

heuritech



# Fashion Week Report

SPRING/SUMMER 2020

October 8th 2019



Dear readers,

As Spring/Summer 2020 Fashion Week comes to an end, it is high time we look back at the past month to see what really mattered to the influential voices of the fashion industry on Instagram. Our team has analyzed 40 000 catwalk and street style posts from Instagram thanks to our proprietary, cutting-edge technology.

We are happy to unveil this Report covering top Data from New York, London, Milan and Paris. Our editorial is split into two chapters. The first one consists of key facts that we quantified from each Fashion Week. The second part covers our core expertise at Heuritech: product and trend detection on social media. We deep dive into the details of top products, looks and colors spotted on the catwalk and in street style images.

Our mission at Heuritech is to give meaning to millions of images shared on social media each day to extract relevant insights tailored for your target market. We hope you enjoy our Fashion Week Spring/Summer 2020 Report.

Best,

Tony Pinville, CEO & Co-Founder

# HEURITECH ANALYSIS

## DATA SOURCE

Instagram

## PANEL

A curated panel of Edgy influencers representative of the Fashion industry, thousands of accounts analyzed to extract relevant insight.

## ANALYSIS PERIOD

All Fashion Weeks - September 5th to October 1st, 2019.

## TECHNOLOGY USED

- Heuritech's proprietary image recognition technology which recognizes thousands of products and trends in images.
- Hashtag and text analysis of captions in Instagram posts.

40,000 IMAGES, VIDEOS AND  
STORIES ANALYZED  
ON INSTAGRAM

We used hashtags to calculate each Fashion Weeks' visibility, brands and designers mentions



Heuritech's visual technology recognizes patterns, colors, products, styles, shapes, textures.



# KEY FACTS ABOUT SS20

WHAT BUZZED IN THE FASHION INDUSTRY





TOP  
FASHION  
WEEKS  
BY SHARE  
OF  
POSTS

PARIS



NEW YORK



MILAN



LONDON



KEY FACT

Share of posts mentioning a specific Fashion Week through hashtags and text in the posts

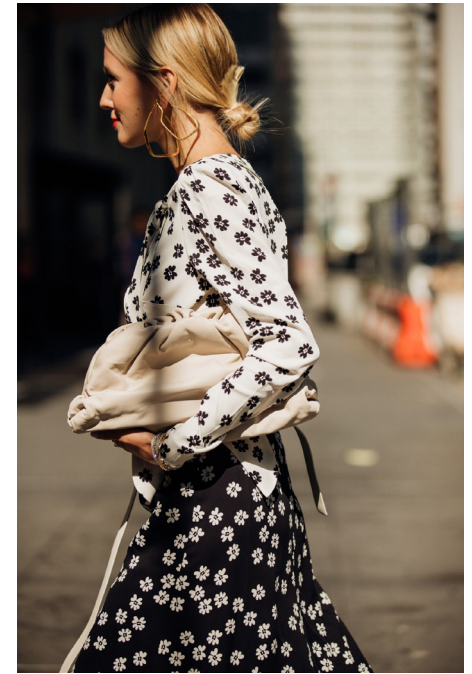
# +39%

The reach of New York Fashion Week was 39% higher than Paris Fashion Week

KEY FACT

## New York Fashion Week is highly desirable

Despite the lower number of shows in New York, Fashion Week in the big apple remains highly attractive and gathers very influential figures: the average reach of NYFW is the highest of all shows.





SHARE OF POSTS  
BASED ON BRAND  
MENTIONS

CHANEL 17%  
DIOR 13%  
GUCCI 11%  
PRADA 9%  
VERSACE 7%

KEY FACT

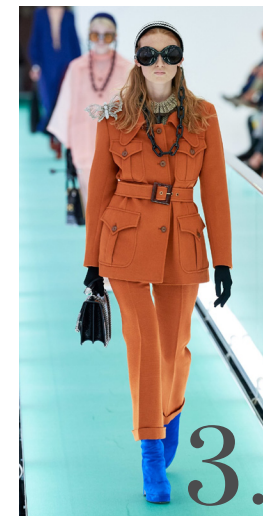
**CHANEL**

**Dior**

**GUCCI**

**PRADA**

**VERSACE**





23%

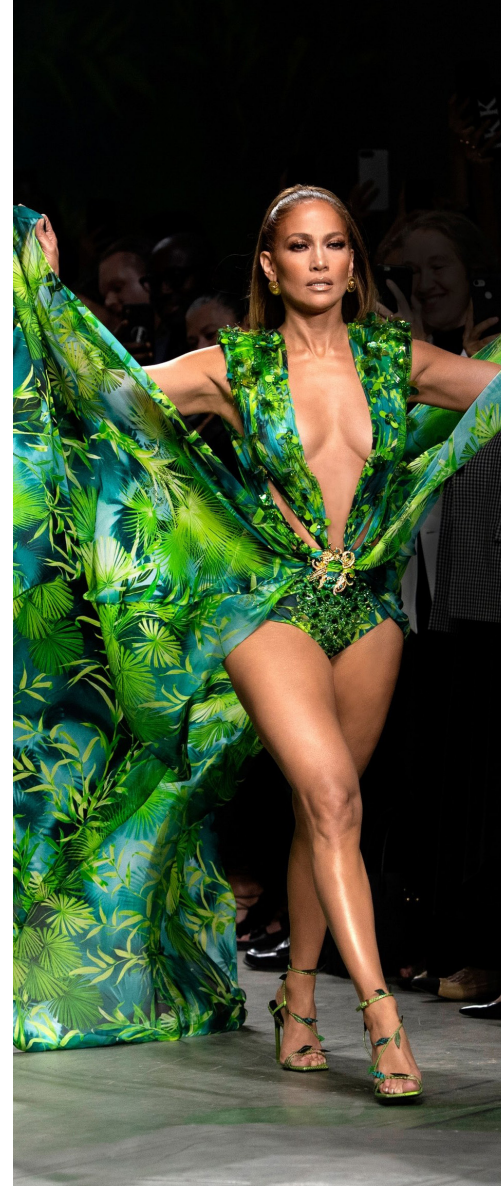
of posts related to Versace's SS20 Show mention JLO's apparition on the catwalk

KEY FACT

## The dress that broke the internet

Jennifer Lopez made a cameo on Versace's catwalk 20 years after the 2000 Grammy Awards wearing the same iconic jungle dress that broke the internet.

The highlight of Versace's SS20 show was clearly this historical moment and became a hot topic on social media.



## Karl Lagerfeld is still the Top Designer

Karl Lagerfeld's presence is palpable on social media. He was by far the most mentioned designer, a testament to how much the industry is still paying him tribute. Vaccarello was also in the spotlight for sublimating Saint Laurent's iconic women's suit.

Mentions of Maria Grazia Chiuri mostly highlighted the Dior garden as a way to address the sustainability issue.

Demna Gvasalia mentions focused on his departure from Vetements as well as his SS20 show with its bold EU blue set blasted with cold air and a diverse model cast.

### MENTION SCORE

Karl Lagerfeld **100**

Anthony Vaccarello **71**

Maria Grazia Chiuri **69**

Demna Gvasalia **67**

### KEY FACT

Karl Lagerfeld



Anthony Vaccarello



Maria Grazia Chiuri



Demna Gvasalia



## Is sustainability the new sexy?

In recent months, numerous groups such as Kering and LVMH have declared their commitment towards sustainability. Stella McCartney's SS20 Collection uses 37% of plant-based ingredients.

While consumers are embracing the sustainable trend, Fashion Week posts don't reflect this engagement. To be continued.

### KEY FACT



x5

The #sustainablefashion has grown fivefold in the last 3 years

1%

Only 1% of posts from Fashion Week mention sustainability

50%

Of posts about Stella McCartney's SS20 Show mention Sustainability in the caption



x3

Mentions of Bottega  
Veneta between  
FW19 and SS20

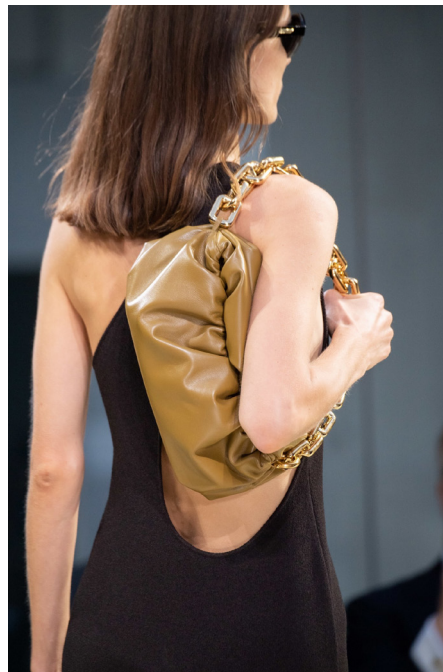
+300%

growth for the Pouch  
bag in September  
2019 vs. August 2019

KEY FACT

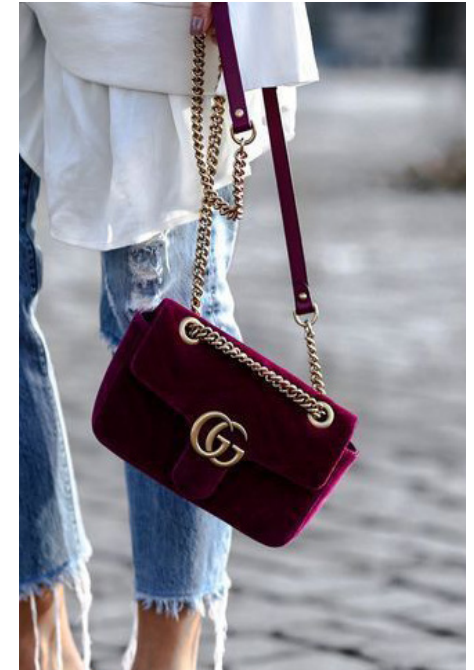
## Bottega Veneta is growing very fast

SS20 definitely marked the beginning of a new era for Bottega Veneta: the number of posts mentioning the brand tripled between the FW19 and SS20 Fashion Weeks. The new Pouch bag was spotted everywhere on the streets: posts featuring the Pouch grew by +300% during Fashion Month.



## FW19 top products are less visible

Balenciaga's Triple S sneakers & Gucci's Marmont bag were the top products spotted throughout FW19, but their momentum seem to have passed: since then, they have lost visibility on social media.



- **33%** Decrease in visibility of the Triple S Sneakers since FW19 among Edgy influencers

- **21%** Decrease in visibility of the Gucci Marmont since FW19 among Edgy influencers.

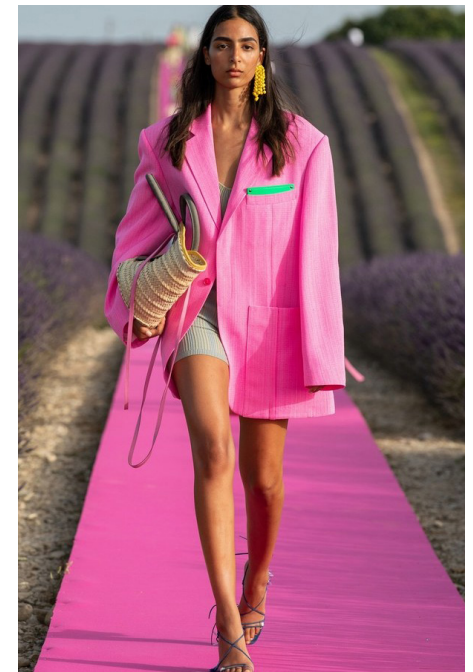


## Jacquemus mentions were very notable

The absentee of PFW was still very present on social media.

While Jacquemus presented his SS20 collection last June, his name was not forgotten during Fashion Month, turning his brand into one of the most mentioned among newer designers. The brand mentions in comments, hashtags and tags highlighted a high brand loyalty from consumers who proudly wear their Jacquemus products.

KEY FACT





# x2

Mentions of Lanvin  
between FW19 and  
SS20

KEY FACT

## Lanvin's visibility is rising on social media

The data speaks for itself in announcing the revival of Lanvin and its SS20 collection largely acclaimed by the fashion industry: Lanvin brand mentions in posts from the Fashion industry more than doubled between FW19 and SS20 Fashion Weeks, driven by many comments about the rainy weather.



## Patou, new affordable luxury for Millenials

Two years after Fenty's launch, LVMH is back at it introducing a new version of the old maison, Patou. Founded in 1910 by Jean Patou, the centennial maison de couture has been revived with a new name and fashion industry favorite: Guillaume Henry. The new Patou has been built and designed for millennials; an affordable luxury positioning which was until now absent among LVMH maisons.





## Top emerging brands

Spring/Summer 2020 was marked by new brands whose names stood out in Fashion Week related posts: Marine Serre, Sies Marjan, Telfar and Richard Quinn made it to the top of the ranking of new fashion brands, just after Jacquemus.

Marine Serre



Telfar



Sies Marjan



Richard Quinn





# TOP COLORS

DETECTED IN STREET STYLE LOOKS  
POSTED AMONG EDGY INFLUENCERS  
ON INSTAGRAM



## COLORS TRENDS

Here are the colors we have detected on Edgy influencers and that have the most potential to be trending next season.

To obtain them, we have not manually scrolled through thousands of images trying to figure out what would be the best color that would sum up the street style looks the best.

Our visual recognition technology is able to recognize the color of each item, no matter the filter, the shadows or the size and to determine what color shade it belongs to or even more precisely, the associated Pantone code.

We can then quantify the palette of a season by calculating the share of every color and can foresee the power they will have in the upcoming seasons.



BEIGE



PURPLE



BRIGHT  
PINK



RUST



# NEXT BIG TRENDS

WHAT WE SPOTTED FOR THE COMING  
MONTHS



# BAG TEXTURES



SNAKE



COW



PEARLS



PADDED



QUILTED



FLEECE



# BAG SHAPES & HANDLES



HALF MOON



CENTERED



ROUND



CIRCLE



BIG CHAINS



KNOTTED

# SHOE SHAPES & TEXTURES



SQUARE TOE



COWBOY



MESH



SNAKE



FLIP FLOP



LACED



COW



MISMATCHED





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Heuritech is a cutting-edge technology company that provides fashion brands with the vision they need to stay ahead of today's dynamic market and trends. Using advanced artificial intelligence (AI) to translate real-world images shared on social media into meaningful insights, Heuritech empowers brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

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#### Contributors

Deborah Hadida, Data Scientist

Marion Tessier, Product Marketing Manager

Julie Pont, Creative Director & Trends Analyst

Viktorija Repsyte, Fashion Content Curator

Célia Poncelin, Head of Marketing & Communications



# TO BE CONTINUED...

READ THE FULL REPORT AND  
DISCOVER THE TOP LOOKS,  
INFLUENCERS, AND PRODUCTS.

Get in touch at [contact@heuritech.com](mailto:contact@heuritech.com)



TOP PRODUCTS  
FROM STREET  
STYLE



TOP LOOKS &  
INFLUENCER  
POSTS