Lil Nas X helps catapult Versace to top of Met Gala media impact charts

By Robin Driver - September 20, 2021

Lil Nas X, the American rapper and singer famous for hits including “Old Town Road” and “Montero (Call Me By Your Name),” helped Versace make a big impression at this year’s Met Gala, attending the event in a series of golden looks from the Italian luxury brand.

According to Launchmetrics, which uses a proprietary machine learning algorithm to work out the Media Impact Value (MIV) of posts and interactions, Lil Nas X was the celebrity who generated the most value through his social.
value (MIV) of posts and interactions, Lil Nas X was the celebrity who generated the most value through his social media activities in and around the event, which took place on September 13 and explored the theme “In America: A Lexicon of Fashion.”

Lil Nas X made three personal posts about the event and attracted 6,600 media mentions, generating a total MIV of $38.8 million. The singer, who arrived in an ornate cape, before removing it to reveal a golden suit of armor and finally stripping down to a tight-fitting, crystal-encrusted bodysuit, all courtesy of Versace, was no doubt instrumental in pushing the Milan-based fashion house into first place in the evening’s brand MIV ranking.

Balenciaga, which was responsible for Kim Kardashian’s full-coverage look, Rihanna’s voluminous overcoat and Elliot Page’s oversized suit, among other attention-grabbing outfits, took second place in the brand ranking. Oscar de la Renta, came in third, while Ralph Lauren and Saint Laurent took fourth and fifth place, respectively.

Versace’s success was also down to its own social media activities surrounding the Gala. The brand, which, as well as Lil Nas X, notably dressed actress Lupita Nyong, actor Channing Tatum and model Imaan Hammam, generated an MIV of $26.4 million through a total of 3,600 posts.

The top influencer of the evening was Californian YouTuber Emma Chamberlain, who wore Louis Vuitton and was able to generate an MIV of $15.9 million, thanks to a combination of one personal post and 1,200 media mentions.
The single most valuable post of the night, however, came from Canadian singer-songwriter Shawn Mendes, who attended the event with girlfriend Camila Cabello and generated an MIV of $1.7 million with an Instagram post showing him in a revealing Michael Kors leather-jacket-and-suspenders combo.

Overall, the Met Gala generated a total MIV of $543 million, reflecting a contribution of $436 million from social media and $107 million from other online channels.

Launchmetrics also calculated the value of posts concerning this season’s New York Fashion Week, which ran September 8 through 12 and generated a total MIV of $179 million, including $130 million from social media and $49 million from other online sources.

Here, Moschino topped the brand ranking, followed by Dundas x Revolve and Michael Kors. Prabal Gurung took fourth place, while Tom Ford rounded out the top five. Moschino also had the top brand account of the week, generating an MIV of $13.6 million with 2,400 posts.

The single most valuable NYFW post came from Kylie Jenner, who achieved an MIV of $1.5 million with an Instagram post that showed her at the inaugural Revolve Gallery. Jenner was also the top influencer overall, generating a total MIV of $6.4 million with one personal post and 1,000 media mentions.
The top celebrity in terms of MIV at this season’s New York Fashion Week was singer Kehlani, who achieved an MIV of $6.2 million, generated through 15 personal posts, and 152 media mentions.

Launchmetrics monitored data concerning New York Fashion Week between the dates of September 5 and 14, while data about the Met Gala was collected from September 10 through 15.

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