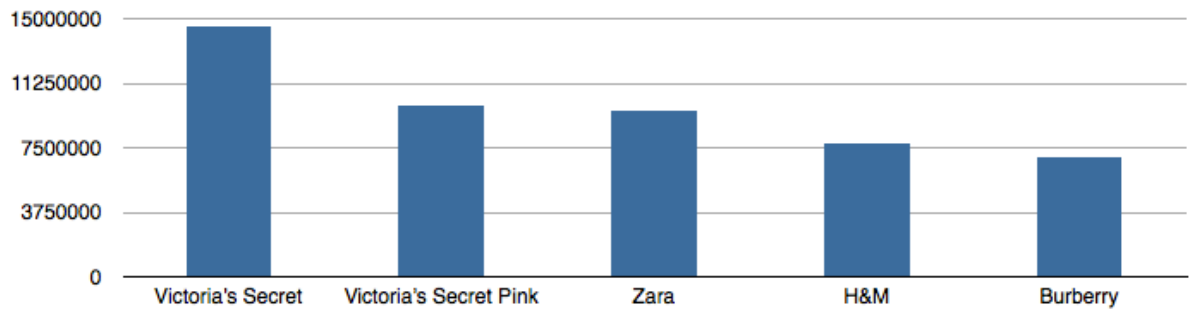


Social Media & the Fashion Industry 2012

Of the top 10 fashion brands engaged in Social Media,

1/2

are based in the US, the rest are from Europe.



Victoria's Secret is the **MOST LIKED** retailer on Facebook in 2012. Victoria's Secret Pink is the second, Zara is third, H&M is fourth, and Burberry is fifth. The bar graph above illustrates the top five fashion brands on Social Media in 2012.

facebook

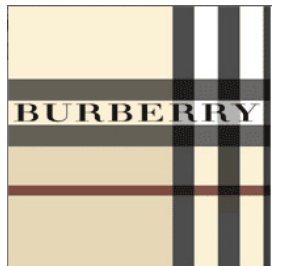
#1 fashion brand on Social Media is **VICTORIA'S SECRET**

POLYVORE

Stylitics
Your style. Smarter.

NET-A-PORTER

Other major fashion retailers with a large following on Facebook and Twitter consist of:



Today **96%** of people research a product before purchasing it online

Status People

Fake Follower Check

Status People is a web app that deciphers real Twitter accounts from fake Twitter accounts/followers. In the fashion industry today, many brands are building their social media following with fake Twitter followers.

REBECCA MINKOFF



26% **27%**

47%



of YSL followers on Twitter are fake.

of Gucci's followers on Twitter are fake.

VICTORIA BECKHAM
53,700+ increase in Twitter followers during NYC Fashion week

NYC FASHION WEEK is just as competitive in social media as it is on the runway.

Sources: <http://banyanbranch.com/social-blog/top-fashion-brands-in-social-media/>
<http://heartifb.com/2012/09/20/are-fashion-brands-inflating-their-twitter-accounts-with-fake-followers/>
<http://socialmediaweek.org/blog/tag/fashion/>