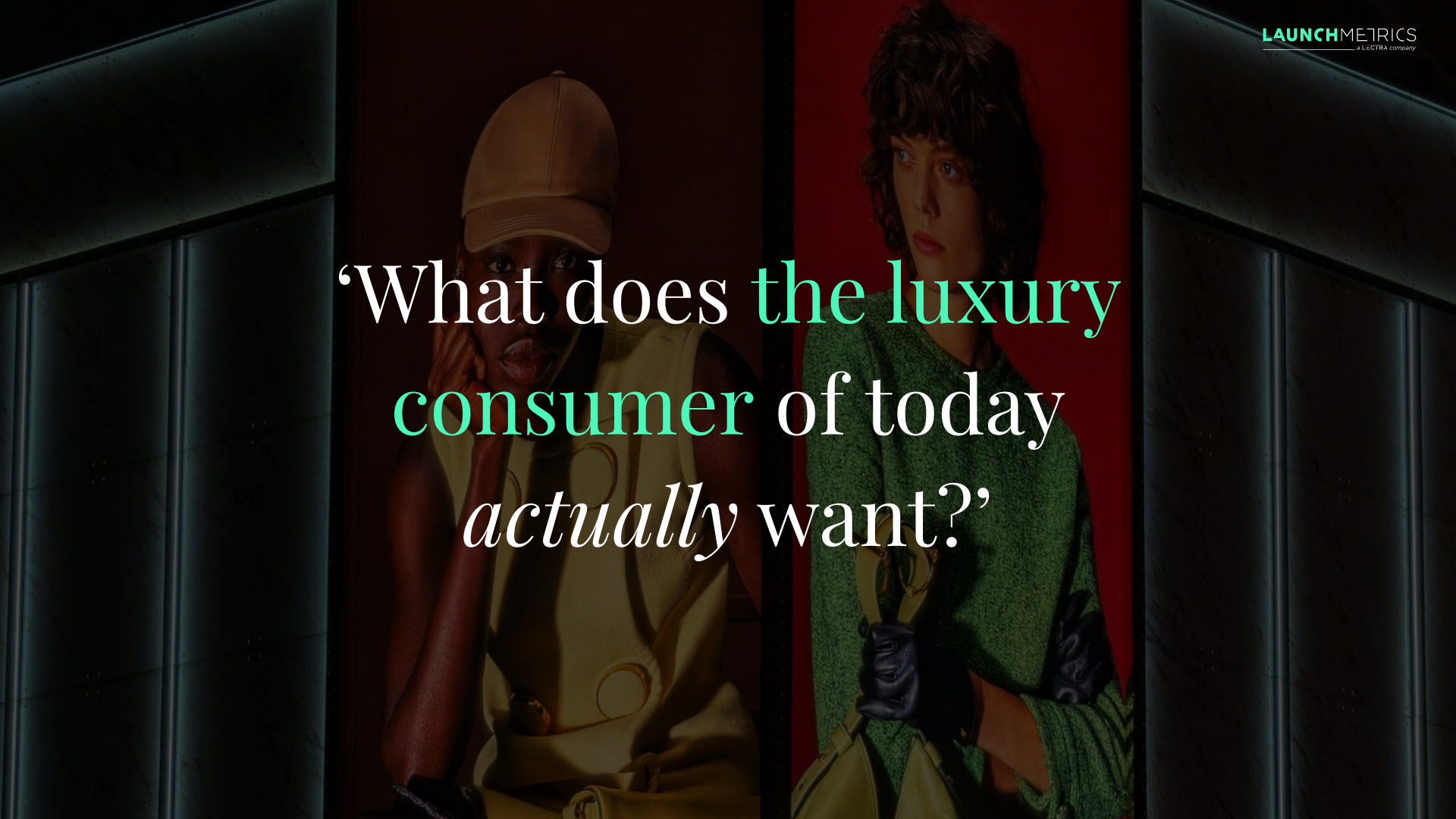


Luxury Marketing Summit 2026

Driving Brand Connection in Today's Luxury Market

LAUNCHMETRICS
a LECTRA company





‘What does the luxury
consumer of today
actually want?’

In general, the luxury industry is slowing

Industry Pressures

Global luxury goods growth to slow to an annual rate of 2-3% between 2024 and 2027.

(Source: McKinsey & Co. 'The State of Luxury Goods in 2025')




“Most far-reaching disruptions in 15 years.”

(Source: Bain & Co.)

Effect on MIV

The growth rate of the top 20 luxury brands slowed to -1% from 2024 to 2025 - compared to a 21% increase the previous year.

Shifts in MIV rankings reflect waning consumer confidence

Ranking	
1.	DIOR
2.	CHANEL
3.	 LOUIS VUITTON
4.	GUCCI ▼ 3*
5.	SAINT LAURENT ▲ 1
6.	PRADA
7.	GIORGIO ARMANI ▲ 2
8.	MIU MIU ▼ 2
9.	RALPH  LAUREN
10.	 HERMÈS PARIS ▲ 2

Ranking	
11.	BALENCIAGA
12.	DOLCE & GABBANA ▼ 1
13.	FENDI ▼ 1
14.	LOEWE ▼ 4
15.	BURBERRY ▼ 2
16.	BOTTEGA VENETA ▼ 4
17.	VALENTINO ▲ 5
18.	CELINE ▲ 3
19.	GIVENCHY
20.	COACH

SKIMS
 VOGUE
 WESTWING
 VIKTOR&ROLF
 Loeffler Randall
 THE NORTH FACE
 RADLEY
 Cartier
 Mulberry
 SWAROVSKI
 zalando
 VICTORIA'S SECRET
 VERSACE
 Levi's
 Fossil
 ESSENCE
 Longchamp
 Paco Rabanne
 MANOLO BLAHNIK
 alexandre mattiussi
 G A P
 ami
 LOEWE
 KIKO
 ECCO
 BALenciAGA
 AMIRI
 Chloé
 adidas
 kate spade
 L X .
 FAREFETCH
 UNIQLO
 JIMMY CHOO
 LUXOTTICA
 havaianas®
 SHISEIDO
 BVLGARI
 INTERPARFUMS, INC.
 ISABEL MARANT
 Acne Studios
 BIMBA Y LOLA
 TAGHeuer
 S C A L P E R S
 NET-A-PORTER
 CAROLINA HERRERA
 VERA WANG
 MANGO
 GUERLAIN
 PRADA
 KCD
 H&M
 JACQUEMUS
 FENDI
 PUIG
 DRUNK ELEPHANT™
 Christian Louboutin
 TIFANY & CO.
 MATCHES FASHION
 SELFRIDGES & CO
 PIAGET
 BIRKENSTOCK
 GANT
 SMCP

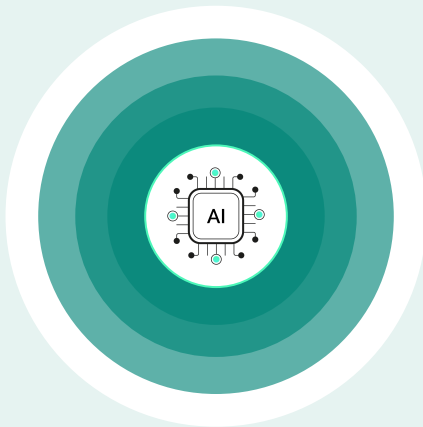
Your Brand

The Importance of Brand Performance



At Launchmetrics, we believe that **Brand Performance is the most valuable asset** of fashion, lifestyle and beauty companies.

Transforming Business Today



The Market's **First AI-Powered Brand Performance Cloud**

Empowering the Industry



From day-to-day operations to overarching strategies, our software helps clients transform their brand strategies and initiatives into meaningful competitive edge

Launchmetrics is the leading **Brand Performance Cloud** for Fashion, Lifestyle and Beauty

Powering the industry with our solutions



1M Voices across +1M accounts within our global network



\$5B sample value trafficked every season



5k Digital and In-Person Events every year - 85% Fashion Shows run through Launchmetrics



6k Brands tracked on a daily basis



2M Lifestyle Images & Videos downloaded every year

1.7k loyal customers

Key industry partners

Awarded by G2

- FENDI
- TIFFANY & CO.
- NET-A-PORTER
-  PUIG
- KCD
- INTERPARFUMS, INC.
- SKIMS**
- BVLGARI
- paco rabanne
- GUERLAIN
-  SHISEIDO
-  COACH
NEW YORK
- GIORGIO ARMANI

- 
Camera Nazionale della Moda Italiana
- C.F.D.A
- BRITISH FASHION COUNCIL
-  HC M
- IMG
- UNITED KINGDOM
CEW
-  LTK
- Google

-  Leader - Barcode Software
-  Leader - Inventory Control Software
-  High Performer - Media Monitoring Software

Media Impact Value™: AI-powered benchmarking for brand and marketing initiatives and our Voice-Centric approach

MIV

®

*MIV is a registered mark in the EU.

Thanks to our proprietary AI-powered algorithm, Media Impact Value® (MIV®) allows brands to assign a monetary value to every post or article to measure its impact and identify contributions to brand performance across Voices, channels and regions.



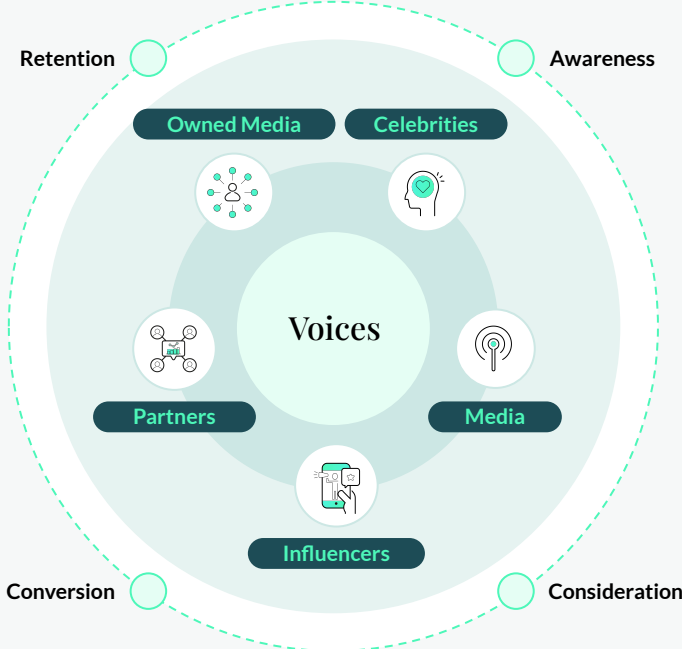
Quantitative Attributes

- Reach
- Engagement
- Advertising rates
- Posting frequency and more



Qualitative Attributes

- Content quality
- Content relevancy
- Sources authority and more



Establishing brand connection via one strategy no longer works

✗ One-Off Launches

✗ Isolated Moments

✗ Broad Reach

✗ Intuition-led Decisions

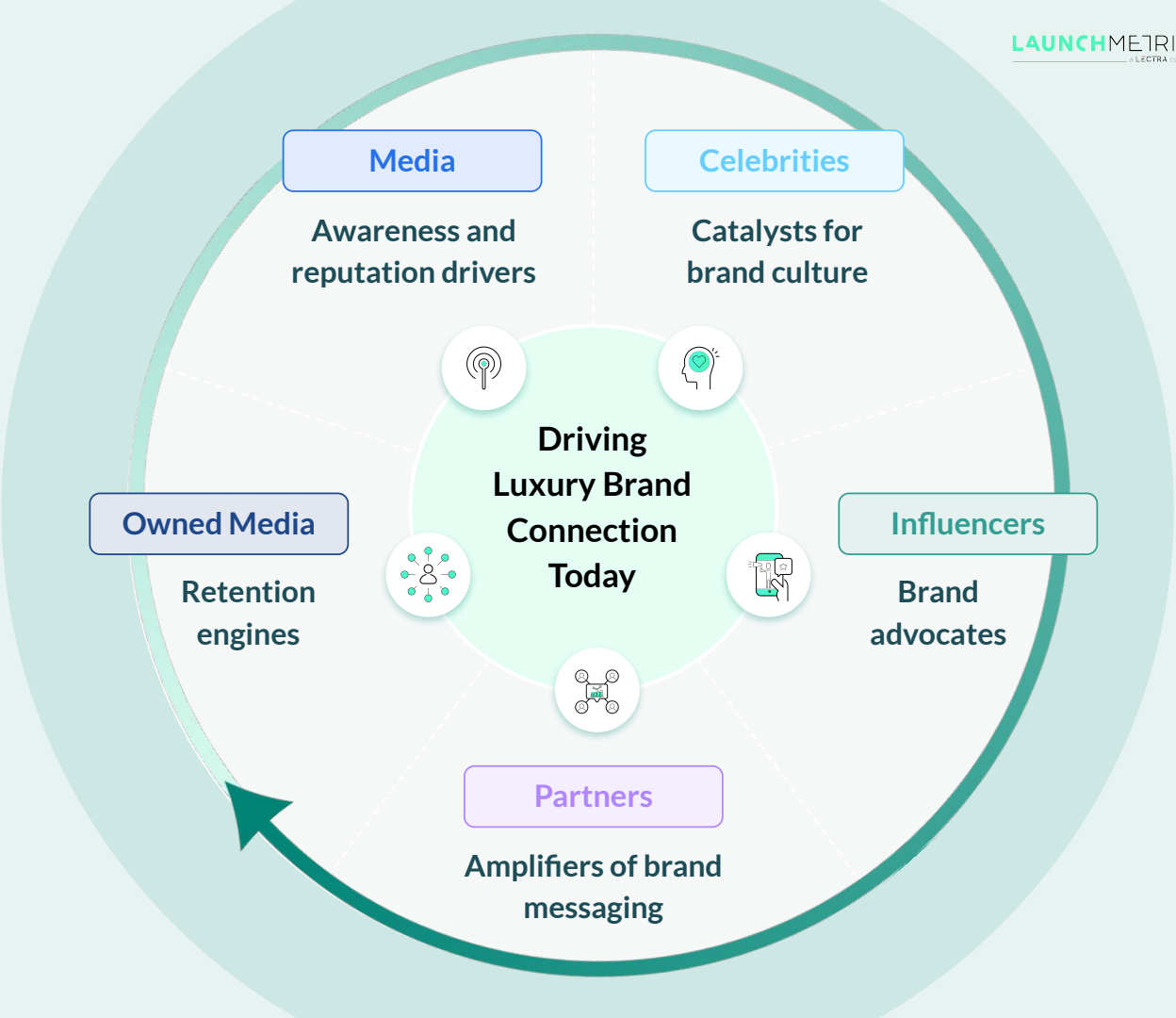
✓ Continuous Touchpoints

✓ Sustained Momentum

✓ Quality Audiences

✓ Data-Driven Strategy

How to build an intentional approach to positioning



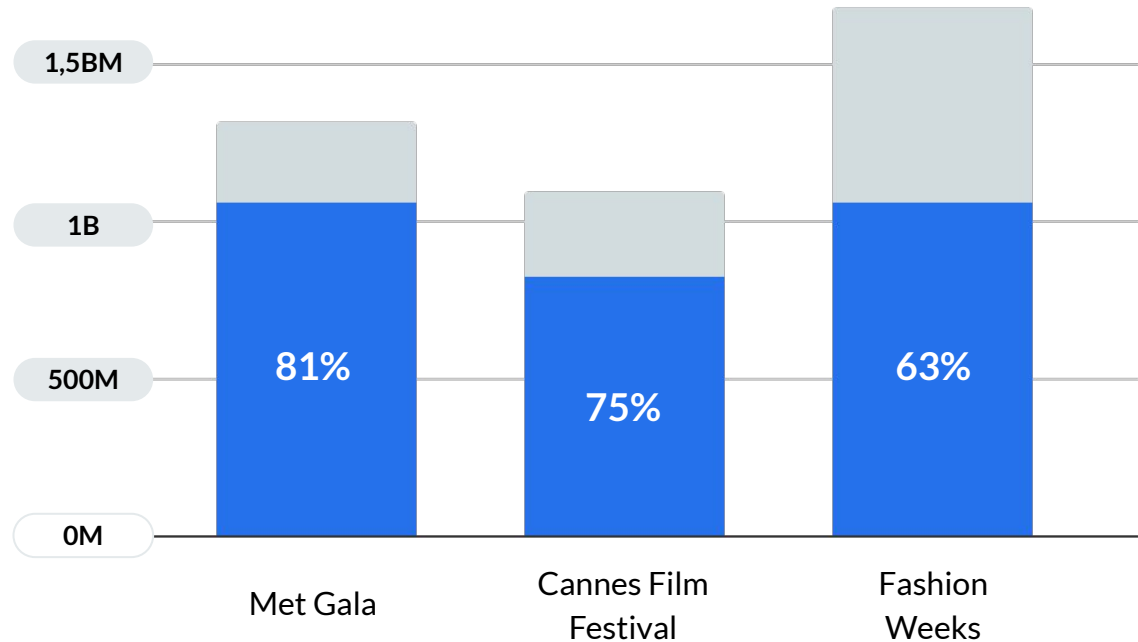
The majority of luxury brand equity still comes from the Media's influence



For **top luxury events**, Media drives **78%** of MIV on average

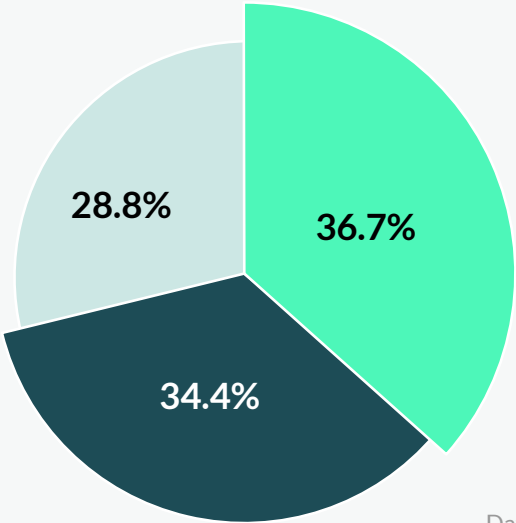
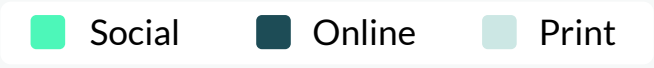
 Other Voices

 Media Voice

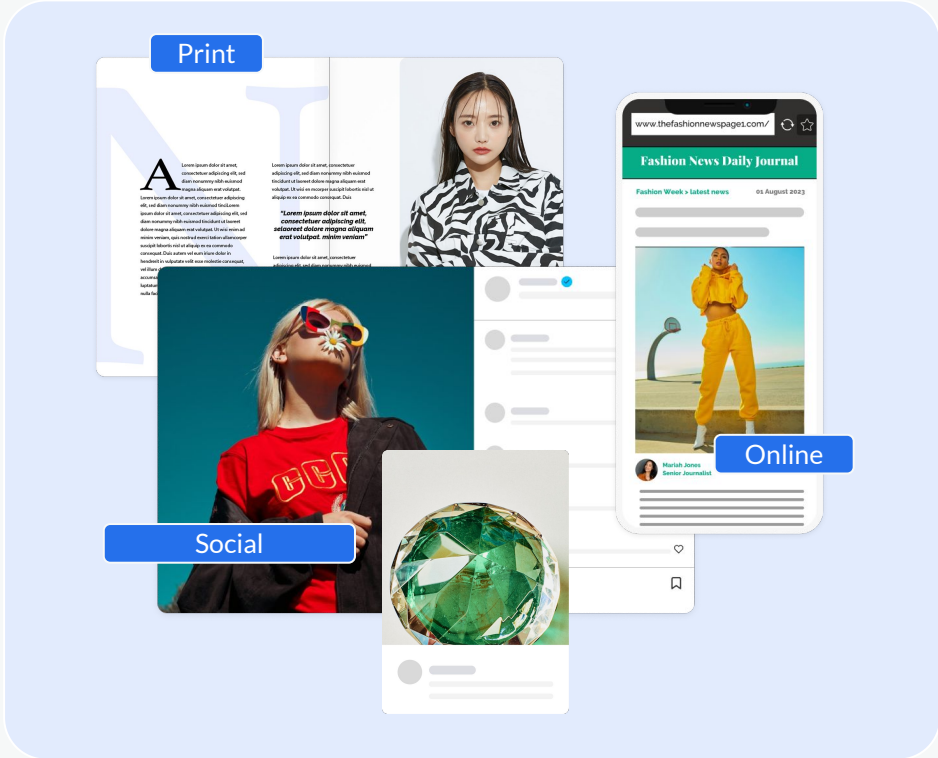


Print media still matters for luxury consumer connection...

Media's Channel Split for Luxury



Dates: 2025



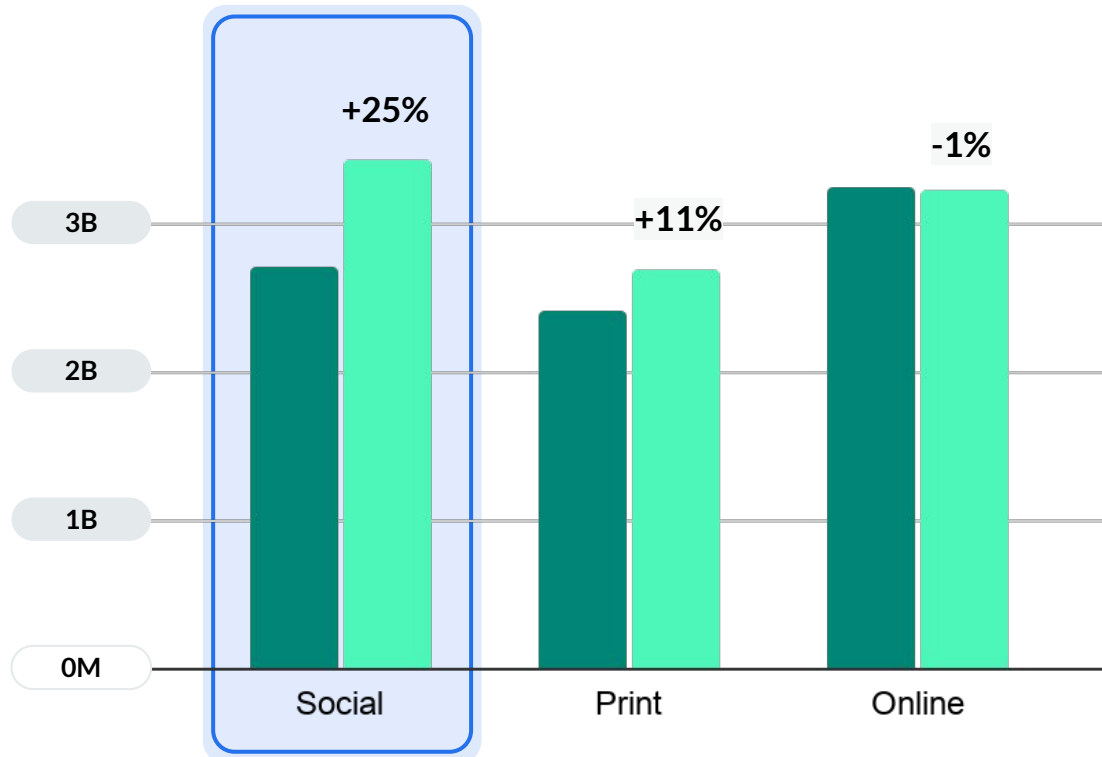
...but social channel investment from the Media continues to evolve



Channel Split of
luxury MIV® driven
by the Media Voice

● S2 2024

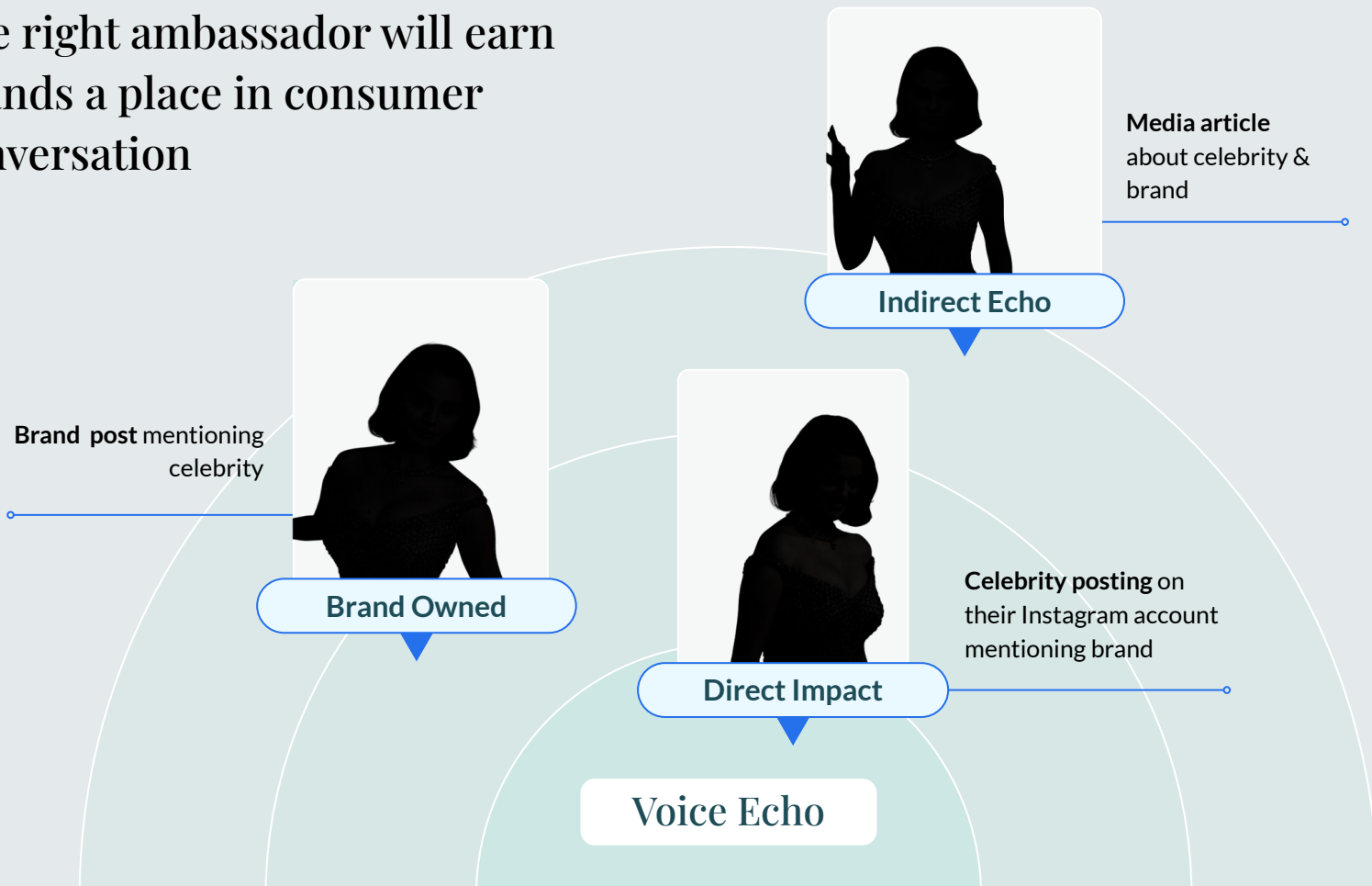
● S2 2025



Media

Celebrity

The right ambassador will earn brands a place in consumer conversation



How a strategy stops feeling like marketing and starts feeling like culture

Top Placement

**Direct****\$607k MIV****Total MIV® \$10.2M**

Voice Echo Breakdown

Direct Impact
(Ambassador) \$1.4M

Owned (Brand) \$1.2M

Indirect Echo \$7.6M

while

74%

of the ambassadorship
impact came through
Indirect Echo

Influencer

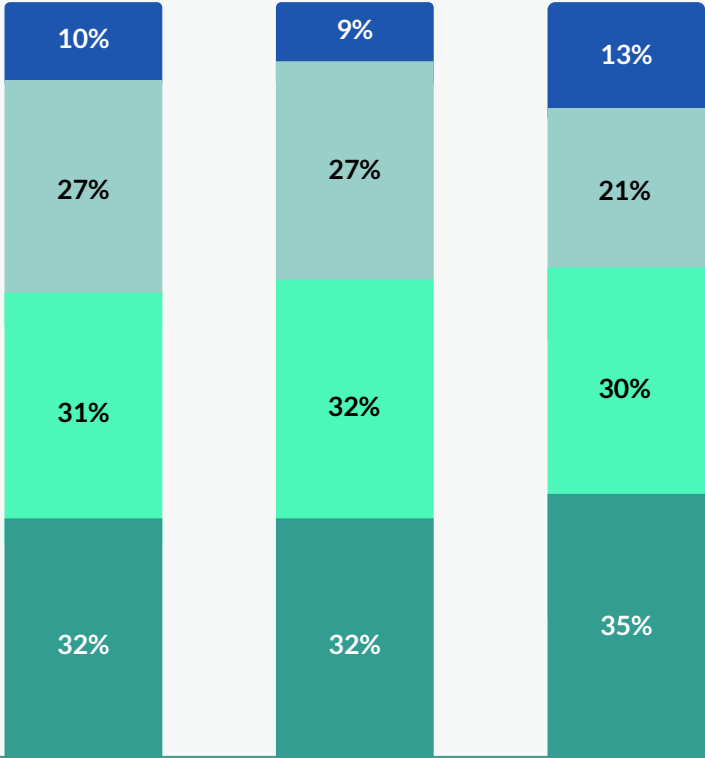
Amidst an age of algorithms, the right influencer can drive discovery that feels personal



Influencer Type per Industry

- Micro [10K-100K followers]
- Macro [100K-500K followers]
- Mega [500K-2.5M followers]
- All-Star [More than 2.5M followers]

% of MIV® Impact



Fashion

Beauty

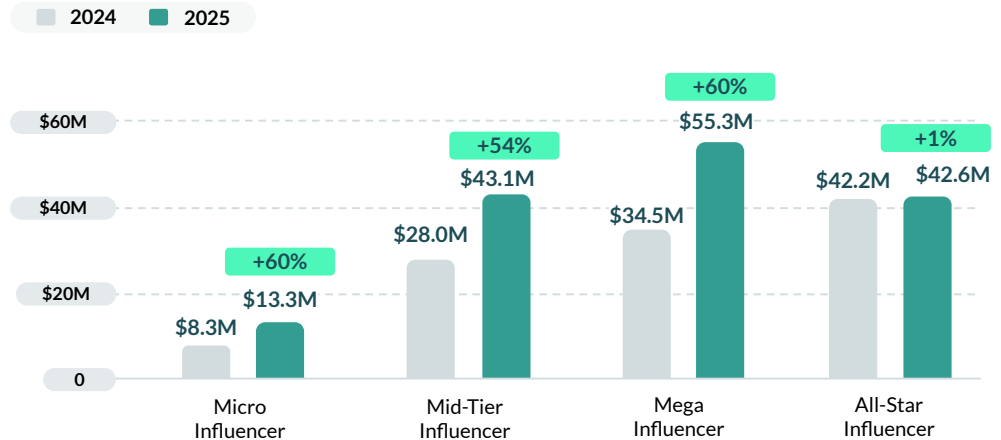
Jewelry & Watches

How Prada created connection by prioritizing relationships as much its products

Share of Voice MIV[®]

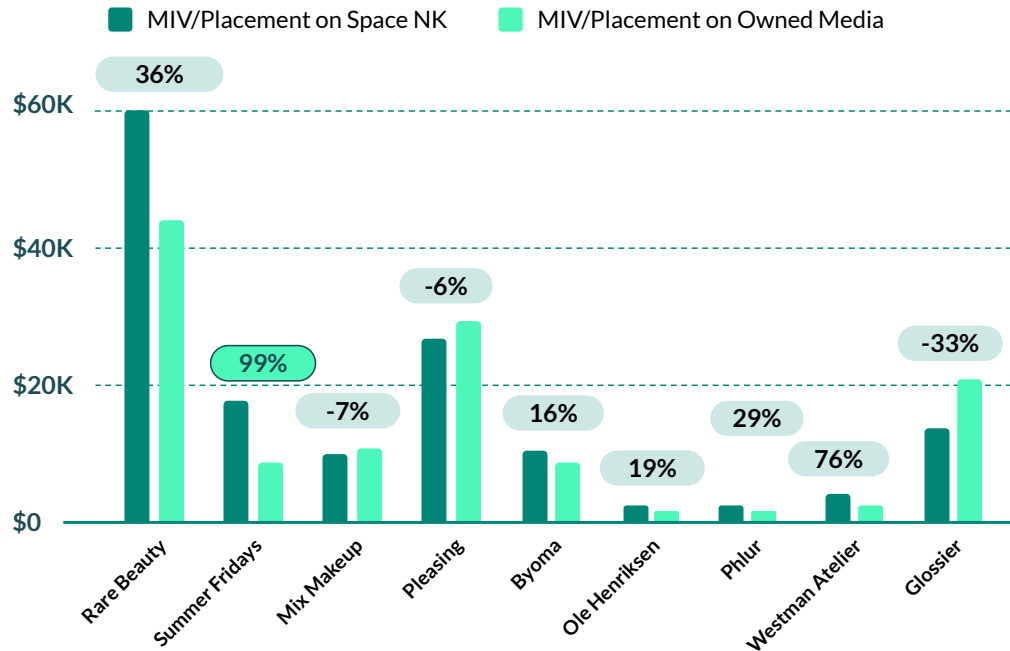
Voice Type	%MIV [®]
Influencers	59%
Media	26%
Celebrities	9%
Owned Media	6%
Partners	1%

Influencer Type Repartition by MIV[®]



How resilience develops when retail partners are viewed as storytellers, not just sellers

The MIV® Space NK Garnered for its Partner Brands in S1 2025




On average,
brands received
25.44%
more MIV® from
placements authored by
Space NK than placements
on their own channels.

Image @spacenk

Owned Media

Valentino made Owned Media its most powerful asset



VALENTINO

Total MIV

\$1.1B MIV

+30% vs 2024

Top Voices

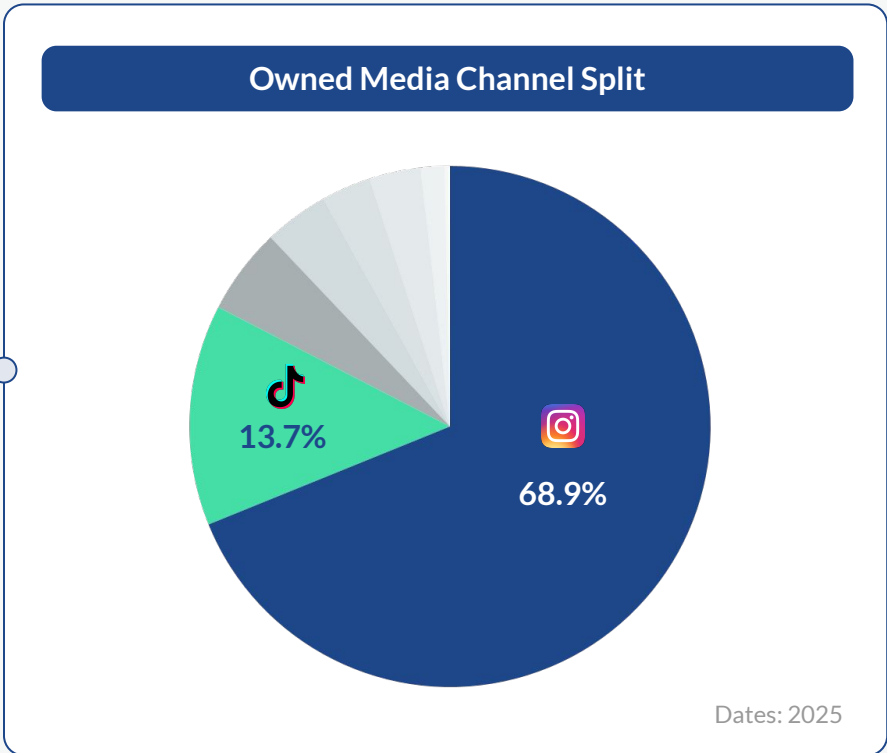
Valentino - WW	\$40M	+35%	Owned Media
----------------	-------	------	-------------

Freen Sarocha	\$33.5M	+222%	Celebrity
---------------	---------	-------	-----------

Vogue - US	\$23.8M	+222%	Media
------------	---------	-------	-------

Vogue - IT	\$11.8M	+29%	Owned Media
------------	---------	------	-------------

Jeff Satur	\$10.2M	+152%	Celebrity
------------	---------	-------	-----------



How Valentino's channels outperformed its celebrities

Top Voices

Valentino - WW

\$40M

Owned Media

Freen Sarocha

\$33.5M

Celebrity

Vogue - US

\$23.8M

Media

Vogue - IT

\$11.8M

Owned Media

Jeff Satur

\$10.2M

Celebrity

Top Celebs in Owned Media



\$614k



maisonvalentino @
The Metropolitan Museum of Art, New York

maisonvalentino • 49w
For this year's #MetGala, Brand Ambassador @SrchaFreen was seen in a look created exclusively for her by @Alessandro_Michele.

The #ValentinoCustom look featured a betulla wool crepe jacket, natural lace bodysuit with sequins and multicolor floral motifs, and a black georgette skirt and dégradé volants, along with gloves and #ValentinoGaravani accessories.

#MetGala2025



\$324k



maisonvalentino @
The Metropolitan Museum of Art, New York

maisonvalentino • Edited • 49w
Lana Del Rey (@HoneyMoon) wears #ValentinoHauteCouture to the #MetGala.

For the occasion, Lana was seen in a #ValentinoVertigineux long dress in black velvet and brown satin along with #ValentinoGaravani accessories designed by @Alessandro_Michele.

#MetGala2025



\$80.1k





‘What does the luxury
consumer of today
actually want?’

Key Takeaways

Amidst a luxury landscape driven by unpredictability, **brand connection is the only sure-fire way to future-proof.**

Presence without trust is fragile. **A single strategy can no longer deliver either.**

Real resilience is built through intentional, ever-present positioning along the customers path to purchase. **Brands should look to build something lasting, rather than something visible.**