



## FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

April 30<sup>th</sup>2021

Press Release

### Paris fashion's digital capital.

Since the beginning of 2021, 188 events registered on the Official Calendars have been broadcast on the Paris Fashion Week® and Haute Couture Week platforms of the Fédération de la Haute Couture et de la Mode (FHCM), built in partnership with Launchmetrics. Despite the health situation, 170 Houses, members of the Federation or guests, have revealed (ou shared) their collections with the general public and fashion professionals through livestreams of their events, videos or creative films. Through a network of broadcast partners (Google, YouTube, Instagram, Facebook, TikTok, Canal+, The Asahi Shimbun, Kommersant and CNN) and presence on Chinese networks (Weibo, Tencent Video, We Chat), the content of Paris Fashion Week® and Haute Couture Week benefited from unprecedented international amplification which, in addition to the measures implemented by the Houses, has bolstered Paris not only in its role as the capital of fashion, but also as the digital capital of fashion.

To date, since the start of the year, the events coordinated by the FHCM have accounted for: **467K visitors and 1.5M page views on the PFW® platform, 354M views of video content** (342.8M on YouTube, 11M cumulative views on Chinese networks) and for a **Media Impact Value (MIV)\* which stands at \$242.92M**, a sign of the growing success of the facilities put into place.

\* Launchmetrics' Machine Learning algorithm provides brands with a unified currency to measure the value of all marketing activities across Voices, Channels and Markets by assigning an amount to each publication, interaction, and article.

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## FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

### **PFW® Menswear Fall-Winter 2021-2022**

**January 19<sup>th</sup> to 24<sup>th</sup>**

**68 Houses registered in the Official Calendar**

- The PFW® platform has cumulated 150K visitors and 450K page views.
- The video content of houses registered in the Official Calendar cumulated a total audience of 97,8M views on YouTube,
- Launchmetrics evaluates the MIV® of this PFW® at \$39,54M.

### **Haute Couture Week Spring-Summer 2021**

**January 25<sup>th</sup> to 28<sup>th</sup>**

**27 Houses registered in the Official Calendar**

- The PFW® platform cumulated 77K visitors and 200K page views,
- Video content from the Houses registered in the Official Calendar cumulated a total audience of 145M views on YouTube,
- Launchmetrics evaluates the MIV® of this Haute Couture Week at \$71,38M.

### **PFW® Womenswear Autumn-Winter 2021-2022**

**March 1<sup>st</sup> - 10<sup>th</sup>**

**93 Houses registered in the Official Calendar**

- The PFW® platform cumulated a 240K visitors and 815K page views, video content from Houses registered in the Official Calendar has to this date cumulated an audience of 100M views on YouTube (exceeding as of now, after

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only 5 weeks - vs the usual 8 weeks of amplification -, the figures of the preceding season),

- Launchmetrics evaluates the MIV® of this PFW® at \$132M.

Fédération de la Haute Couture et de la Mode wishes to thank its official partners DEFI, L'Oréal Paris and DS Automobiles for their continued support.

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