Louis Vuitton Moët Hennessy

LVMH

By Mrisha Sharma

About LVMH

LVMH, or Louis Vuitton Moët Hennessy, is a renowned French multinational luxury goods conglomerate. It is known for its prestigious brands across various sectors including fashion, cosmetics, jewelry, watches, wines, and spirits. Some of its well-known fashion brands include Louis Vuitton, Dior, Givenchy, Fendi, and Celine. LVMH also owns iconic champagne and wine labels such as Moët & Chandon, Dom Pérignon, and Château d'Yquem, as well as Hennessy cognac.

The company is recognized for its commitment to craftsmanship, innovation, and quality in luxury goods. It has a global presence and caters to discerning consumers who appreciate luxury and exclusivity. LVMH's success is attributed to its ability to blend tradition with modernity, offering a wide range of products that appeal to diverse tastes and lifestyles.

In recent years, LVMH has also demonstrated a strong focus on sustainability and environmental responsibility. The company has embarked on initiatives to reduce its environmental footprint, promote ethical sourcing practices, and support conservation efforts.

Overall, LVMH continues to be a leader in the luxury industry, setting trends, and maintaining a reputation for excellence and sophistication.

Image Source - https://elegance-suisse.ch/project/lvmh/

Data Sources

Google Trends

Conducted the search interest of 10 years for LVMH, a comparative Google Trend analysis for data worldwide using the search term "LVMH" for a period of 10 years from 2014 to 2024.

Wikipedia Pageview Analysis

Conducted volume over time search for the number of clicks for "LVMH" for the United States of America for a period of nine years from 2015 - 2024.

Brandwatch

A 10-year analysis from 2014 to 2024 of the volume of posts worldwide for the query dataset "LVMH - Mrisha" using the Boolean:

#LVMH OR #luxury OR #LouisVuitton OR #LVVoyager OR #LVMHPrize OR #LIFE360 OR #VoicesOfImpact OR #ArtisanDeToutesLesVictoires OR #Paris2024 OR #Dior OR #DiorFall24 OR #Bvlgari OR #BvlgariWatches OR #Serpenti #MoëtHennessy OR #TiffanyAndCo OR #Dior OR #Fendi OR #Givenchy OR #MarcJacobs OR #StellaMcCartney OR #Loewe OR #LoroPiana OR #Kenzo OR #Celine OR #Sephora OR #PrincessYachts OR #TAGHeuer

The date range for the LVMH Seoul Fashion Show is set from July 04, 2021, to July 10, 2021.
The collaboration with the People for Wildlife Campaign date range spans from January 28, 2023, to February 03, 2023.
Specifically, the LVMH fashion show in Seoul took place on July 07, 2021, whereas the campaign with People for Wildlife was officially announced on January 31, 2023.

The posts are sorted in terms of days, hours, and content sources, namely Tumblr, Online News, Reddit, YouTube, Facebook Public, X (Twitter) . The language used is English only, and the data is worldwide.

Google Trends

2014 to 2024

- The search term LVMH has seen a consistent increase in last ten years. There was a significant 89.8% increase from 2016 to 2024. The graph is more consistent from 2019 to 2024 with peaks ranging between 60 and 100.
- The highest peak can be seen in April 2023 at 100 followed by a peak in January 2024 at 99.
- The peak in April 2023 can be attributed to the Louis Vuitton Pre-Fall 2023 show on April 29th that took place in Seol featuring celebrities such as renowned celebrities from Hollywood and Korea. Tiffany's new campaign called "This Is Tiffany" featuring Zoë Kravitz, Jimin from BTS, and actress, Gal Gadot was also release during April 2023 which can be another reason for the peak.
- The peak in January 2024 can be due to the Louis Vuitton Men's Show in Paris introducing the latest designs by Pharrell Williams that had various influencers and celebrities in the show.
- Overall people there is heightened interest and attention on LVMH in recent years compared to 2016, reflecting continued success in the luxury market.

# Wikipedia Pageview Analysis

2015 to 2024
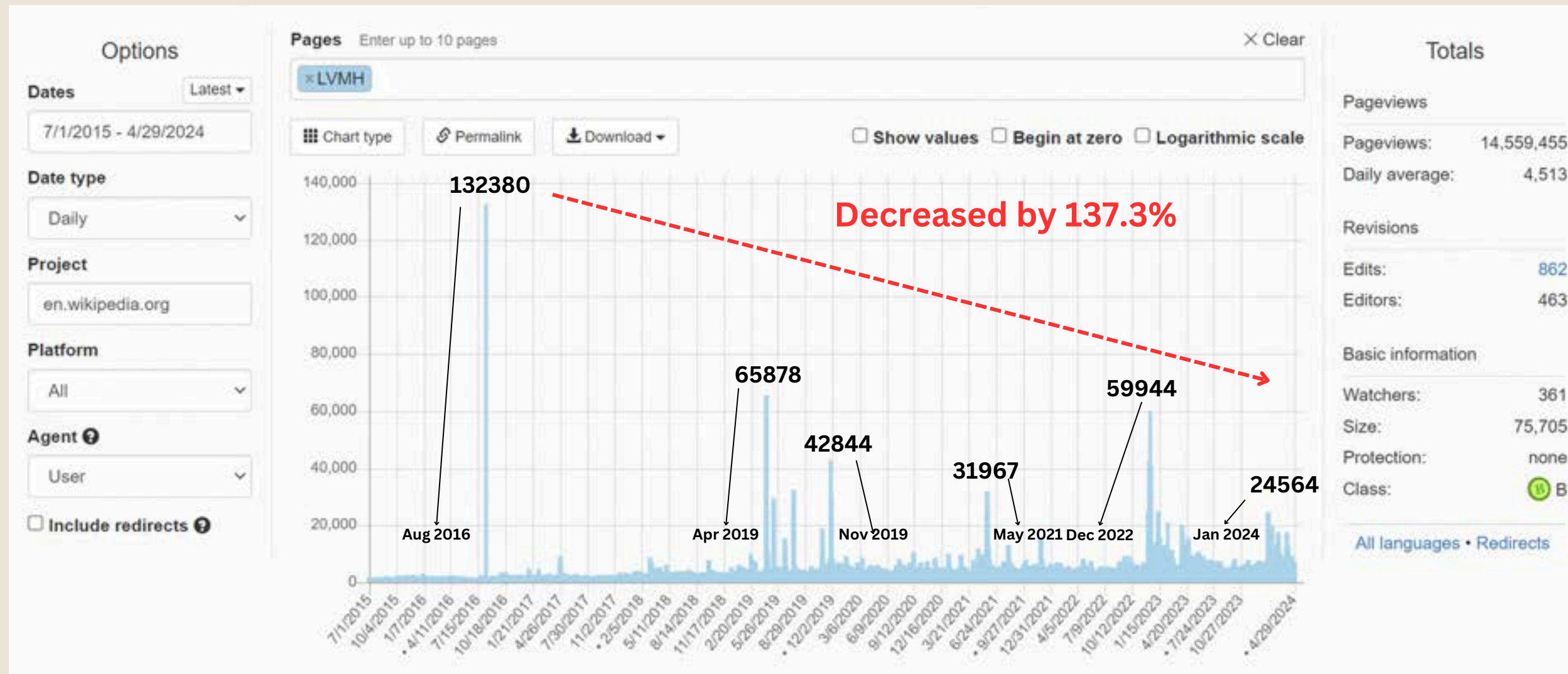
- The volume of pageviews for LVMH is 14559444.
- There is a significant decrease of in the number of 137.3% clicks over last 9 years.This is completely opposite of Google Trends.
- The highest peak for number of clicks is in 2016 at 132380 clicks and the lowest number of clicks is in 2024 at 24564. There is a consistent decline in the number of clicks.

Brandwatch

2014 to 2024
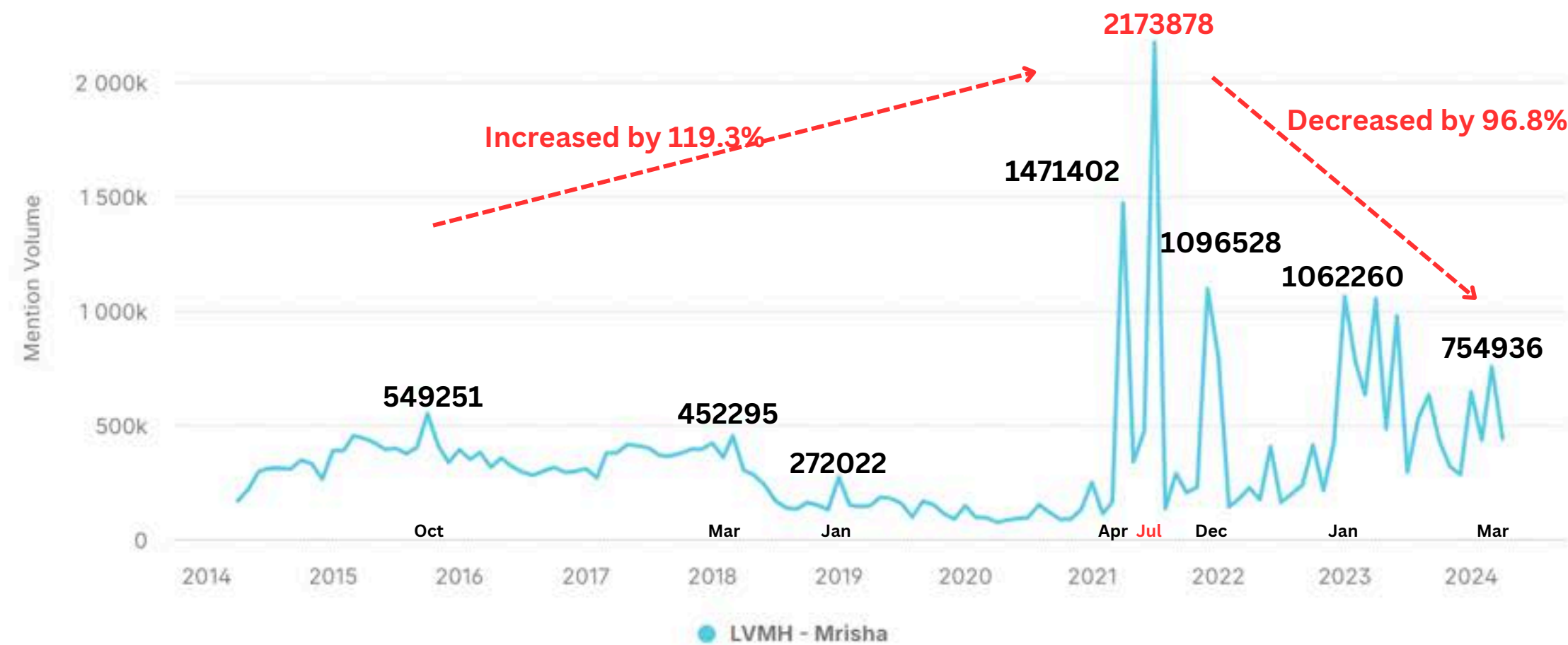
- The highest volume of posts is 2173878 posts in July 2021. The rise in volume of posts is noticeable, attributed to BTS being named brand ambassadors for Louis Vuitton and their runway appearance in the Men's Fall-Winter 2021 Show in Seoul by Virgil Abloh on July 7.
- The volume of posts significantly increase by 119.3% from 2014 to 2021 followed by a significant decline of 96.8% from 2021 to 2024. This does not relate with trends previously seen in Google Trends or Wikipedia Pageview analysis.
- The graph indicates a rise in posts about LVMH starting in 2020, signaling increased interest and awareness of the brand. This change aligns with LVMH's strategy of using global ambassadors like Beyoncé, Blackpink, BTS, and others to connect with consumers and boost brand recognition worldwide.

Benchmark Comparision

2021 v/s 2023

Mention Volume over time by Days in 2021 and 2023
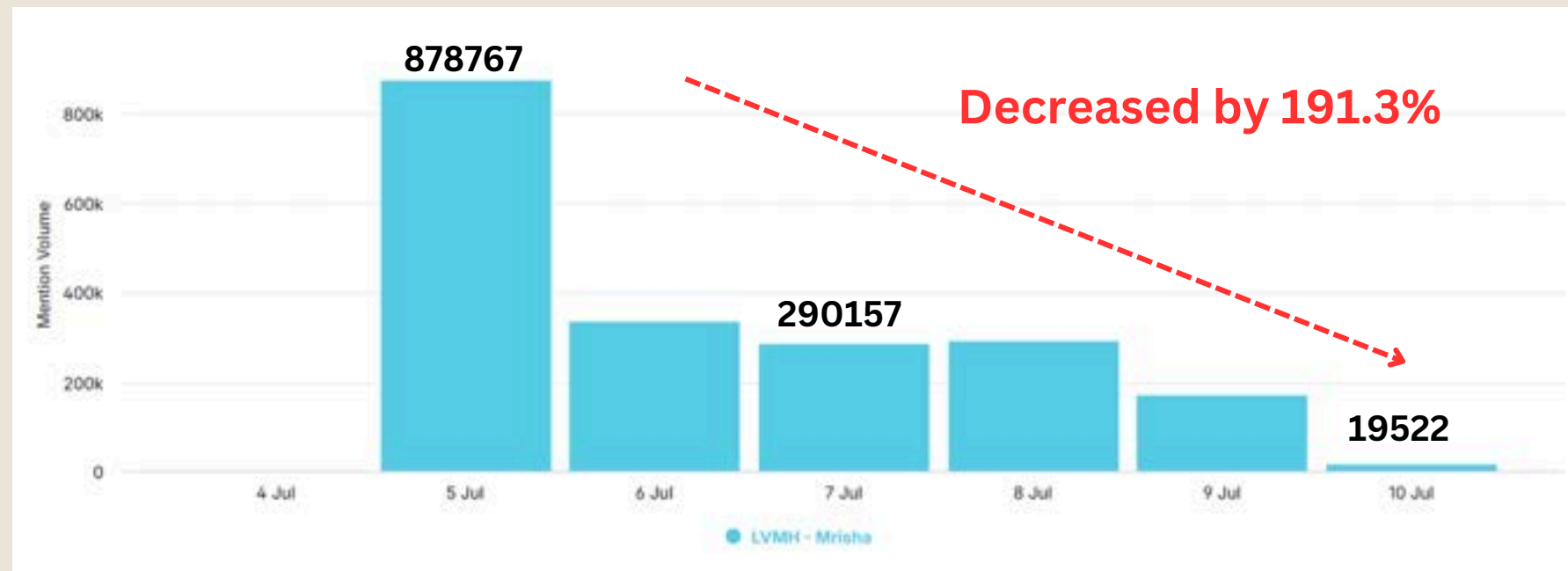
Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021
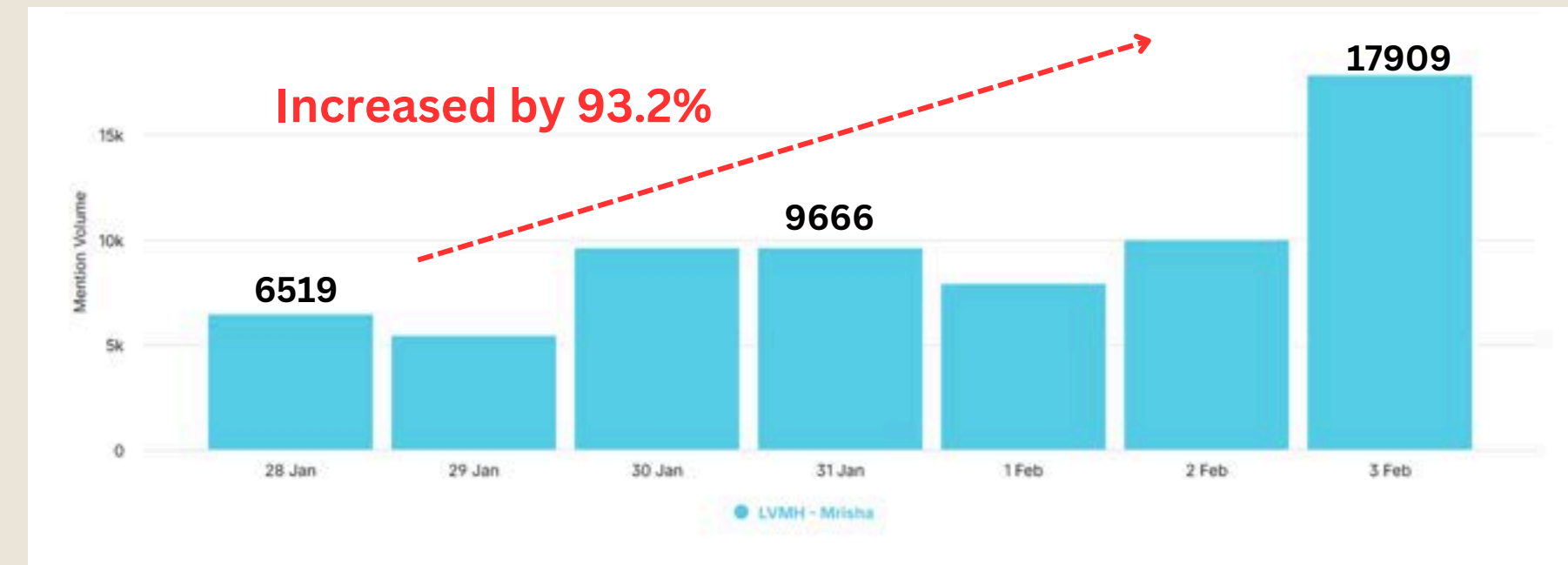
Campaign - Louis Vuitton & People For Wildlife collaborate 2023

- The LV Men's Fall/Winter fashion show was held on July 07,2021. The highest peak in 2021 can be seen on July 5 with 878767 mentions indicating a surge of excitement on Twitter regarding BTS's participation in the upcoming Louis Vuitton show. Fans were expressing their enthusiasm and excitement about the upcoming show.
- The graph for 2021 indicates a sharp decrease of 191.3% in mention volume of posts, suggesting a high level of excitement before the July 7 fashion show and a notable drop in interest afterward.
- The peak in mentions for 2023 occurs on February 3, reaching 17,909 posts, representing a notable increase of 93.2%. This trend is opposite to what was observed in 2021. The discussions at the peak focus primarily on LV's global brand ambassadors, K-pop stars featuring in LVMH brands, and the spotlight on fashion shows. Notably, there is no mention of LV's collaboration with the People for Wildlife campaign.
- Louis Vuitton's collaboration with People for Wildlife was announced on January 31, 2023, garnering 9,666 mentions. The discussion surrounding Louis Vuitton's partnership with the Australian conservation charity was primarily concentrated on the announcement day, with limited buzz both before and after the announcement.
- In 2021, the total mention volume reached approximately 800,000, while in 2023, it was only around 15,000, indicating a significant decrease of 192.6% in posts about LVMH compared to 2021.

Mention Volume over time by Hours in 2021 and 2023
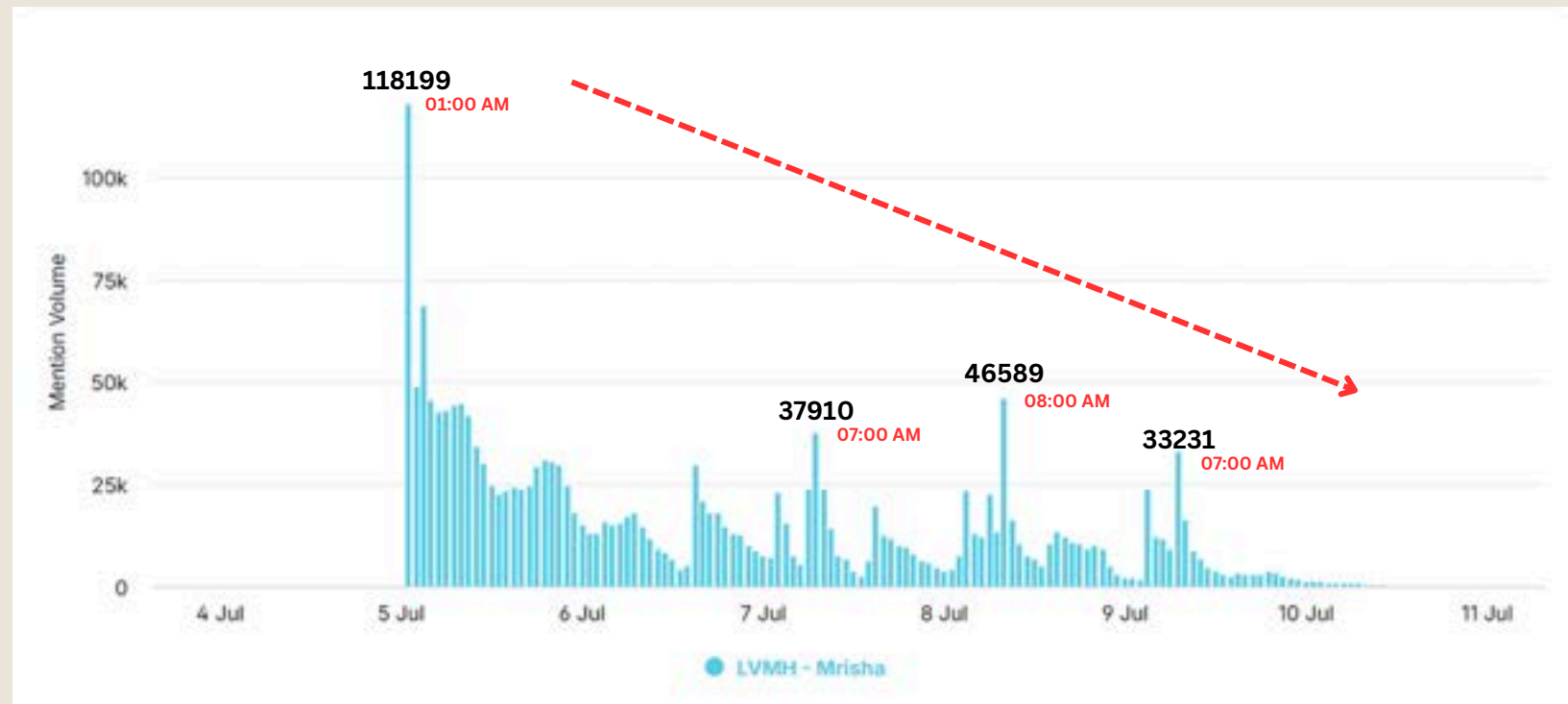
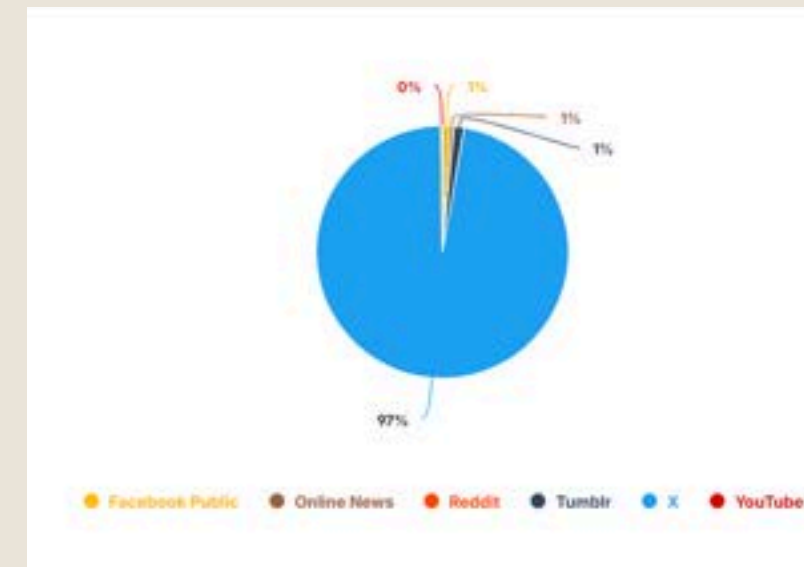Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021
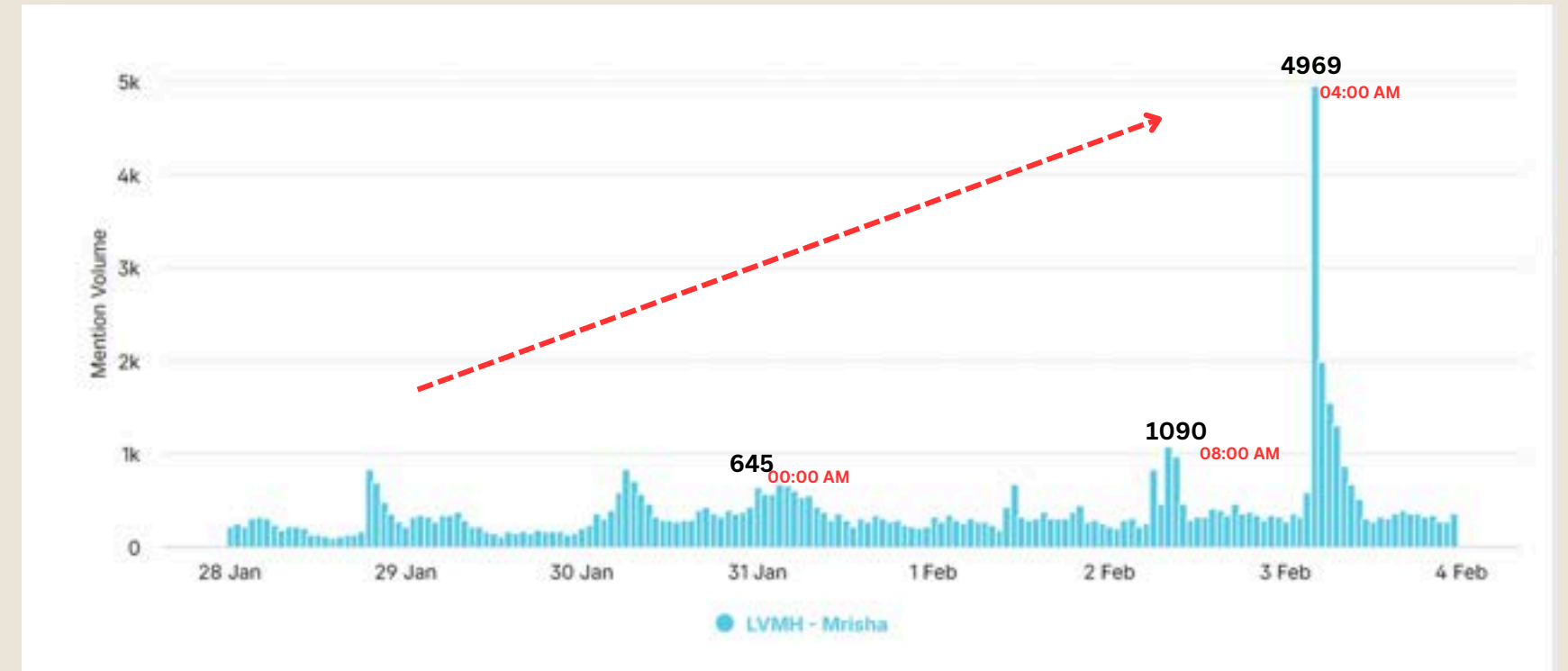
Campaign - Louis Vuitton & People For Wildlife collaborate 2023

- The highest peak in 2021 can be seen on July 5 with 118199 mentions indicating a surge of excitement regarding BTS's participation in the upcoming Louis Vuitton show.
- Other notable peaks in 2021 occurred on July 7 with 37,910 mentions, followed by peaks on July 8 and July 9, highlighting the globally trending topic of BTS members walking for Louis Vuitton fashion show.
- The highest peak in mention volume for 2023 is on February 3, totaling 4,949 posts, primarily featuring discussions about Lisa, the K-pop artist, at Bulgari Hotel Paris for the cover of Madame Figaro sharing an inspiring story.
- A peak of 645 mentions was observed on January 31, 2023 with people discussing the partnership between Louis Vuitton and People For Wildlife.
- In 2021, the total mention volume reached approximately 100,000, while in 2023, it was only around 5,000 mention volume of posts.
- Peaks in both years are evident during the early morning hours, between 12 am and 8 am.

Mention Volume over time by Content Sources

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021
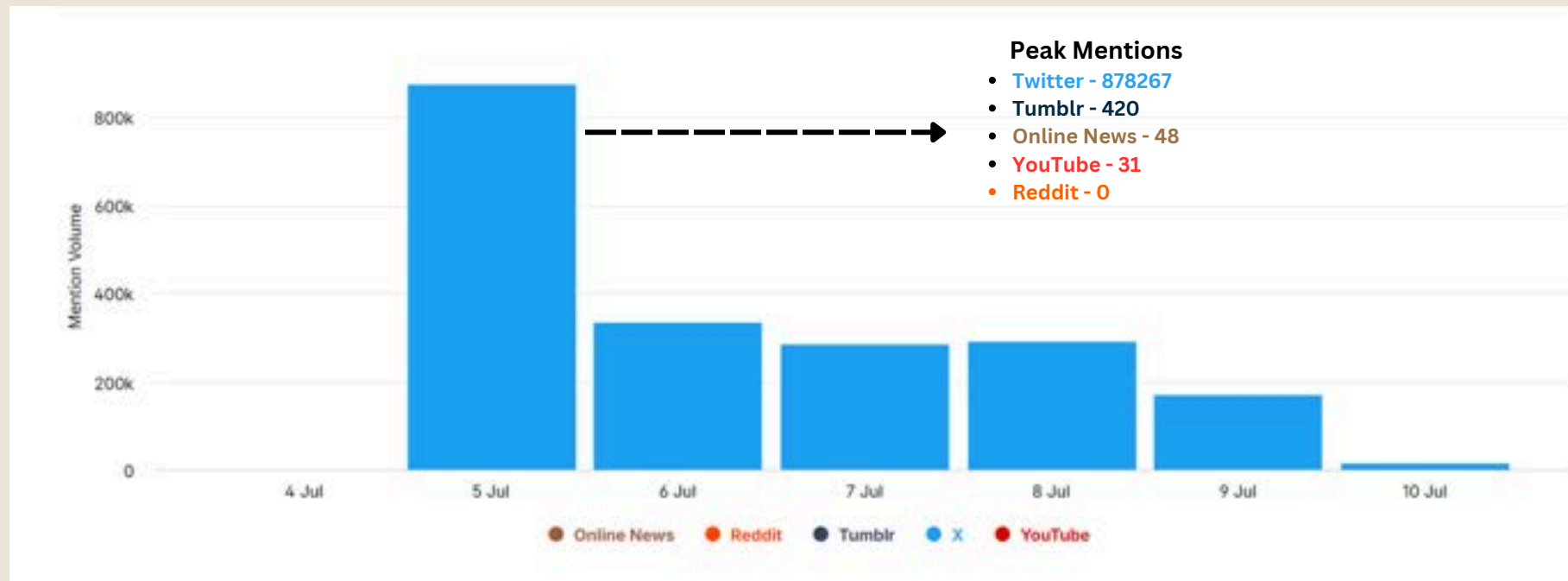
Peak Mentions
- Twitter - 878267
- Tumblr - 420
- Online News - 48
- YouTube - 31
- Reddit - 0
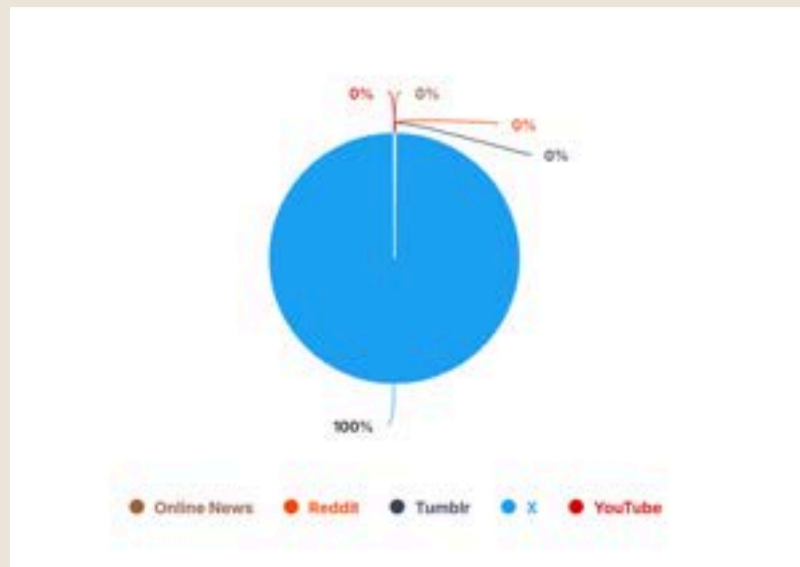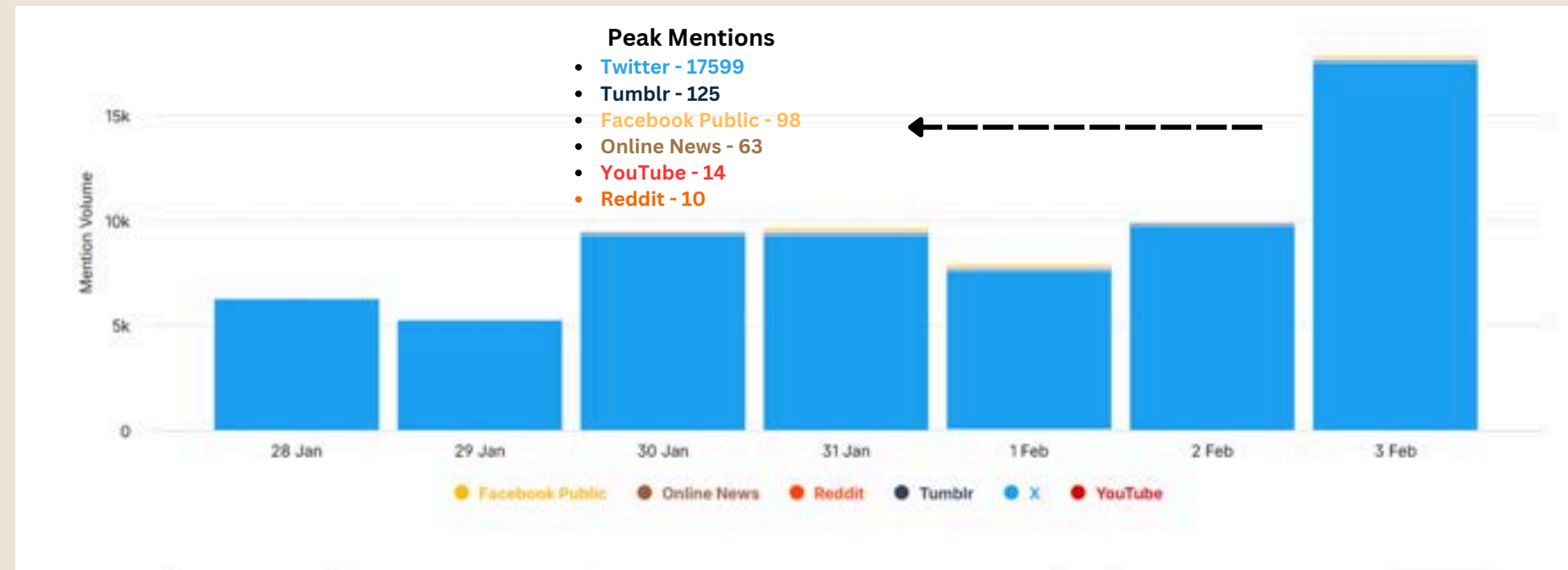
Content Source	Total Mention Volume
X (Twitter)	1 997 863
Tumblr	2541
YouTube	153
Online News	105
Reddit	23

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

Peak Mentions
- Twitter - 17599
- Tumblr - 125
- Facebook Public - 98
- Online News - 63
- YouTube - 14
- Reddit - 10

Content Source	Total Mention Volume
X (Twitter)	65 351
Tumblr	861
Facebook Public	644
Online News	323
YouTube	106
Reddit	50

- Twitter saw a decline in posts in total mention volume from 2021 to 2023, with a difference of 1932512 posts or negative 193.9%.
- In 2021, Tumblr and YouTube were notably more popular as platforms for posting compared to 2023.
- In 2023, Online News and Reddit experienced a rise in total mention volume compared to 2021.
- Facebook Public was absent as a content source in 2021 but gained popularity in 2023, ranking third in total mention volume.
- Twitter remained the primary content source in both years, representing 100% in 2021 and 97% in 2023, with Tumblr following in second place.

Emotion Analysis

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

97% expressed JOY

Emotion	Volume
Surprise	637
Sadness	6671
Joy	704 041
Fear	6 128
Disgust	10 033
Anger	2590
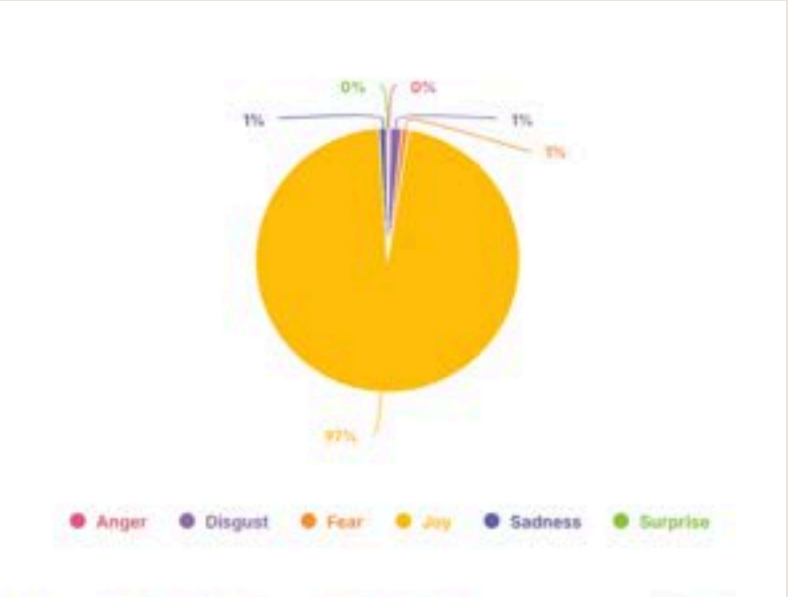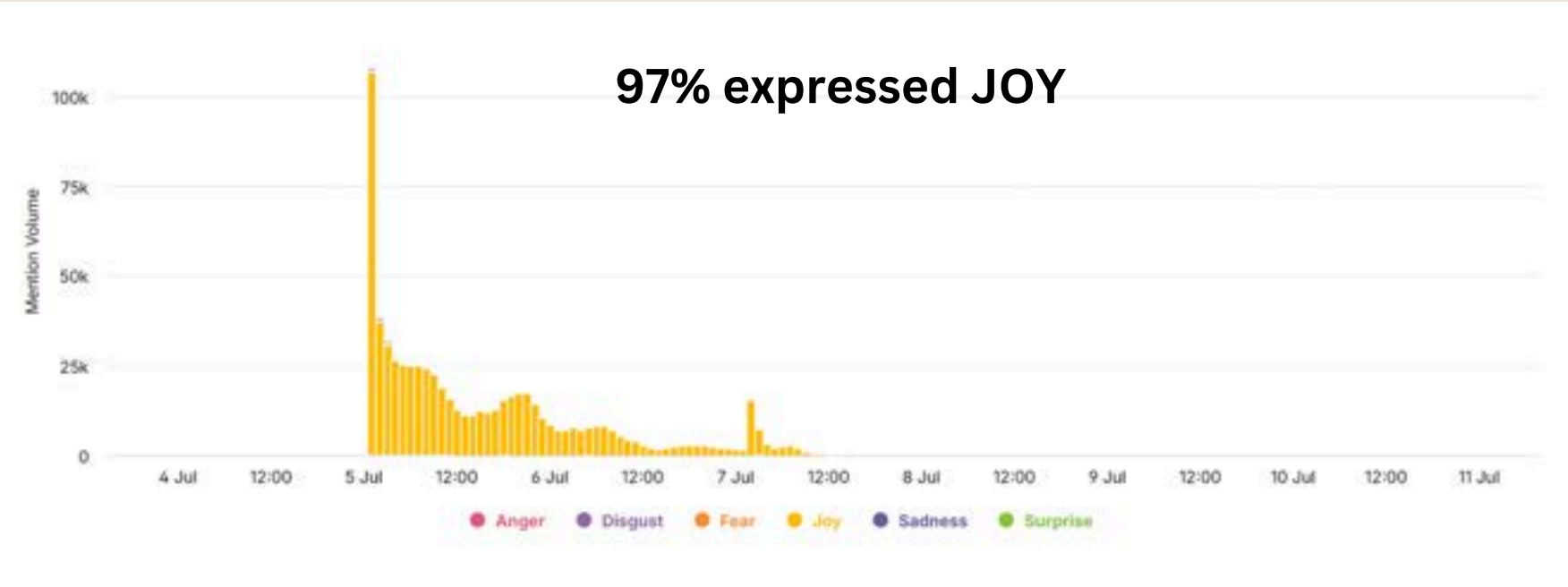
64% of posts did not express any emotion which equals to 1270565 posts.

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

95% expressed JOY

Emotion	Volume
Surprise	77
Sadness	322
Joy	30718
Fear	372
Disgust	645
Anger	339
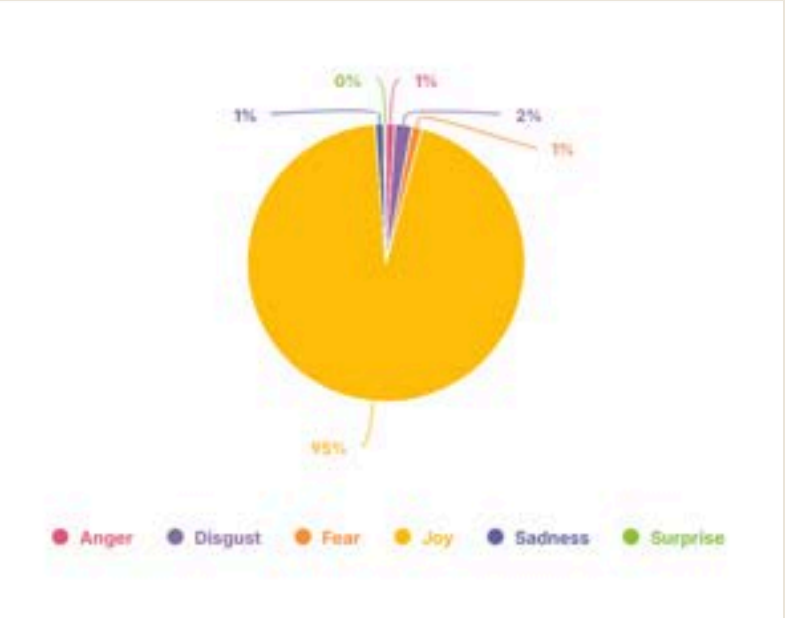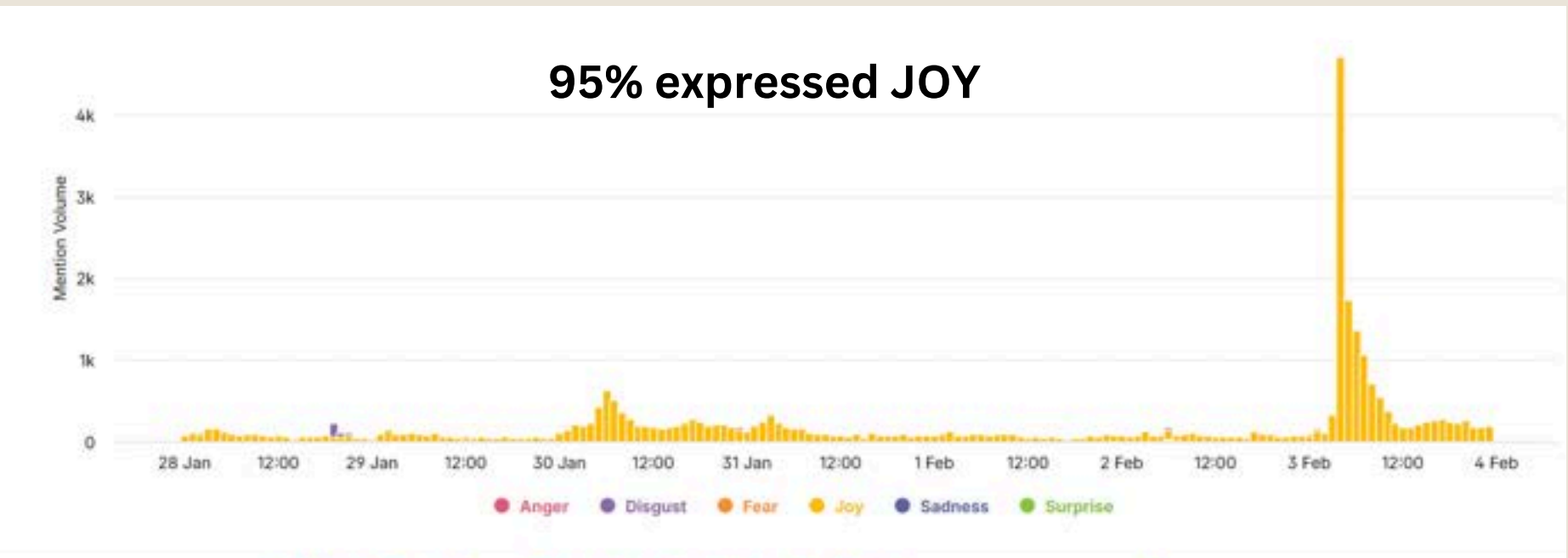
52% of posts did not express any emotion which equals to 34905 posts.

Joy is the prevailing emotion in both years, with 704,041 mentions in 2021 and 30,718 in 2023. Followed by the emotion Disgust, with 10,033 mentions in 2021 and 645 in 2023.

Sentiment Analysis

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Positive	654 005
Neutral	1 340 764
Negative	3 518

- Sentiment is majorly neutral at 67%.
- Overall, people seem to have a positive sentiment.

Campaign - Louis Vuitton & People For Wildlife collaborate 2023
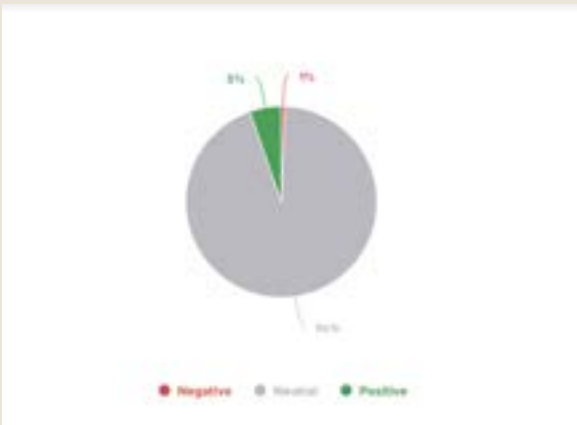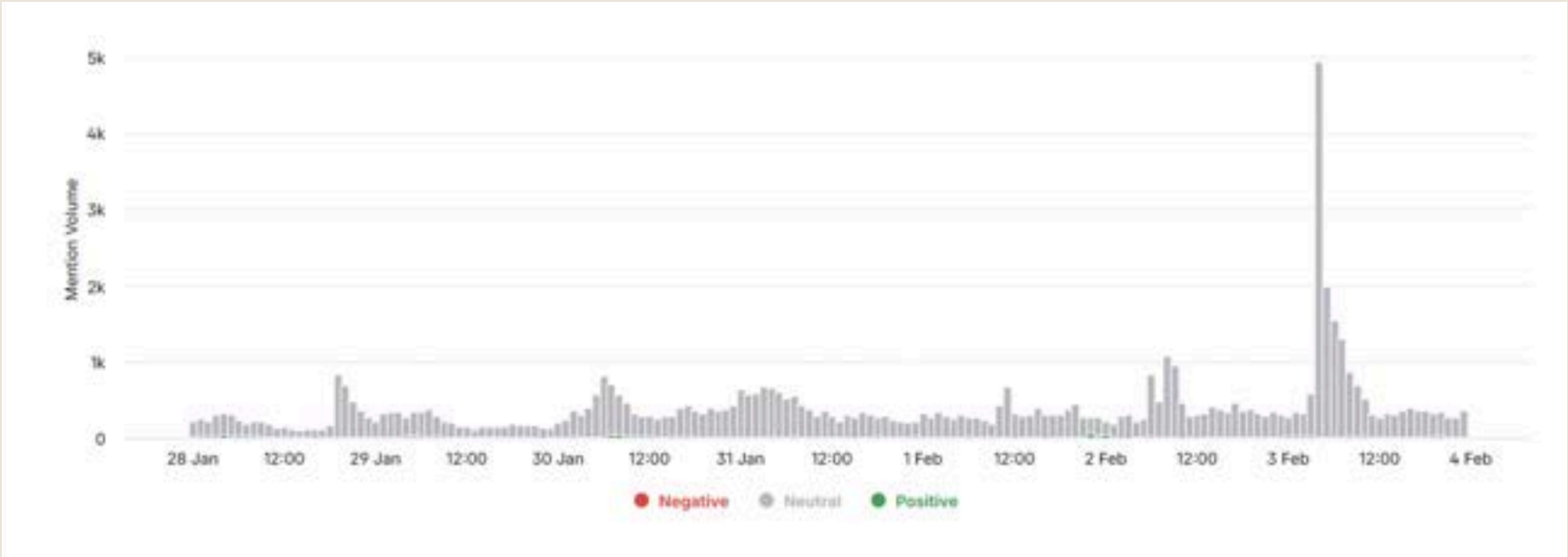
Positive	3 598
Neutral	63 174
Negative	398

- Sentiment is majorly neutral at 94%.
- Overall, people seem to have a positive sentiment.

Volume by Country - Top 10

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Country	No. of Posts	Mentions (%)
South Korea	57456	13%
Indonesia	59741	14%
United States of America	48655	11%
Mexico	31900	7%
Philippines	24959	6%
India	22435	5%
Japan	17150	4%
Brazil	15959	4%
Thailand	14855	3%
Peru	13930	3%
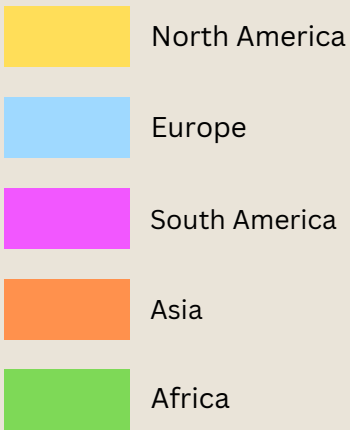
Campaign - Louis Vuitton & People For Wildlife collaborate 2023

Country	No. of Posts	Mentions (%)
United States of America	5517	26%
Thailand	2541	12%
Japan	2473	12%
United Kingdom	1061	5%
India	982	5%
South Korea	904	4%
Indonesia	810	4%
Philippines	699	3%
Brazil	393	2%
Mexico	354	2%

Legend:
- North America
- Europe
- South America
- Asia
- Africa

- Asia remains the dominant continent in both 2021 and 2023, boasting the highest number of mentions in both years. North America holds the second position in terms of mention volume.
- In 2021, South Korea and Indonesia had the highest percentage of mentions at 13% and 14%, respectively. However, they are replaced by the US and Thailand in 2023, with 26% and 12% mentions, respectively.
- Peru makes in the top 10 list in 2019 but is no longer included in the list in 2023. On the other hand, the United Kingdom is present in 2023 but not in 2021. The remaining countries are included in both 2019 and 2023 but with varying percentages.
- The total number of posts in 2021 is 307040 and for 2023 is 15734. The number of posts significantly declined by 180.5% in 2023 as compared to 2021.

Word Cloud

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

1830056
1279834
1268953
1978637
1819931
1182963

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

18825
18272
21126
8455
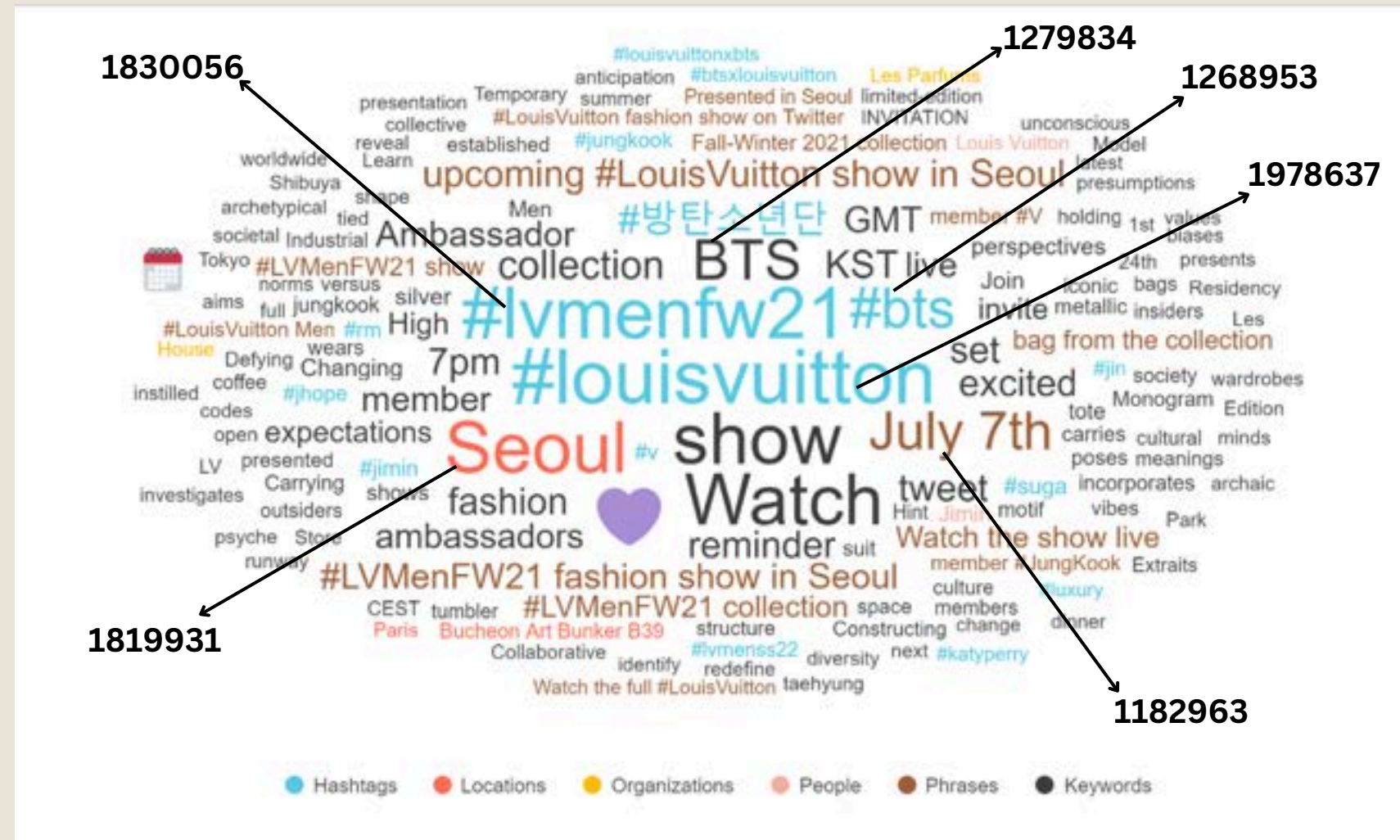
- In 2021, #louisvuitton had the most mentions, totaling 1,978,637. In 2023, the keyword "Ambassador" had the highest number of mentions, reaching 21,126.
- In 2021, Seoul was a prominent location, while in 2023, Paris emerged as the location with higher mentions.
- The primary discussion in 2021 revolved around the Louis Vuitton Men's Fall-Winter 2021 show on July 7, 2021 with a particular focus on BTS members as Louis Vuitton ambassadors and their standout moments at the Seol fashion show.
- In 2023, discussions around #louisvuitton mainly revolve around the LV collaboration with People for Wildlife. However, this campaign does not receive significant attention and has a low mention volume, indicating it is not the primary focus of the year.
- The main focus of conversation in 2023 revolves around global ambassadors, including Lisa's glamorous appearance in Paris, Jimin's influence at Paris Men's Fashion Week, Dior Brand Ambassador Jisoo, and K-Pop ambassadors at Paris Fashion Week.
- Words like Show, Louis Vuitton , Fashion, Ambassador, Paris are common in both the years.

Topic Cluster by Queries

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021
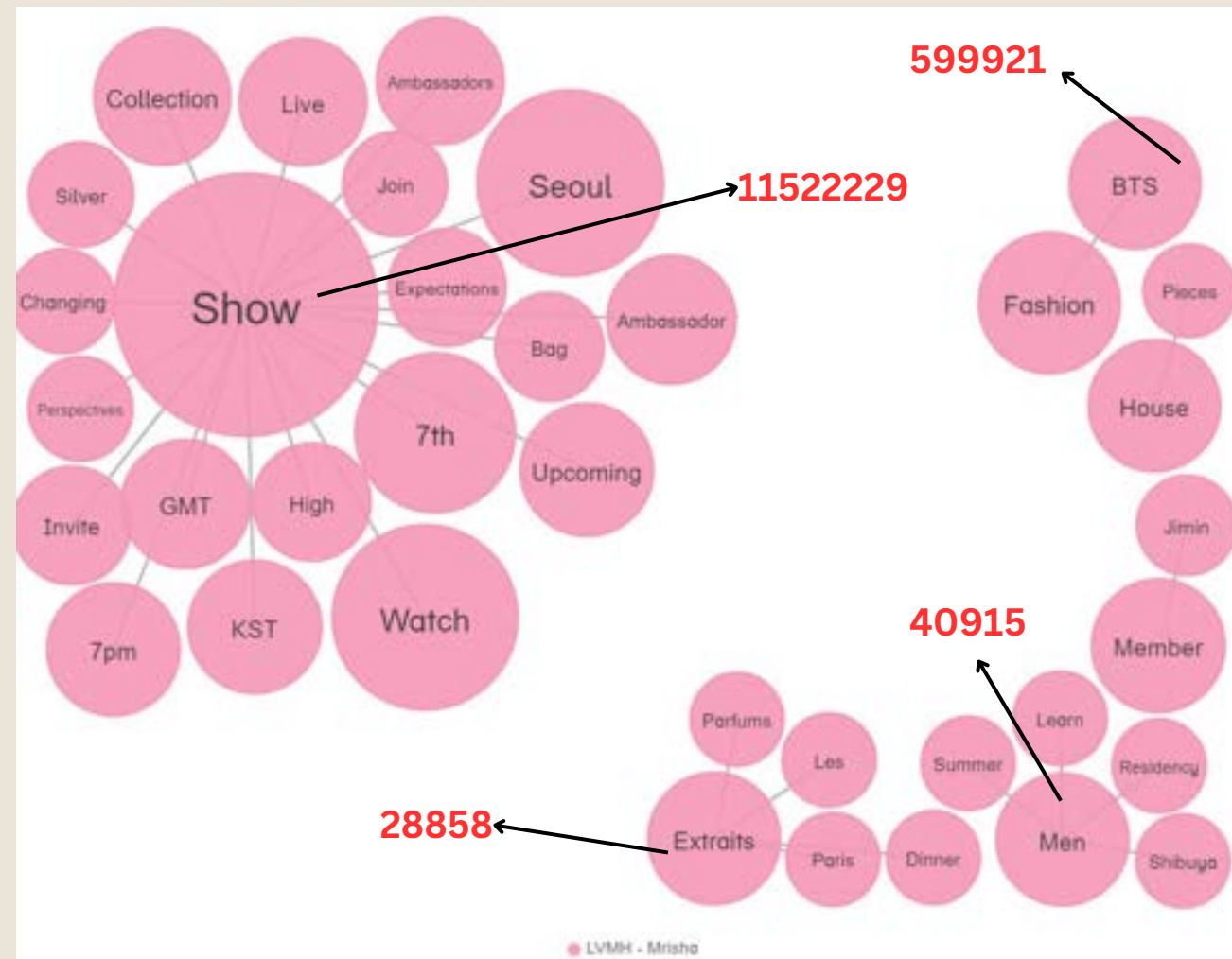
Campaign - Louis Vuitton & People For Wildlife collaborate 2023
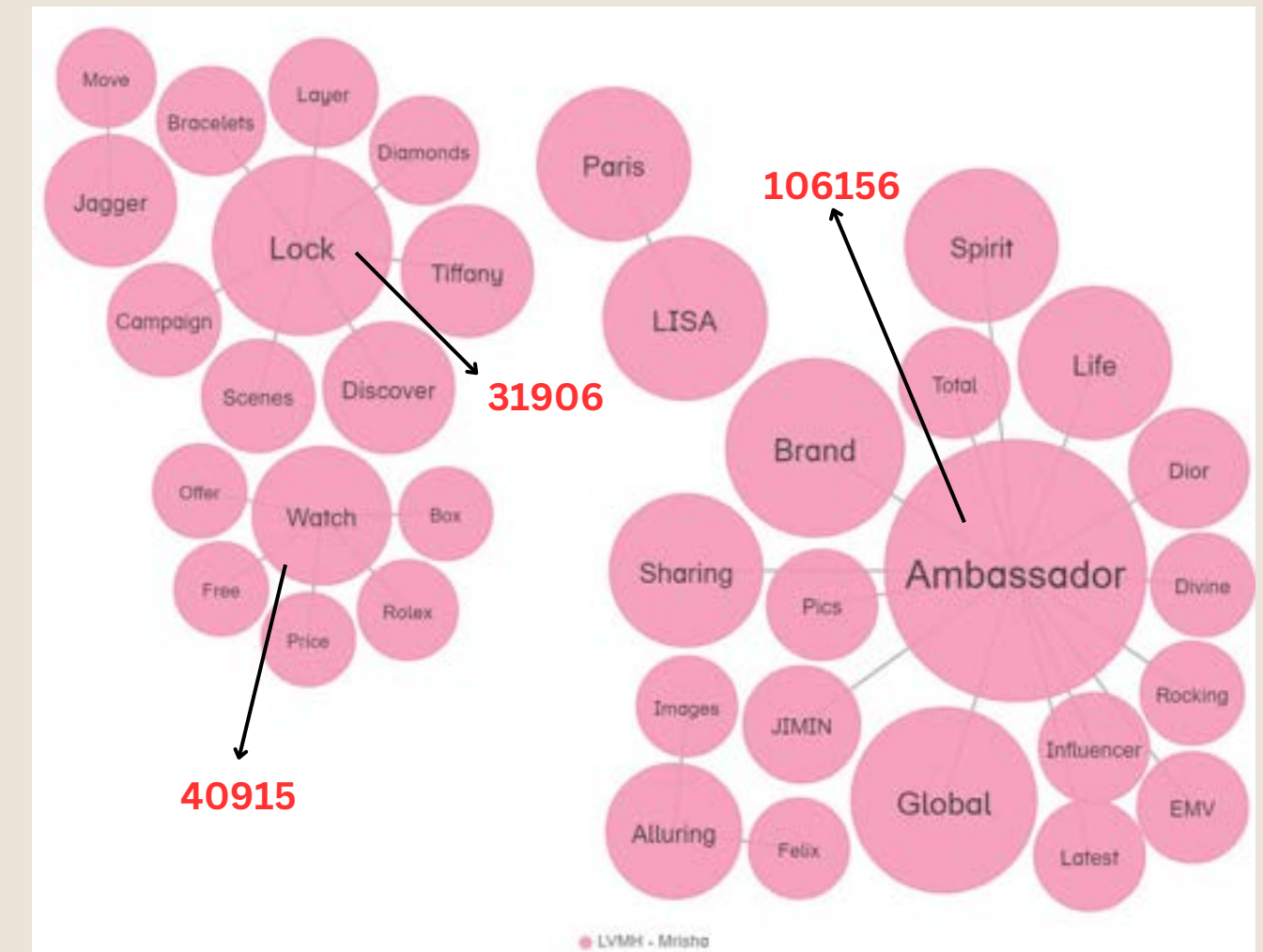
- In 2021, the primary topic cluster is "Show" with 11,522,229 mentions, which is absent in 2023. Other dominant clusters include "BTS" and "Men." These clusters revolve around the fashion show in Seoul featuring BTS and the excitement surrounding the event. Keywords associated with the "Show" cluster include "Watch," "7th," "Seoul," "Upcoming," and "Ambassador."
- The "Extraits" cluster in 2021 relates to Katy Perry's performance at Les Parfums ,Louis Vuitton dinner in Paris, which celebrated the launch of the Les Extraits Collection by Jacques Cavallier Belletrud and Frank Gehry.
- The dominant topic cluster in 2023 is "Ambassador," garnering 106,156 mentions. Luxury fashion brands like Dior, Bulgari, and Celine utilize celebrity ambassadors such as Jimin, Jisoo, and Lisa to promote their brands.
- The "Lock" topic cluster highlights the Tiffany Lock campaign featuring ROSÉ, a K-pop superstar from the girl group BLACKPINK.
- Another cluster is "Watch," which indicates the sale of Vintage Rolex watch boxes and documents on eBay, showcasing the popularity and interest in classic luxury timepieces. This differs from 2021, where "Watch" was associated with the "Show" cluster, indicating watching the fashion show.
- In summary, the most mentioned topic clusters in 2021 differ from those in 2023. While there is discussion about the BTS show in 2021, there are no topics related to the LV collaboration with People for Wildlife in 2023.

Topic Wheel

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

- The main topic buckets are associated with LVMH in 2021 include the "LVMenFW21 Fashion Show in Seoul," highlighting BTS members walking for the show. The "Bag from the Collection" bucket refers to RM and Jimin, BTS members, showcasing silver bags as Louis Vuitton ambassadors during a fashion show in Seoul. Another topic bucket mentions "GMT +9, Watch on Wednesday," indicating Louis Vuitton's invitation for viewers to watch a live showcase of the LVMenFW21 collection on Twitter.

- The primary topic clusters for 2023 include "StarsInBulgari Serpenti," which features LISA (a K-pop star) at the Bulgari Hotel Paris for the cover of Madame Figaro. The "Dior" topic bucket refers to Jimin's two posts for Dior, generating $17 million in EMV, which accounts for 54% of the brand's total EMV during Paris Men's Fashion Week. The global ambassador was the top-performing influencer during the fashion week. Essentially, 2023 had main and sub-buckets mostly related to fashion shows. There are no topic buckets related to the LV collaboration with People for Wildlife in 2023.

Top Shared URL

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Top Shared URLs	LVMH - Mrisha	Jul 04, 2021 - Jul 10, 2021	▼ Volume
https://fr.louisvuitton.com/fra-fr/magazi...			722259
https://eu.louisvuitton.com/eng-e1/mag...			363095
https://twitter.com/bts_bighit/status/141...			33115
https://on.louisvuitton.com/6019yn8dT			25009
https://on.louisvuitton.com/6017ynkFz			21710
https://fr.louisvuitton.com/fra-fr/magazi...			16608
https://eu.louisvuitton.com/eng-e1/mag...			10001
https://on.louisvuitton.com/6015yVfRH			8885
https://on.louisvuitton.com/6013ynk2N			8645
https://on.louisvuitton.com/6019yVmll			8249

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

Top Shared URLs	LVMH - Mrisha	Jan 28, 2023 - Feb 03, 2023	▼ Volume
https://www.tiffany.com/jewelry/shop/ti...			3911
https://www.tiffany.com/jewelry/shop/ti...			3118
https://www.facebook.com/phantheanh...			2391
https://eu.louisvuitton.com/eng-e1/mag...			2043
https://www.bulgari.com/en-us/gifts/va...			1170
https://www.facebook.com/phantheanh...			1152
https://www.instagram.com/p/CoKZs2q...			518
https://www.youtube.com/watch?v=F4...			472
https://eu.louisvuitton.com/eng-e1/stori...			346
https://twitter.com/i/web/status/161579...			320

- In 2021, the most shared URL is from Louis Vuitton Magazine discussing the Men's Fall/Winter fashion show in Seoul, with 722,259 mentions.
- The top shared URL in 2023 is about the Tiffany Lock jewelry collection available on Tiffany's website, with 3,911 mentions.
- The highest volume of shared links in 2021 reached 722,259, while in 2023, it was 3,911, indicating a significant decline of 197.8% compared to 2021.
- In 2021, the top 10 shared URLs mainly originate from Louis Vuitton's website, representing various countries such as the France LV website. Only one URL is a Twitter thread discussing BTS's invitation to the Seoul show.
- In 2023, the top shared URLs come from a variety of platforms including Facebook, Twitter, Instagram, and brand websites such as Tiffany, Bulgari, and Louis Vuitton's official websites.
- Overall, the top shared URLs did not include media coverage; instead, brand websites and social media URLs were prevalent.

X (Twitter)Themes Top Stories

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Top Stories	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
fr.louisvuitton.com/fra-fr/magazine/articles/men-fall-winter-2021-show-seoul...	66	722189	722256	745340415
eu.louisvuitton.com/eng-e1/magazine/articles/men-fall-winter-2021-show-se...	346	362747	363095	113701178
twitter.com/bts_bighit/status/1411958040257974275	4	33110	33115	8635593
on.louisvuitton.com/6019yn8dT	0	25009	25009	15896510
on.louisvuitton.com/6017ynkFz	0	21710	21710	18290568
fr.louisvuitton.com/fra-fr/magazine/articles/men-spring-summer-2022-show...	0	16608	16608	6420978
eu.louisvuitton.com/eng-e1/magazine/articles/mens-temporary-residency-to...	0	10001	10001	2671611
on.louisvuitton.com/6015yVfRH	0	8885	8885	3524112
on.louisvuitton.com/6013ynk2N	0	8645	8645	5225596
on.louisvuitton.com/6019yVmlI	4	8245	8249	6811933

X Themes | LVMH - Mrisha | Jul 04, 2021 - Jul 10, 2021

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

Top Stories	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
tiffany.com/jewelry/shop/tiffany-lock/?omcid=sm-us_social-owned_lock+refr...	1	3910	3911	8213535
tiffany.com/jewelry/shop/tiffany-lock/?omcid=sm-us_social-owned_lock+refr...	1	3117	3118	7703178
facebook.com/phantheanhhihi/posts/531254172440178	2	2389	2391	1671654
eu.louisvuitton.com/eng-e1/magazine/articles/men-fall-winter-2023-paris?ut...	0	2043	2043	934020
bulgari.com/en-us/gifts/valentines-day?utm_source=Twitter&utm_medium=s...	3	1167	1170	2792498
facebook.com/phantheanhhihi/posts/531245639107698	1	1151	1152	1054845
instagram.com/p/CoKZs2qy2yH/?igshid=YWJhMjlhZTc=	6	512	518	2376039
youtube.com/watch?v=F48kxpHZMOw&feature=youtu.be	17	455	472	381932
eu.louisvuitton.com/eng-e1/stories/spirit-high-jewelry?utm_source=twitter&ut...	5	341	346	49009399
twitter.com/i/web/status/1615799547648696320	0	320	320	60373

X Themes | LVMH - Mrisha | Jan 28, 2023 - Feb 03, 2023

- In 2021, the major themes that gained popularity included the heightened anticipation for Louis Vuitton's Collection, the unveiling of Louis Vuitton's Shibuya Men's Store in Tokyo by Virgil Abloh, and Louis Vuitton's partnership with BTS ambassadors for a live show of #LVMenFW21 from Seoul. The themes also included discussions about how the Men's Fall-Winter 2021 collection by Louis Vuitton aims to delve into societal unconscious biases through the perspective of fashion and style.
- In 2023, major themes included TiffanyAndCo's #ROSÉ Tiffany Lock campaign, Lisa from Blackpink in Celine in Paris, global ambassadors collaborating with LVMH, and Jimin's collaboration with Dior, generating significant buzz in fashion circles and among fans.
- In 2021, The Louis Vuitton French website recorded the highest impressions totaling 745,340,415, and also had the highest number of reposts at 722,189.
- In 2023, the Louis Vuitton European website garnered the highest impressions, totaling 49,009,399, with a focus on Louis Vuitton's High Jewelry Collection by Francesca Amfitheatrof. Tiffany's website had the most reposts for the Tiffany Lock Campaign, totaling 3,910 reposts.

Top Hashtags

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
#louisvuitton	34439	1944110	1978549	1402023425
#lvmenfw21	19035	1810973	1830009	1246627351
#bts	9706	1259181	1268889	856428082
#방탄소년단	2697	633333	636031	256731609
#suga	246	130923	131170	106503819
#jimin	896	100090	100988	71762986
#v	289	91971	92261	60799226
#rm	208	76455	76664	88587992
#jungkook	341	67717	68060	55051046
#jhope	263	66605	66869	76064478

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
#serpenti	31	13126	13157	14558372
#starsinbulgari	2	11886	11888	11713960
#bulgari's	1	11886	11887	11713949
#luxury	8367	2527	10894	51106732
#tiffanyandco	238	8352	8590	27962990
#louisvuitton	1538	6904	8442	115643704
#tiffanylock	18	7458	7476	18318973
#rosé	20	7238	7258	16302860
#dior	1732	5217	6949	9305116
#jimin	303	4999	5302	4064586

- The top hashtag for 2021 is #louisvuitton, and for 2023, it is #serpenti.
- Both years share only two common hashtags, which are #louisvuitton and #jimjim.
- Interestingly, the highest number of impressions for both 2021 and 2023 is for #louisvuitton. In 2021, it has the highest number of impressions at 1,402,023,425, and in 2023, the highest number of impressions is at 115,643,704.
- The highest number of reposts for 2021 is at 1,944,110 for #louisvuitton.
- For 2023, the highest number of reposts is at 13,126 for #serpenti.

Most Mentioned X Posters (Tweeters)

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Most Mentioned X Posters		POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
@bts_bighit		8160	1146250	1154412	836991314
@virgilabloh		3256	931754	935012	770724525
@viriglabloh		35	220630	220665	172883296
@virgilabloh's		130	71344	71475	86472127
@bts_twt		6730	17496	24227	27173857
@louisvuitton		13270	7184	20455	15181075
@mirandakerr		11	5244	5256	14368148
@_nuna_v		4	4096	4100	1637624
@taehyungpic		0	3706	3706	2392871
@rollingstone		6	3628	3634	1085214

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

Most Mentioned X Posters		POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
@madamefigaro		12	11903	11915	11719044
@blackpink		16	2440	2456	1707906
@stray_kids		6	2000	2006	2297721
@kenzo		20	1954	1974	3439654
@beautyplmania		2	1926	1928	2237713
@kpop_herald		0	1926	1926	1804499
@dior		243	1598	1841	1333872
@peatwasu		3	1647	1650	534395
@poshmarkapp		1503	71	1574	841425
@bulgariofficial		57	1140	1197	511493

Legend:
- Celebrity Fashion Designer
- Celebrity
- Brand Other
- Media
- Brand LVMH

In 2021, the highest number of reposts are from the BTS Kpop band's account called as @bts_bighit with 1146250 reposts.
In 2023, the maxiuum reposts are from @madamefigaro, a French magazine with 11903 reposts.
The highest number of posts in 2021 is from @louisvuitton account at 13270posts.
The highest number of posts in 2023 is from @poshmarkapp at 1503 posts.

Analysis of Most Mentioned X Posters (Tweeters)

Coding Category	2021	2023	Trend Difference
Brand LVMH	1	3	+2
Brand Other	0	1	+1
Celebrity	5	3	-2
Celebrity Fashsion Designer	3	0	-3
Media	1	3	+2

Legend:
- Celebrity Fashion Designer
- Celebrity
- Brand Other
- Media
- Brand LVMH

- The most significant trend difference is seen in the Celebrity Fashion Designer category, showing a -3 difference. This is attributed to the fact that in 2021, Virgil Abloh, a renowned celebrity fashion designer, organized a "spin-off show" in South Korea, showcasing the brand ambassadors. Despite Virgil Abloh's Fall 2021 menswear collection for Louis Vuitton debuting in Paris in January, the brand hosted a "spin-off show" in Seoul later in the year, presenting 34 new looks and featuring famous K-pop ambassadors known as BTS. Notably, there were no posts related to celebrity fashion designers in 2023.
- The highest positive trend difference of +2 is noted in the Brand LVMH and Media category , indicating that LVMH and Media were more actively posting content in 2023 compared to 2021.
- In the Celebrity category, which predominantly included BTS band members and other K-Pop artists, there was a greater frequency of posts in 2021 compared to 2023. This can be attributed to their role as brand ambassadors for LVMH's show in 2021, where they actively promoted the brand by participating in the runway.
- In the Other Brand category there is +1 difference. Poshmark App, which specializes in selling both used and new fashion items, home goods, and electronics, made it onto the list in 2023.
- The majority of the X Posters in both 2021 and 2023 are either from LVMH brand handles or celebrities affiliated with LVMH as partners or collaborators.

Reposted X Content (Re-tweets Summary) for 2021 vs 2023 Top 25

Coding Category	2021	2023	Trend Difference
Brand LVMH	21	9	-12
IP	1	5	+4
Celebrity	3	2	-1
Media	0	2	+2
Influencer	0	3	+3
Organization	0	4	+4

Legend:
- Celebrity
- Media
- Brand LVMH
- Organization
- IP
- Influencer

- The highest trend difference of -12 was observed in the "Brand LVMH" category, highlighting the significant activity of LVMH brands like Louis Vuitton in 2021, particularly in promoting events related to the brand.
- In contrast, the "IP" category showed a +4 difference, indicating that numerous fan-based accounts of K-pop artists were sharing posts about LVMH events more frequently in 2023 compared to 2021.
- Categories such as "Media," "Influencer," and "Organization" were inactive in terms of reposting content in 2021 but showed activity in 2023.
- The "Celebrities" category did not exhibit a notable trend difference between the two years.
- The most reposted content originated from the official accounts of brands affiliated with LVMH in both years.

Demographics

Gender Split

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021
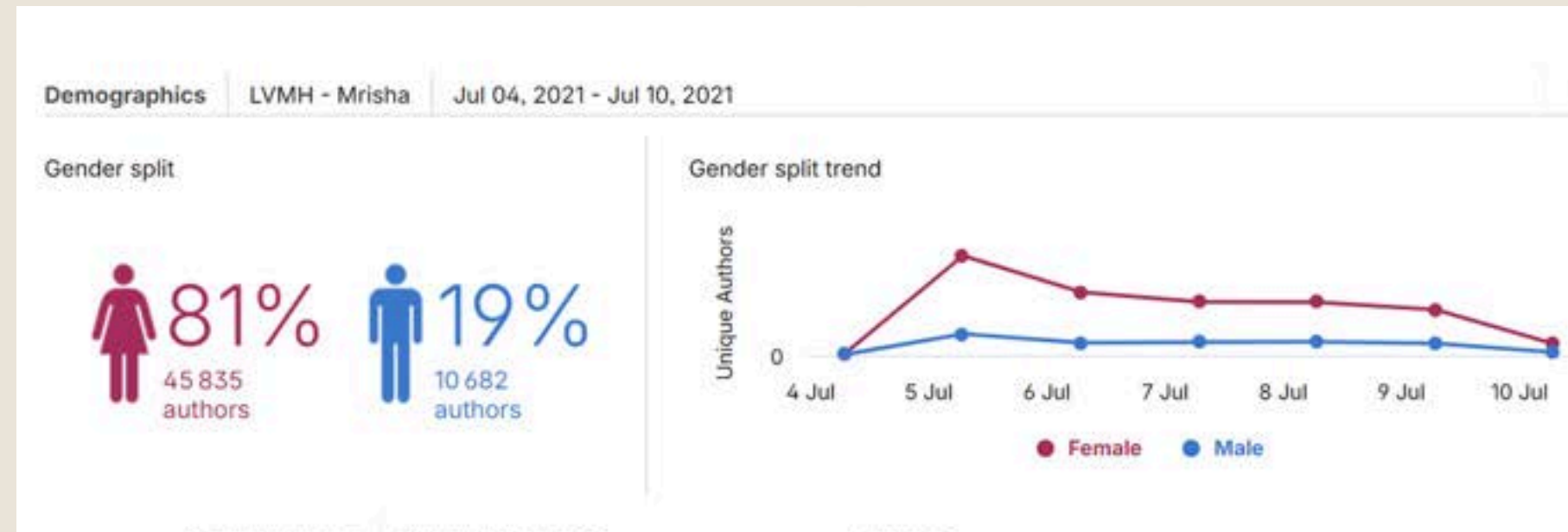
Campaign - Louis Vuitton & People For Wildlife collaborate 2023
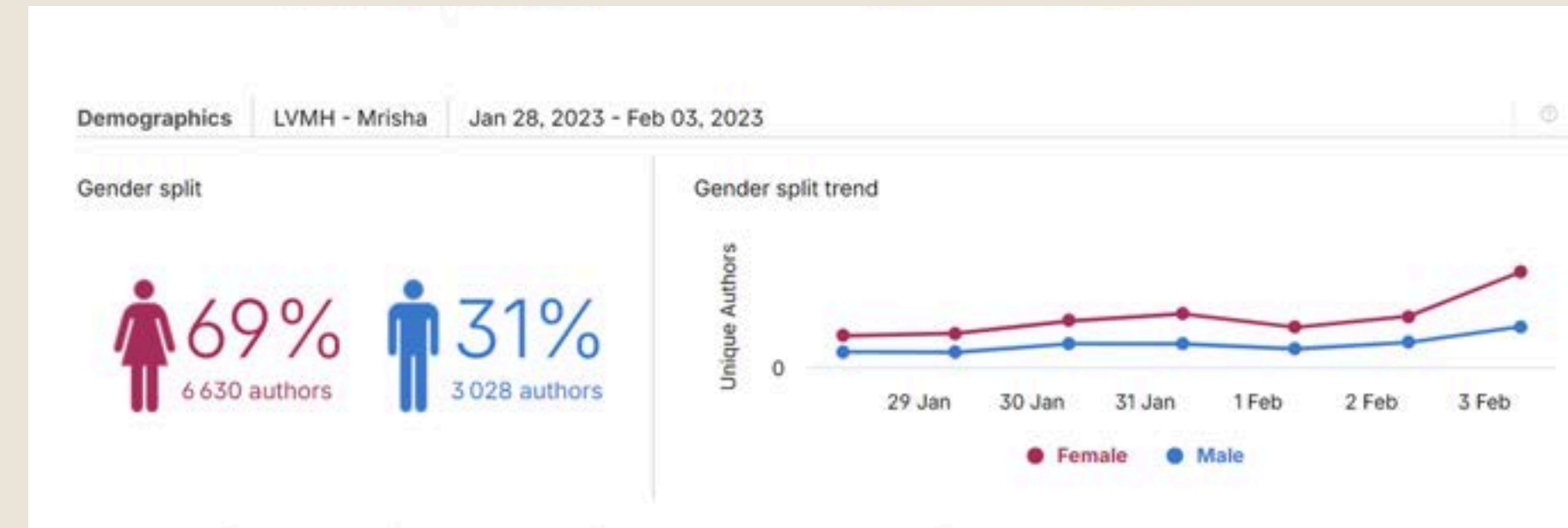
- Female authors dominate the percentage of unique authors in both years.
- In 2021, there were a total of 56,517 authors, while in 2023, this number decreased significantly to 9,658, marking a decrease of 141.6%.
- The percentage of female authors decreased from 81% in 2021 to 69% in 2023, representing a significant decrease of 149.4% in female authors from 2021 to 2023.
- Conversely, the percentage of male authors increased from 19% in 2021 to 31% in 2023, showing a significant increase of 111.6% in male authors over the same period.

Note: The total number of posts with identifiable genders does not match the total number of posts in our data query

Top Interests

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

TOP INTERESTS	UNIQUE AUTHORS		TRENDS
Music	5 679	31%	
Family & Parenting	1903	10%	
Fine arts	1384	8%	
Books	1366	7%	

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

TOP INTERESTS	UNIQUE AUTHORS		TRENDS
Music	1143	15%	
Business	1052	13%	
Family & Parenting	596	8%	
Fine arts	581	7%	
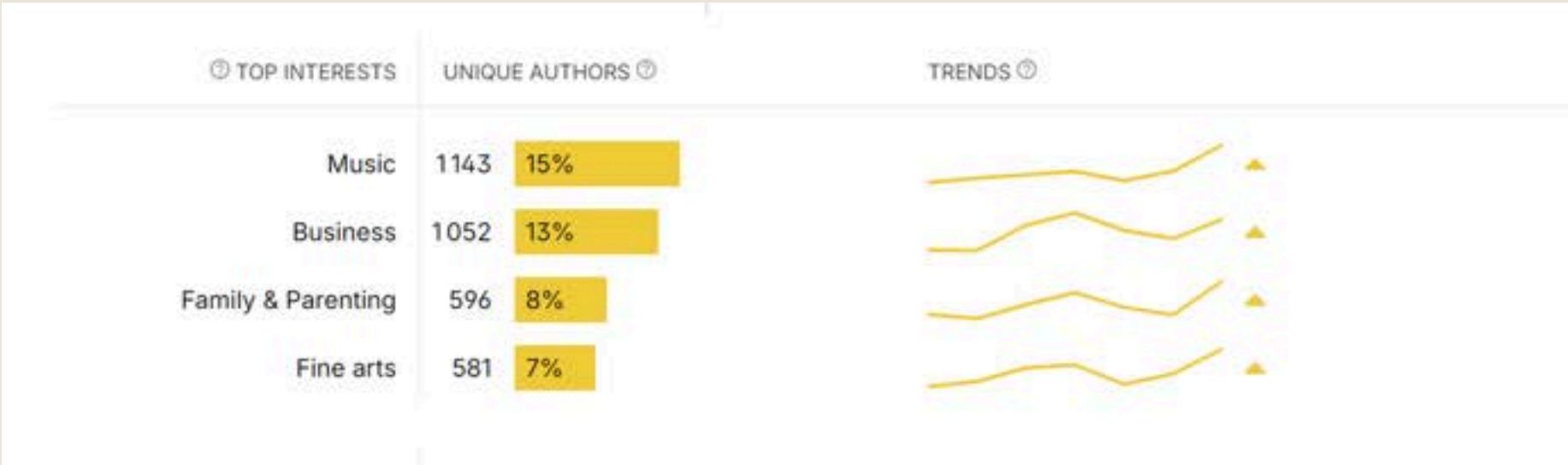
- In both 2021 and 2023, Music remains the top interest, accounting for 31% in 2021 and 15% in 2023.
- Family and Parenting ranks second in 2021 at 10%, but it drops to third place in 2023 with 8%.
- Fine arts holds the third spot in 2021 with 8%, but it moves to last place in 2023 with 7%.
- Books were of interest in 2021 but not in 2023, whereas Business became a subject of interest in 2023 but was absent in 2021.
- Music, Family and Parenting, and Fine Arts are common areas of interest in both years, all experiencing a decline in interest in 2023 compared to 2021.
- In 2021, there were a total of 10,332 unique authors, while in 2023, this number decreased to 3,372, reflecting a decline of 101.5% in unique authors from 2021 to 2023.

Top Professions

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Campaign - Louis Vuitton & People For Wildlife collaborate 2023

- In both 2021 and 2023, Artist remained the dominant profession, accounting for 38% in 2021 and 36% in 2023.
- Student ranked second in 2021 at 23% but fell to last place at 6% in 2023.
- Executive took the second spot in 2023 at 23%, having been in third place at 10% in 2021.
- Health Practitioner ranked last in 2021 at 8% and did not appear on the list in 2023.
- Teacher and Lecturer were in third place at 6% in 2023 but were absent from the list in 2021.
- The total number of unique authors was 1,962 in 2021 and 811 in 2023, marking an 83% decrease in unique authors from 2021 to 2023.

Google News

Fashion

Fashion Show - Louis Vuitton men's Fall/Winter show in Seoul 2021

Legend:

- International Fashion News
- International News
- National
- LVMH
- Other

Left column articles:
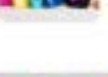
Jul 4, 2021 – Jul 10, 2021 · Sorted by relevance · Advanced Search · Clear

LVMH
Inauguration of the Jean Arnault Campus in Roubaix, in partnership with EDHEC Business School and L'Institut des ...
LVMH ... With a focus on innovation, this public interest educational initiative brings together at a unique site students, entrepreneurs and adults seeking to...
Jul 8, 2021

Fashionnetwork USA
LVMH appoints Vanessa Moungar as head of diversity and inclusion
News nominations : The French luxury group has named the Franco-Chadian executive, a long-established advocate of social justice worldwide and a specialist...
Jul 7, 2021

WWD
LVMH Backs French Business School Campus for Entrepreneurs
Bernard Arnault, chairman and chief executive officer of LVMH, inaugurated the space, named after his father, Jean Arnault, alongside Macron and Roux de ...

GuruFocus
LVMH Moet Hennessy Louis Vuitton SE Stock Gives Every Indication Of Being Significantly Overvalued
The stock of LVMH Moet Hennessy Louis Vuitton SE (OTCPK:LVMHF, 30-year Financials) appears to be significantly overvalued, according to GuruFocus Value...
Jul 6, 2021

Bloomberg.com
NFL's Saquon Barkley Joins LVMH-Backed Firm in X2 Energy Drink Funding
NFL star Saquon Barkley is investing in X2 Performance, an energy drink brand looking to expand into U.S. grocery stores.
Jul 7, 2021

Green Queen
LVMH's New Sustainable Research Centre Will Take Plastic Out of Luxury Fashion
LVMH's New Sustainable Research Centre Will Take Plastic Out of Luxury Fashion ... LVMH, the luxury fashion group behind Louis Vuitton and Christian Dior, wants...
Jul 6, 2021

TFR
LVMH to open research centre focusing on sustainability
Luxury fashion conglomerate LVMH Moët Hennessy Louis Vuitton plans to build a new research centre in Saclay, France.
Jul 6, 2021

Glossy
'LV fatigue': Was Louis Vuitton's livestream on China's Kuaishou a turning point for luxury?
On June 24, the livestream of Louis Vuitton's spring 2022 menswear show, dubbed "Amen Break," raked 131 million views across different social platforms in...
Jul 6, 2021

LUXUO
LVMH Reopens The Historic La Samaritaine Shopping Destination in Paris
Costing an estimated US$884 million, La Samaritaine's restoration has been one of the most anticipated openings for Paris this year. Earlier this week, French ...
Jul 9, 2021

Luxury Daily
Luxury Daily
French luxury conglomerate LVMH Moët Hennessy Louis Vuitton has collaborated with EDHEC business school and vocational training institute L'Institut des...
Jul 9, 2021

Right column articles:

South China Morning Post
4 edgy streetwear designers who scored top creative gigs at LVMH
Virgil Abloh's journey from founding Off-White to Louis Vuitton isn't the only example of a streetwear designer being fast tracked to the top of a...
Jul 8, 2021

MarketScreener
LVMH Moët Hennessy Louis Vuitton : Moet Hennessy to add 'sparkling wine' label to champagne for Russia
The French champagne maker Moet Hennessy said on Sunday it would begin adding the designation sparkling wine to the back of bottles destined for Russia to...
Jul 4, 2021

Vogue
Kenneth Ize on His Maison Karl Lagerfeld Collab: "Sometimes It Feels Like He's Beside Me and I'm Telling Him a Story"
Karl Lagerfeld and Kenneth Ize never met. Lagerfeld died in February of 2019, days before Ize was named a semifinalist for that year's LVMH Prize, on whose ...

Moodie Davitt Report
Fresh makes elegant debut with Hainan Tourism Duty Free Shopping Complex
LVMH-owned Fresh takes first steps into Hainan's booming offshore duty free market with Hainan Tourism Investment Duty Free Key stories from China and...
Jul 9, 2021

Harper's Bazaar Arabia
Cynthia Merhej On Being The First-Ever Arab Woman To Be Shortlisted For The LVMH Prize
Cynthia Merhej On Being The First-Ever Arab Woman To Be Shortlisted For The LVMH Prize ... At the end of summer 2020, Lebanese Creative Director and founder of...
Jul 4, 2021

Cosmetics Business
A snappy collab: Benefit teams up with Crocs on 'Benefit-ized' shoes
The LVMH-owned cosmetics brand is offering customers a chance to win a $300 Benefit X Crocs package.

LVMH
Dior Photography and Visual Arts Award for Young Talents presents its 4th edition 2021
Since 2018, this competition has aimed to build a dialogue between major international Art and Photography Schools, in order to put in the limelight...
Jul 5, 2021

AFR
La Samaritaine in Paris gets a second life
After being declared hazardous to public safety, the famous department store is back, its art nouveau ironwork and glass ceilings lovingly restored.
Jul 7, 2021

WWD
Café Lapérouse Opens First Location on Place de la Concorde in Paris
Café Lapérouse, the restaurant concept backed by LVMH scion Antoine Arnault, has opened its first location in Paris and plans to go global.
Jul 9, 2021

LVMH
Chronomaster Original Zenith presents the 21st century re-edition of the most iconic El Primero
While Zenith has paid tribute to many of its emblematic historical references, a steel re-edition as part of the permanent Zenith collection has long been...
Jul 8, 2021

Campaign - Louis Vuitton & People For Wildlife collaborate
2023

Google News Analysis Summary

Coding Category	2021	2023	Trend Difference
National	0	3	+3
International Fashion News	8	3	-5
International News	6	6	0
LVMH	4	4	0
Other	2	4	+2

Legend:
- International Fashion News
- International News
- National
- Local
- LVMH
- Other

- According to Google News data, International Fashion News platforms were the primary sources covering LVMH extensively 2021. While International News platforms covering a wide range of topics were more dominant in 2023.
- The most significant negative trend difference, at -5, was observed in International Fashion News portals. Conversely, there was a positive trend difference of +3 for National news and +2 for Other News.
- There was no trend difference observed for International news and the LVMH website portal, as the difference was zero. This indicates that both sources covered LVMH news equally in both years.
- In summary, LVMH garnered greater coverage from International media outlets, indicating its global presence and recognition.

Summary

Overall Summary

- The big-picture analysis shows that there has been a general increase in interest in LVMH over the past few years. The search volume has increased as people become more aware of the brand globally because of the involvement of international collaborations and shows.
- The benchmark comparison reveals significant social media buzz surrounding LVMH's fashion shows. In contrast, there is relatively less conversation about the brand's campaigns related to the collaboration with People for Wildlife aimed at saving wildlife. Louis Vuitton is working towards becoming the premier regenerative luxury brand by teaming up with People For Wildlife since 2023. Their joint effort, spanning five years, aims to revive biodiversity in a 400,000-hectare reserve in northeast Australia. This initiative aligns with LVMH's goal of rehabilitating five million hectares of habitat by 2030 and supports the UN Biodiversity Conference Agreement to protect 30% of the planet's land by the same year.
- The hype surrounding LVMH's fashion shows peaks during and just before the event but quickly diminishes afterward.
- Twitter has consistently been the leading platform driving conversations about the brand, with Tumblr following closely behind.
- In terms of emotion, there's a consistent sense of joy among people discussing LVMH in both 2021 and 2023, indicating a positive sentiment of overall brand image on social media.
- Asia emerges as the most popular region, surpassing North America and Europe, largely due to the involvement of international celebrities like BTS. This underscores the brand's global presence and the need to continue engaging with a worldwide audience.
- Popular keywords associated with LVMH include Louis Vuitton, global, luxury, and fashion shows. Females lead the conversations about the brand as compared to the male audience.
- The top interest areas are Music, Family, and Parenting. In 2021 and 2023, Artists remain the predominant profession associated with LVMH.
- The majority of LVMH coverage is on international news platforms, alongside their own social media handles and websites. This suggests a strong presence in earned media and effective promotion of their products and events across their owned media channels.
- The analysis indicates a significant disparity in popularity between LVMH fashion shows and events compared to campaigns focused on ESG practices. There was minimal discussion about the campaigns, highlighting the need for LVMH to increase visibility through more collaborations.
- It's clear that people associate luxury brands more with high-end shows than with environmental friendliness. As LVMH aims to become the first regenerative luxury brand, it should leverage social media platforms to garner as much attention for its campaigns as it does for its fashion shows.

Thank You

Citation

1. https://eu.louisvuitton.com/eng-e1/magazine/articles/people-for-wildlife?utm_source=twitter&utm_medium=social&utm_campaign=PUBL_CORPORATE_TW_WW_ENG_AW_20230130_20230203_CORP_LV
2. https://www.voguebusiness.com/companies/forget-hollywood-new-global-luxury-brand-ambassadors-bts-blackpink
3. https://wwd.com/sustainability/business/louis-vuitton-partners-with-people-for-wildlife-conservation-1235504386/
4. https://www.buzzfeed.com/emlyntravis/bts-modeled-for-louis-vuittons-seoul-fashion-show-and-5
5. https://www.nytimes.com/2019/11/25/business/lvmh-tiffany-deal.html
6. https://www.forbes.com/sites/hughmcintyre/2021/04/23/bts-have-teamed-up-with-louis-vuitton-as-global-ambassadors/?sh=2bec139f45ea