

# FASHION: A YEAR in DATA 2022



**10**

Data-Backed Moments  
that Defined 2022

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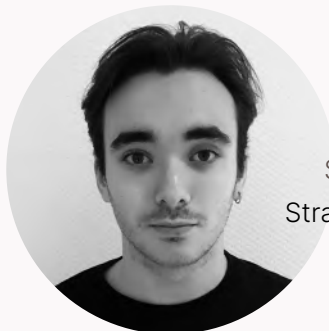
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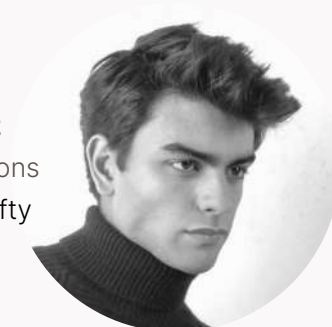
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# FASHION: A YEAR IN DATA 2022





2022 was a triumphant year for Fashion. With Covid restrictions easing across the globe, the return to the runway was met with a sigh of relief from the industry and a flurry of extravagant events and viral moments from Fashion's best brands and creators.

After two years of screentime, brands leaned in on the power of performance, carving a sense of emotion and magic in myriad ways. From far-flung destination runways to shows that married performance, art, theatre, and dance, 2022 reinforced Fashion as a multi-sensory experience where story is *everything*. Meanwhile, the era of influence continued to explode, with the creator eco-

nomy growing by 335% over the past five years. Fashion, in particular, is an industry where influence is omnipresent and all-important. This year saw K-Stars stars take over Kardashians, to dogfluencers and Drag Queens dominating street style.

Karla Otto x Lefty's Year in Review draws from the commentary of our collaborative work, balancing proprietary data with creative insight for a unique and analytical narrative on the year in fashion.

In the picture, Moncler SS23 show held in the iconic Piazza del Duomo, in Milan, with a performance that saw 1,952 dancers, musicians and performers for the brand's 70th birthday (via Spotlight).



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# CAMPAIGN of the YEAR

## Louis Vuitton



@leomessi

384M followers

8.42% E.R.

**\$77.4M**

EMV

**861M**

Impressions

**75M**

Engagements





@cristiano

623M followers

8.37% E.R.

## Louis Vuitton displays the power of the right influencer at the right time.

Scoring the top spot as campaign of the year is Cristiano Ronaldo and Lionel Messi's **Louis Vuitton** brand campaign. Showcasing the power of the right influencer at the right time, the image broke in November, just ahead of the FIFA World Cup opening, shot by legendary photographer Annie Leibovitz. The moment was the most popular campaign of 2022 with the highest engagements, generated \$77.4 million EMV.

In the picture, Lionel Messi and Cristiano Ronaldo captured by Annie Leibovitz for Louis Vuitton (courtesy of the brand).

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# BRAND COLLABORATION of the YEAR

## Fendance

**Kim Jones  
& Donatella Versace  
reinvented the 'collab'  
for 2022.**

Proof that two power brands are better than one, the '**Fendance**' collection was a collaboration like no other, with Kim Jones and Donatella Versace swapping houses for one show only. The result was a reinvention and revival of each other's vision, closed by a supermodel showdown between Kate Moss and Amber Valetta.

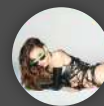
# \$56.6M

EMV

### Key Voices



**@gigihadid**  
76.4M followers



**@dannapaola**  
34.7M followers



**@emrata**  
29.7M followers



One of the looks seen at the “Fendace”  
Pre-Fall 2022 show (via Spotlight).





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# MODEL of the YEAR

Bella Hadid

1

## Top Collaborations



1. Versace  
16.9M EMV



2. Balenciaga  
15.8M EMV



3. Michael Kors  
14.64M EMV



4. Coperni  
10.32M EMV



5. Burberry  
7.21M EMV

All pictures via Spotlight.

**\$94.5M**

Total EMV



## When Bella Hadid walks a show, she generates an average 29% of its EMV.



Dubbed the 'Bella Effect,' Hadid's presence on the runway accounts for an average of 29% of a brand's EMV. Hadid's +55 million-strong Instagram following and high engagement rate makes her one of the most impactful models in the world. Walking over 40 shows for Womenswear alone, Hadid has well and truly earned her 'supermodel' status in 2023.



**Further reading:** Uncover Bella's impact across the S/S23 season in numbers. Download the [Womenswear SS23 Roundup](#).

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# BREAKOUT SHOWS

Moments that defined 2022's runways

## Fastest Growing Designer

**Jil Sander** tops this year's list with a seasonal EMV growth of 1170%. Testament to the power of the 'Bella Effect,' the model's social media posts around the show generated 90% of their EMV.

 **1170%**

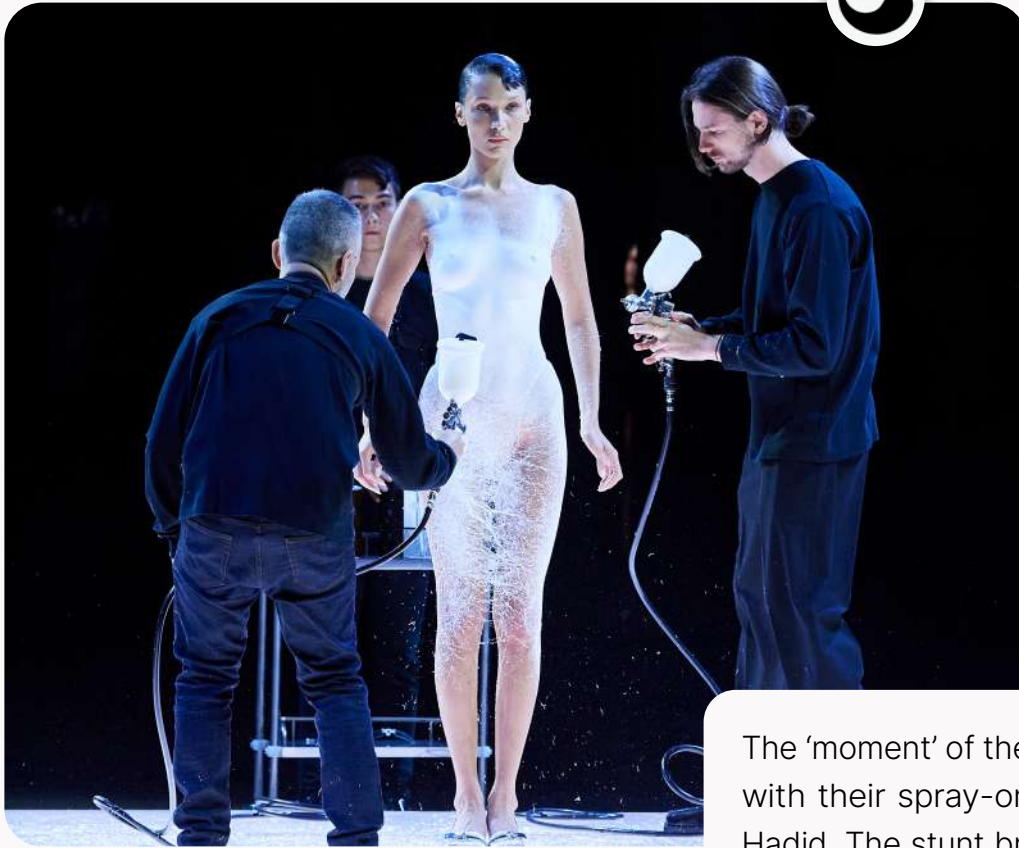
EMV SOS Growth

**Further reading:** Download the [Womenswear SS23 Roundup](#).





## Most Viral Moment



**\$8.84M**

EMV AW22

**\$27.7M**

EMV SS23

 **213%**

EMV SOS Growth

The 'moment' of the season belongs to **Coperni**, with their spray-on white dress worn by Bella Hadid. The stunt broke the internet and created a 213% seasonal EMV increase, making Coperni one of the most visible brands of the year.



 **282%**

EMV SOS Growth

## Emerging Designer

**Peter Do's** New York show hit the right sartorial notes and cemented his brand as 'one to watch' with a seasonal growth of 282%. The designer cast K-Stars such as NCT Dream's Jeno alongside Smrookie's Shohei and Eunseok, driving buzz throughout New York.

All pictures via Spotlight.

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# The YEAR of the DESTINATION SHOW

Leading brands put destination shows back on the map in 2022. These designers made the biggest impact:

## 1. Dior

**Season:** Mens Fall 23

**Place:** Cairo, Egypt

**EMV:** \$33.7M

## 2. Louis Vuitton

**Season:** Mens Spring 23

**Place:** Aranya, China

**EMV:** \$23.1M

## 3. Louis Vuitton

**Season:** Cruise 23

**Place:** San Diego, California, USA

**EMV:** \$10.5M

## 4. Dior

**Season:** Womens Fall 22

**Place:** Seoul, South Korea

**EMV:** \$9.4M

## 5. Jacquemus

**Season:** Fall 22

**Place:** Arles, France

**EMV:** \$8M







Pictures via Getty and Spotlight.

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# WOMENS SHOW of the YEAR

## Dior SS23



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**\$45.5M**

EMV

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**1798**

Posts

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**1028**

Influencers

**Further reading:** Download  
the [Womenswear SS23 Roundup](#).







**Dior's** SS23 collection not only delivered on spectacular fashion but hit an EMV-boosting combination in a show that saw a live performance, captivating storytelling, and K-Pop FROW. According to Lefty data, these factors boosted their status to the highest-ranking womenswear show of the season.

All pictures via Spotlight.



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# MENS SHOW of the YEAR

## Celine SS23

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**\$43M**

EMV

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**631**

Posts

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**407**

Influencers

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 **+995%**

EMV Growth



**Further reading:** Uncover all the data from the Menswear season with the [Menswear SS23 Roundup](#).



Pictures via  
Spotlight and Instagram.





Showcasing the exponential power of influencer marketing, **Celine's** collection was deemed unremarkable by much of the press, yet created the most significant EMV due to the attendance of K-Pop star and Celine brand ambassador, Lisa from Blackpink. Her three Instagram posts (see below) during her visit accounted for 39% of all EMV accrued throughout Menswear SS23. Compared to AW22, Celine saw a growth in EMV of a staggering +955%.

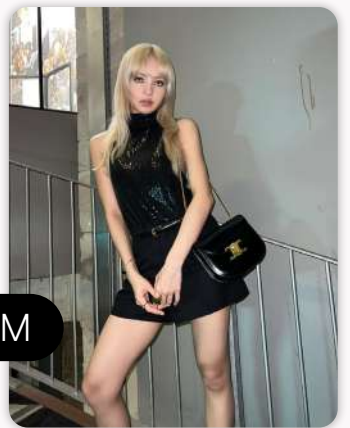
♥ 12M



♥ 9M



♥ 9.4M



**\$3.1M**

EMV

**8**

# EMERGING CASTING TREND

**Is Thai-Drama the next  
K-Pop?**



@davikah, actress, Gucci



This season, nine Thai influencers attended shows in Milan and Paris, generating a combined EMV of \$11M. Though relatively small in visibility compared with their South Korean counterparts, brands like **Prada**, **Miu Miu**, and **Boss** have started investing in these talents early – banking on the future of a new cultural wave backed by Thailand's government.

**Further reading:** Download the [Womenswear SS23 Roundup](#).



All pictures via Instagram.



@urassayas, actress, Louis Vuitton



**\$2.5M**  
EMV

@winmetawin, actor, Prada



**\$9.8M**  
EMV

9

# EMERGING INFLUENCER

## Mia Khalifa

**From Pornhub  
to Paris Fashion Week,  
Mia Khalifa is an emerging  
style icon.**

Mia Khalifa is a new and noteworthy entry into the top 10 influencers of 2022's fashion weeks. Amongst names such as the Kardashians, K-Pop stars, and world-famous actors, the former adult actress, dubbed as 'the most searched-for star on Pornhub,' has broken on the fashion scene, loved for her narrative around female empowerment and feel-good content.

### \$8.7M

EMV

### 5%

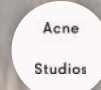
Engagement

Selfie via Instagram.





### Brand Shows Attended



**Acne Studios**



**Loewe**



**Off-White**



**Saint Laurent**



**Further reading:** Download the [Womenswear SS23 Roundup](#).



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# INFLUENCER of the YEAR

@sooyaaa\_

K-Pop idols took over fashion in 2022. 4 members from BLACKPINK took the top 4 KOLs of the year. The most impactful of them all? Jisoo, the ambassador of **Dior**, her 48 posts generated \$198M EMV for Dior throughout 2022 with a significant high engagement at 9.55%

**66M**

Followers

**7.5%**

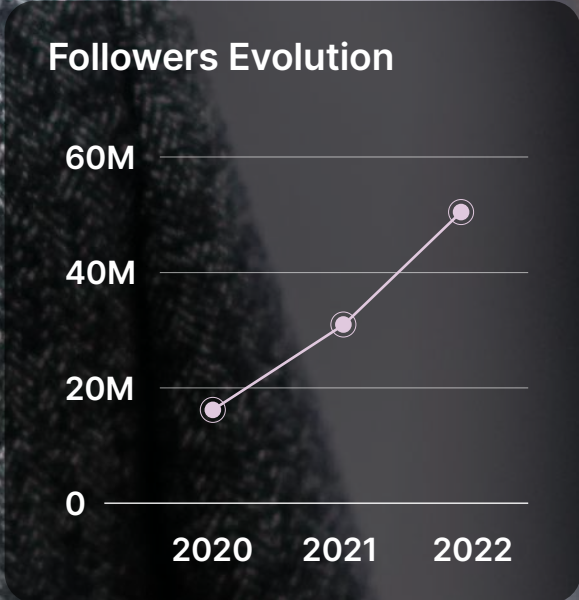
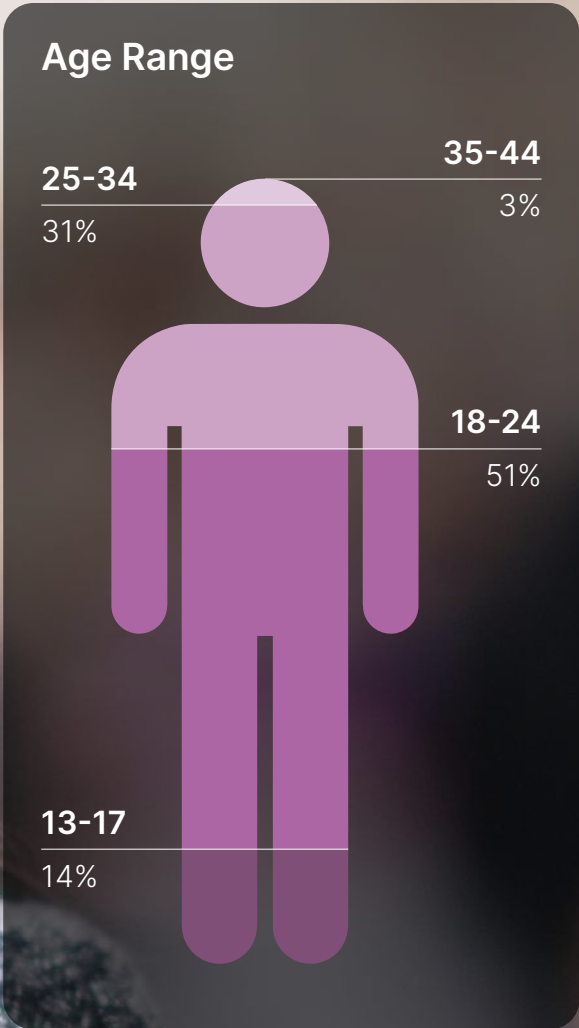
Engagement Rate

**82%**

Authentic Instagram  
Users

Ji-soo outside Dior, during Paris Fashion Week - Womenswear FW22-23 (via Getty).





**Further reading:** Want to understand the true impact of the Korean Wave? Lefty x Karla Otto unpack Hallyu's past, present, and future in [The Power of K-Pop](#).





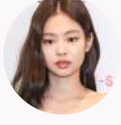
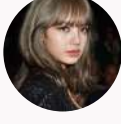
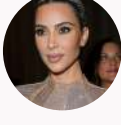
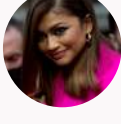

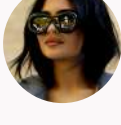


# TOP 10 FASHION KOLS



Pictures via Getty, Instagram and Spotlight.



10 DATA-BACKED MOMENTS THAT DEFINED 2022

		Fllwrs. (M)	Eng. Rate (%)	Est. Reach (M)	Impressions (B)	EMV (\$,M)
	1. @sooyaaa_	66.1	9.55	52.2	2	198
	2. @roses_are_rosie	65	9.1	60.8	1.9	188
	3. @jennierubyjane	80.9	11.3	77.3	1.5	148
	4. @lalalalisa_m	95.6	8.2	82.5	1.4	136
	5. @kimkardashian	414	0.7	57.8	1.3	132
	6. @zendaya	161	5.7	83.5	1	99.2
	7. @bellahadid	63.2	1.9	25.3	0.9	86.8
	8. @kyliejenner	477	1.5	94.3	0.9	86.3
	9. @eunwo.o_c	35.3	13.1	37.4	0.8	82.5
	10. @billieeilish	208	6	72.4	0.6	55.1

# lefty KARLA OTTO

**Lefty** was created in 2015, Lefty is a platform that helps brands optimise their influence marketing programs. Based on proprietary, state-of-the-art technology, Lefty supports brands with influencer identification, management and reporting of their influencer marketing campaigns. Discover more at [lefty.io](http://lefty.io) or contact [contact@lefty.io](mailto:contact@lefty.io).

**Karla Otto** was Founded in 1982, Karla Otto is a full-service brand-building agency, operating from thirteen cities across the globe. Karla Otto's service is unparalleled. Blending the best of fashion, beauty, design, lifestyle, and arts & culture, we offer a panoramic view of opportunities and the ability to execute complex ideas. Our loyal network and unrivalled approach to culture and community enables us to take brands to brave new territories. Discover more at [karlaotto.com](http://karlaotto.com) or contact [insights@karlaotto.com](mailto:insights@karlaotto.com).

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