

# Metaverse Fashion Week: How Can Fashion PR Capitalise on the Metaverse?

Media Analysis Summary



## Sectors in the Metaverse Fashion Week debate by share of voice



56%



23%



14%



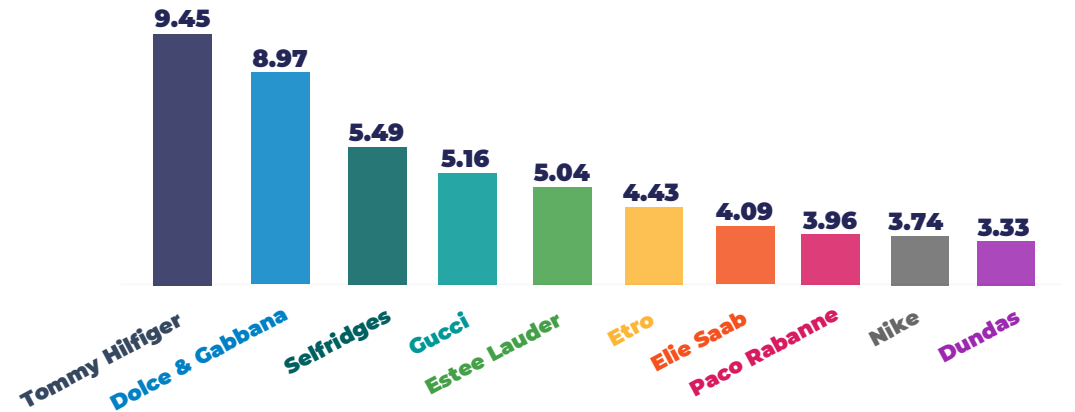
7%

● Luxury ● Cosmetics ● Digital fashion ● Watchmakers

The most widely covered part of the show was the luxury shopping district modelled after Avenue Montaigne, where brands including Dolce & Gabbana, Etro, Elie Saab, Etro, Dundas, Jacob & Co., Franck Muller, Imitation of Christ, and Nicholas Kirkwood had virtual stores.

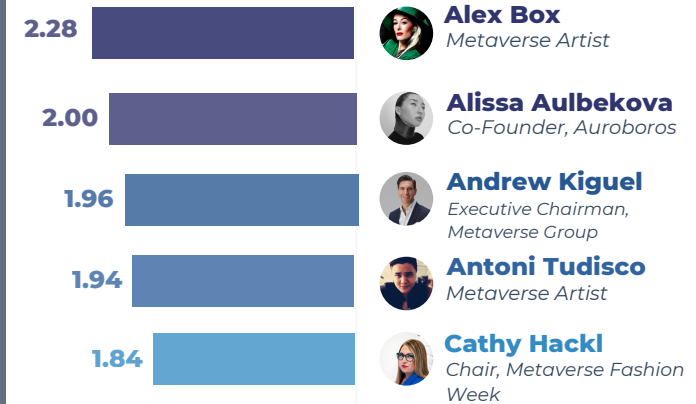
## Top 10 companies in the Metaverse Fashion Week debate by media impact score

We found that Tommy Hilfiger, a brand that isn't considered luxury but rather premium, emerged as the most influential one.



## Top 5 spokespeople in the Metaverse Fashion Week debate by influence score

We also found that the most influential spokesperson in the debate was Alex Box, a prominent female artist in the metaverse space, who partnered with Estee Lauder.



## 3 tips on how fashion comms can capitalise on the metaverse

- Move the industry's needle forward in the direction of both inclusivity and innovation
- Don't overhype it
- Don't forget to engage with the real world

## Read the whole analysis here:

<https://commetric.com/2022/04/08/metaverse-fashion-week-how-can-fashion-pr-capitalise-on-the-metaverse/>

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