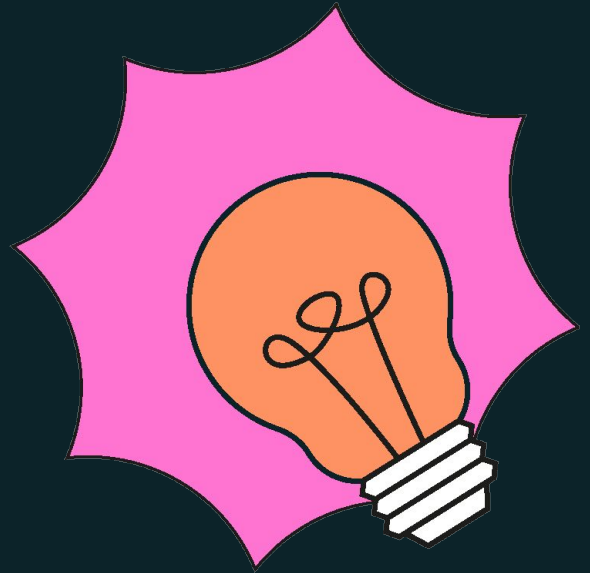


TOP 100

FASHION BRANDS MENTIONED ON **INSTAGRAM** IN 2024





Introduction

Fast-fashion giants Zara, Shein, and H&M dominated Instagram in 2024, generating huge volumes of content that delivered off-the-chart EMV, Kolsquare's Instagram Fashion Rankings reveal.

Nowhere was this more evident than in the UK, the eldorado of affiliate links, unboxings and hauls that stands out for its aggressive high-volume influencer strategies that flood Instagram with content.

This highly competitive, mature market saw more brands activating higher volumes of KOLs than in any other market. Here, the top three ranked brands – Asos, Zara and H&M – activated in excess of 6,000 KOLs over the year, delivering seven-digit EMV (in \$) results – more than double the EMV achieved by the top ranked brands in Italy and Germany.

But Kolsquare's Fashion Rankings also reveal some significant outliers, such as sportswear brand OACE in Germany, which took out the #1 spot with an EMV of €40.2M despite activating just a quarter of the KOLs – 885 compared to 3,485 – activated by second-ranked H&M (EMV €26.1M).

These impressive results demonstrate how the strategic selection of KOLs who genuinely love the brand pays off: OACE influencers in Germany created a total 21,145 contents, just shy of the 21,521 contents produced by H&M influencers.

A similar story unfolded in France, where Gymshark took out the #6 place by activating just 866 KOLs, compared to Zara's (#2) 5,459, yet still secured an impressive €31.2M in EMV versus Zara's €53.3M.

Looking at individual categories, French brand Christian Dior Couture emerged as the only luxury brand to make the Top Ten in France (#10) and Spain (#6), and as the highest ranking luxury brand in Germany (#23). In Italy, the brand ranked #9, behind local heavyweights Dolce & Gabbana (#4), Gucci (#5) and Emporio Armani (#8).

Meanwhile, Calzedonia dominated the Lingerie category, holding its #1 spot in Europe with an impressive €50.3M EVM. The brand consistently ranks in the Top 5 in the category across most countries, rising to #1 in Spain and France, while dropping to #2 in Italy.

Calzedonia's strong performance reflects the brand's savvy influence strategy of maximising events to reach international and cross-platform audiences, combined with the careful selection of KOLs.

"With Kolsquare, we now know precisely who to activate if we want to target a collection at women of a certain age, who have an interest in a particular sport, for example. We can now also identify if profile X performs better for swimwear or legwear light tights, in which case we can direct her content accordingly," a Calzedonia spokesperson tells Kolsquare.

(To read more about Calzedonia's innovative influencer strategy, check out the Kolsquare blog.)

Methodology

This study, drawing on an analysis of Kolsquare data, delineates the performance of brands within the fashion sector—ready-to-wear, jewellery, lingerie, luxury — globally from January 2024 to December 2024.

The study evaluated millions of influencers on Kolsquare. A total 1830,573 profiles with more than 5,000 followers referenced one of the 2,070 fashion brands featured in the report.

The 7,622,409 contents analysed from January 2024 to December 2024 were pinpointed through brand mentions on Instagram.



Want to know more ?

In this highly anticipated report, we proudly present the definitive ranking of the top 100 brands in the fashion industry, meticulously curated based on their Earned Media Value (EMV) across on Instagram. This ranking serves as a benchmark of excellence, showcasing the brands that have captivated audiences and dominated the digital landscape with their innovative strategies and compelling content. However, **our analysis doesn't stop there**. For those hungry for a deeper dive into the beauty zeitgeist, our comprehensive report delves into the inner workings of over **2,070 brands** offering insightful KPIs that provide a nuanced understanding of each brand's performance.

Gain invaluable insights into market trends, audience engagement, and the evolving dynamics of digital marketing in the fashion sphere. Ready to elevate your brand's digital presence and strategy?

Want more? Our expert team is happy to demonstrate how your brand can rank among the top influencer marketing players on Instagram through the power of data. We offer a free consulting session and a personalised demo of Kolsquare's data-driven KOL marketing platform, designed to elevate your digital presence and strategy with lasting results.

Simply click the button below to book your demo!

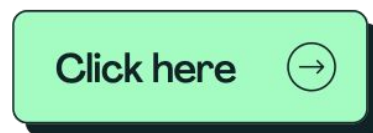


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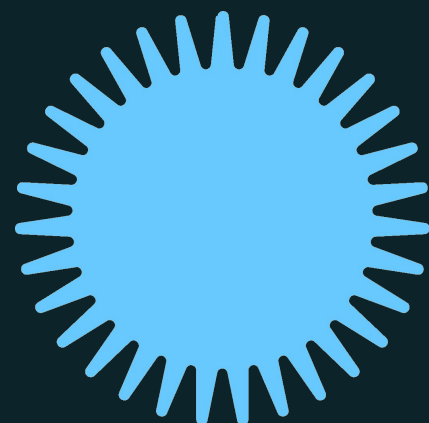
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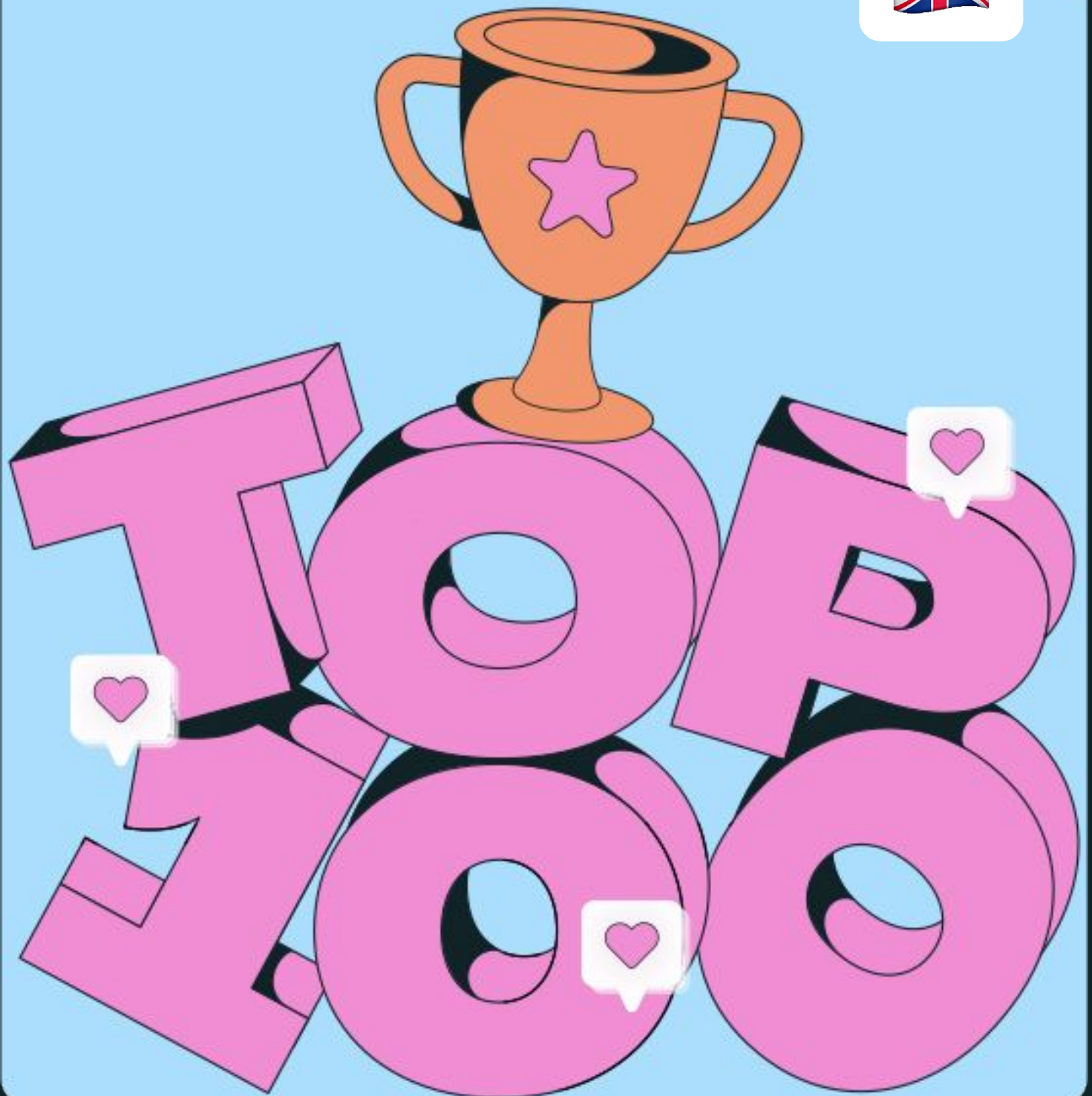
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1

UK: Top 100 fashion brands on Instagram in 2024





TOP 3 FASHION BRANDS BY EMV ON INSTAGRAM



In the ever-evolving world of fashion on social media, **Asos** has taken the lead as the most influential brand in the United Kingdom for 2024. With a staggering Earned Media Value (EMV) of £109.8M, the brand surged two places from last year, driven by the content of 6,715 influencers across a remarkable 56,608 posts. This dominance reflects Asos' deep-rooted engagement strategy, harnessing the power of reels, stories, and static posts to capture audiences at scale.



Following closely, **Zara**, last year's leader, now holds the second position with an EMV of £103.7M. Despite the shift, the brand continues to showcase impressive digital strength, with over 7,260 influencers generating 45,939 content pieces. Meanwhile, **H&M**, securing the third spot, boasts an EMV of £94.8M, with its 6,366 KOLs crafting more than 52,000 posts, emphasizing the brand's ability to maintain strong engagement despite slipping one rank from 2023.

What is EMV ?

The EMV or Earned Media Value is calculated by comparing the total engagement related to a brand - i.e. likes, comments, shares - and the cost of these different engagements.

It enables us to define the ROI of KOL marketing and to identify the performance of fashion brands on social networks.



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	↗2	Asos	asos	£109,788,190	56,608	6,715	4.72%
2	↘-1	Zara	zara	£103,699,627	45,939	7,26	4.00%
3	↘-1	H&M	hm	£94,859,920	52,028	6,366	3.58%
4	↗1	Primark	primark	£70,675,194	35,503	5,545	4.29%
5	↗1	Gymshark	gymshark	£69,815,746	33,373	2,904	6.39%
6	↘-2	PrettyLittleThing	prettylittletthing	£55,787,678	42,820	6,035	4.97%
7	↗1	Next	nextofficial	£42,769,048	26,710	5,139	4.19%
8	↗1	New Look	newlook	£39,788,530	23,137	2,981	2.68%
9	↘-2	Adidas	adidasfootball	£38,710,956	2,070	570	11.42%
10	→0	Mango	mango	£33,188,927	14,863	2,698	3.38%
11	↗5	Adidas	adidas	£31,559,401	14,930	3,895	4.20%
12	↗3	Shein	sheinofficial	£30,174,190	31,073	3,928	3.75%
13	↗1	River Island	riverisland	£29,535,022	17,419	3,012	2.81%
14	↗13	Fashion Nova	fashionnova	£28,907,528	13,913	914	4.30%
15	↘-3	Gymshark	gymsharkwomen	£27,037,303	15,599	1,549	7.02%
16	↗7	Nike	nike	£26,773,810	14,038	4,366	4.67%
17	→0	COS	cosstores	£25,900,928	11,512	1,616	3.15%
18	↘-5	Boohoo	boohoo	£23,653,616	23,742	3,634	3.62%
19	↗14	Gucci	gucci	£23,037,555	8,418	2,655	5.69%
20	↗36	White Fox Boutique	whitefoxboutique	£21,442,634	8,212	1,268	5.11%
21	↗21	Sézane	sezane	£20,735,941	15,693	1,053	2.58%
22	↗25	Adidas	adidasoriginals	£20,339,615	9,916	2,458	3.91%
23	↗30	Abercrombie & Fitch	abercrombie	£20,091,444	6,186	1,003	3.34%
24	↗15	Uniqlo	uniqloeuropa	£19,495,590	8,476	1,49	6.13%
25	↘-6	Arket	arketofficial	£18,854,816	9,651	1,19	2.82%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
26	↗6	George Asda	georgeatasda	£18,705,714	12,779	3,081	3.88%
27	↗86	DFYNE	dfyne.official	£17,878,846	8,934	588	9.41%
28	↘-3	House of CB	houseofcb	£17,825,122	6,488	1,711	5.59%
29	↗7	F&F clothing	fandfclothing	£17,384,476	10,000	2,057	3.08%
30	↘-9	Oh Polly	ohpolly	£17,094,422	7,826	2,656	6.74%
31	→0	Boohoo Man	boohoomanofficial	£16,968,541	4,332	1,067	5.68%
32	↗33	Vanquish Fitness	vqfit	£16,425,582	3,479	282	5.36%
33	↘-5	& Other Stories	andotherstories	£16,399,608	7,777	1,544	2.82%
34	↘-16	New Balance	newbalance	£16,222,041	10,283	2,97	4.62%
35	→0	Selfridges	theofficialselfridges	£15,977,711	9,654	2,835	8.00%
36	↗14	Vinted	vinted	£15,636,208	15,499	3,195	3.42%
37	↗18	Champion Europe	championeurope	£15,333,820	677	111	7.02%
38	↘-8	EGO	egoofficial	£14,826,566	10,696	2,671	5.16%
39	↘-2	Karen Millen	karen_millen	£13,808,920	6,082	1,055	2.75%
40	↗29	MP Activewear	mpactivewear	£13,749,033	3,478	208	3.60%
41	↘-12	Top Shop	topshop	£13,565,334	6,303	1,688	3.89%
42	↗20	Free People Europe	freepeopleeu	£13,454,609	7,708	950	3.48%
43	↘-9	Chanel	chanelofficial	£13,330,481	8,487	2,378	4.36%
44	↗17	Lululemon	lululemoneurope	£12,821,558	8,193	1,048	4.07%
45	↗28	Louis Vuitton	louisvuitton	£12,222,987	6,019	2,05	6.84%
46	↘-3	Adanola	adanola	£11,720,799	9,158	2,228	3.88%
47	↘-9	Dr. Martens	drmartensofficial	£11,332,694	6,616	1,806	5.09%
48	→0	Saint Laurent	ysl	£11,103,593	5,987	1,969	3.67%
49	↘-5	Abbott Lyon	abbottlyon	£10,959,737	4,474	1,063	3.26%
50	↗204	Crocs	crocs	£10,910,597	2,505	1,336	4.25%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
51	↗19	Boden	boden_clothing	£10,646,545	6,333	914	2.78%
52	↗8	Bershka	bershka	£10,483,985	5,725	1,843	8.03%
53	↗4	PUMA	pumafotball	£10,426,863	752	186	9.34%
54	↘-3	Loewe	loewe	£9,921,660	6,538	1,716	3.93%
55	↘-10	Skims	skims	£9,811,069	3,770	1,59	5.21%
56	↘-36	NA-KD	nakdfashion	£9,365,889	4,037	880	4.35%
57	↗94	Fendi	fendi	£9,346,481	2,058	835	13.17%
58	↗244	247 Represent	247represent	£9,250,943	1,847	284	6.10%
59	↘-7	Prada	prada	£9,247,534	6,166	2,152	4.20%
60	↗8	Ganni	ganni	£9,246,297	7,686	1,506	3.42%
61	↗60	Brillbird	brillbirduk	£9,173,903	5,200	375	4.26%
62	new	Maebe	maebestore	£8,748,750	711	247	5.94%
63	↗19	The Frankie Shop	thefrankieshop	£8,688,187	2,632	525	3.03%
64	↘-42	UGG	ugg	£8,596,104	4,624	1,761	4.83%
65	↗49	Miumiu	miumiu	£8,400,341	3,688	1,188	4.01%
66	↗33	Lulu lemon	lululemon	£8,328,923	4,486	1,174	4.65%
67	↗29	Polène Paris	polene_paris	£8,287,377	2,783	347	3.56%
68	↘-42	Very	veryuk	£8,245,230	3,654	920	2.69%
69	↗7	Club L London	clubllondon	£8,239,903	3,217	1,284	4.24%
70	↘-30	Monica Vinader	monicavinader	£8,220,857	7,840	1,249	3.53%
71	↗10	ME+EM	me_andem	£8,179,345	3,513	612	1.88%
72	↗123	DeMellier	demellierlondon	£7,980,761	2,294	345	2.45%
73	↘-27	Stradivarius	stradivarius	£7,980,230	5,079	1,522	4.46%
74	↘-20	Coach	coach	£7,846,977	4,296	1,232	3.41%
75	↗63	Dolce & Gabbana	dolcegabbana	£7,825,098	2,119	852	13.29%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
76	▼-27	Christian Dior Couture	dior	£7,697,186	6,898	2,383	4.60%
77	▲3	Burberry	burberry	£7,618,501	4,160	1,624	5.15%
78	▼-14	Pull&Bear	pullandbear	£7,468,590	5,078	1,209	3.56%
79	▲124	Puma	puma	£7,340,719	2,660	1,039	4.32%
80	▲103	Versace	versace	£6,930,326	1,689	783	14.54%
81	▼-40	UGG	uggineurope	£6,866,973	2,697	1,017	6.31%
82	▼-19	Birkenstock	birkenstock	£6,865,730	4,688	1,511	3.23%
83	▼-16	All Saints	allsaints	£6,861,851	5,024	1,087	2.51%
84	▼-26	Celine	celine	£6,813,552	4,067	1,125	3.00%
85	▲823	Pepper Mayo	peppermayo	£6,738,144	6,419	1,032	6.21%
86	▲15	Massimo Dutti	massimodutti	£6,687,455	3,711	753	2.96%
87	▼-1	Jimmy Choo	jimmychoo	£6,466,115	3,661	1,237	3.95%
88	▲64	Uniqlo	uniqlo	£6,460,704	2,369	889	11.63%
89	▲631	Saucony	saucony_eu	£6,430,572	2,303	377	3.85%
90	▲178	Beyond Nine	_beyond_nine	£6,367,077	4,563	358	2.85%
91	▲34	AYBL	aybl	£6,359,349	5,455	599	6.78%
92	▼-68	Lounge Underwear	loungeunderwear	£6,303,733	3,017	803	5.14%
93	▲55	4th & Reckless	4thandreckless	£6,212,265	3,453	817	2.92%
94	▼-20	Astrid & Miyu	astridandmiyu	£6,097,713	3,305	958	6.96%
95	▼-24	Fairfax & Favor	fairfaxandfavor	£5,937,990	9,251	703	2.59%
96	▼-24	Levis	levis	£5,876,024	4,044	1,494	3.74%
97	▼-18	Hermes	hermes	£5,840,341	3,767	1,183	4.24%
98	▲87	Alo	alo	£5,780,017	2,879	790	3.57%
99	▼-21	Peacocks	peacocks_fashion	£5,766,504	3,276	322	2.40%
100	▲59	Nike	nikefootball	£5,746,947	1,150	372	6.35%

*all Instagram account formats

2

Top 10 Brands by Segment





A- TOP 10 ready-to-wear brands by EMV on Instagram

3
H&M

1
Asos

2
Zara



The ready-to-wear sector on Instagram sees a new leader in 2024, with **Asos** claiming the top spot, rising two ranks from last year. The brand generated £109.8M in EMV, thanks to 6,715 influencers and 56,608 posts, achieving a 4.72% engagement rate—the highest in the ranking.

Zara and **H&M**, both slipping one place, hold strong at £103.7M and £94.8M EMV, respectively. While **Zara** maintains the largest influencer network with 7,260 KOLs, **H&M** drives volume with over 52,000 posts. Despite the shifts, all three brands showcase the power of large-scale influencer collaborations in shaping fashion conversations on Instagram.

Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	↗2	Asos	asos	£109,788,190	56,608	6,715	4.72%
2	↘-1	Zara	zara	£103,699,627	45,939	7,260	4.00%
3	↘-1	H&M	hm	£94,859,920	52,028	6,366	3.58%
4	↗1	Primark	primark	£70,675,194	35,503	5,545	4.29%
5	↗1	Gymshark	gymshark	£69,815,746	33,373	2,904	6.39%
6	↘-2	PrettyLittleThing	prettylittlething	£55,787,678	42,820	6,035	4.97%
7	↗1	Next	nextofficial	£42,769,048	26,710	5,139	4.19%
8	↗1	New Look	newlook	£39,788,530	23,137	2,981	2.68%
9	↘-2	Adidas	adidasfootball	£38,710,956	2,070	570	11.42%
10	→0	Mango	mango	£33,188,927	14,863	2,698	3.38%

*all Instagram account formats



B- TOP 10 jewellery brands by EMV on Instagram

3
Boho Moon

1
Monica Vinader

2
Astrid & Miyu



The jewelry sector on Instagram UK remains led by **Monica Vinader**, holding its #1 spot with £8.2M in EMV and a 3.53% engagement rate across 1,249 influencers. The brand continues to dominate with a high volume of content, reinforcing its position as a staple in luxury and everyday jewelry.

Astrid & Miyu retains #2, driving £6.1M in EMV with an impressive 6.96% engagement rate, while **Boho Moon** makes a notable leap (+4 spots) to claim #3, boasting the highest engagement rate at 14.4%. The rise of **Boho Moon** highlights the growing influence of independent and trend-driven jewelry brands in the UK market.

Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	Monica Vinader	monicavinader	£8,220,857	7,840	1,249	3.53%
2	→0	Astrid & Miyu	astridandmiyu	£6,097,713	3,305	958	6.96%
3	↗4	Boho Moon	bohoomoon	£4,758,202	2,138	443	14.40%
4	↗4	Cernucci	cernucci	£3,773,233	1,920	592	6.29%
5	↗4	The Jewellery Trunk	thejewellerytrunk_	£3,462,150	1,529	240	5.71%
6	↘-3	Pandora	theofficialpandora	£3,017,786	2,288	770	5.83%
7	↘-1	Daisy London	daisylondon	£2,599,725	1,885	316	4.08%
8	↗8	Tilly Sveaas Jewellery	tillysveaas	£2,553,719	886	185	1.86%
9	↘-5	Joma Jewellery & Katie Loxton	jomajewellery	£2,515,830	735	287	4.97%
10	↘-5	Soru Jewellery	sorujewellery	£2,444,284	1,128	192	1.59%

*all Instagram account formats



C- TOP 10 Lingerie brands by EMV on Instagram

3

Boux Avenue

1

Skims

2

Lounge Underwear



The lingerie market on Instagram UK sees a new leader in **Skims**, which climbs to #1 with an EMV of £9.8M and a 5.21% engagement rate. The brand's seamless blend of comfort and inclusivity continues to captivate audiences, driving strong influencer support and content performance.

Lounge Underwear, now at #2, remains a dominant force with £6.3M in EMV, while **Boux Avenue** moves up one spot to #3, generating £5.4M in EMV with a solid 4.33% engagement rate. This ranking shift underscores the growing appeal of shapewear and premium intimates in the UK market.

Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	↗1	Skims	skims	£9,811,069	3,770	1,59	5.21%
2	↘-1	Lounge Underwear	loungeunderwear	£6,303,733	3,017	803	5.14%
3	↗1	Boux Avenue	bouxavenue	£5,412,265	2,147	764	4.33%
4	↘-1	Ann Summers	annsummers	£3,961,027	2,440	505	3.68%
5	↗9	Monday Swimwear	mondayswimwear	£3,094,946	876	252	3.91%
6	→0	Chelsea Peers	chelseapeersnyc	£2,897,041	1,811	667	3.36%
7	↗3	Bluebella Lingerie	bluebella	£2,612,324	519	213	3.66%
8	↗3	Scamp & Dude	scampanddude	£2,282,395	1,829	383	2.20%
9	↘-2	Calzedonia	calzedonia	£2,218,107	866	407	5.14%
10	↗6	Victoria's Secret	victoriasscret	£2,095,008	884	476	11.73%

*all Instagram account formats



D- TOP 10 Luxury brands by EMV on Instagram

3
Louis Vuitton

1
Gucci

2
Chanel



Luxury fashion brands continue to dominate Instagram UK, with no change at the top. **Gucci** holds onto its #1 position, generating an EMV of £23M with 8,418 pieces of content and a 5.69% engagement rate, proving its unwavering influence in the digital space.

Meanwhile, **Chanel** maintains its #2 ranking at £13.3M EMV, while **Louis Vuitton** surges six spots to #3, achieving £12.2M EMV and the highest engagement rate (6.84%) among the top three. This upward shift signals a strong resurgence for **Louis Vuitton**, reflecting increased social media traction and strategic influencer partnerships.

Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	Gucci	gucci	£23,037,555	8,418	2,655	5.69%
2	→0	Chanel	chanelofficial	£13,330,481	8,487	2,378	4.36%
3	↗6	Louis Vuitton	louisvuitton	£12,222,987	6,019	2,05	6.84%
4	↘-1	Saint Laurent	ysl	£11,103,593	5,987	1,969	3.67%
5	→0	Loewe	loewe	£9,921,660	6,538	1,716	3.93%
6	↗20	Fendi	fendi	£9,346,481	2,058	835	13.17%
7	↘-1	Prada	prada	£9,247,534	6,166	2,152	4.20%
8	↗10	Miumiu	miumiu	£8,400,341	3,688	1,188	4.01%
9	↗6	Polène Paris	polene_paris	£8,287,377	2,783	347	3.56%
10	↘-3	Coach	coach	£7,846,977	4,296	1,232	3.41%

*all Instagram account formats

3

Europe: Top 100 fashion brands on Instagram in 2024





Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	Zara	zara	€456,675,927	233,546	36,672	4.13%
2	→0	H&M	hm	€267,135,873	168,185	27,579	3.90%
3	→0	Shein	sheinofficial	€224,604,023	160,639	17,648	4.47%
4	↗2	Asos	asos	€165,098,037	76,053	12,425	4.77%
5	↗4	Sézane	sezane	€147,539,138	107,217	7,902	3.42%
6	↗1	Mango	mango	€139,615,485	75,165	15,607	3.77%
7	↘-2	Primark	primark	€139,587,694	74,286	14,877	4.34%
8	→0	Gymshark	gymshark	€137,078,315	48,464	5,573	7.11%
9	↗2	Nike	nike	€126,473,529	56,070	19,172	5.75%
10	→0	Christian Dior Couture	dior	€108,389,732	55,905	15,899	4.48%
11	↗3	Adidas Football	adidasfootball	€107,526,960	10,188	2,567	9.54%
12	↗8	Adidas	adidas	€106,096,933	57,736	17,657	4.82%
13	↘-9	PrettyLittleThing	prettylittlething	€103,611,463	62,991	8,928	4.97%
14	↘-2	Gucci	gucci	€98,319,735	45,812	13,820	3.91%
15	↗4	Saint Laurent	ysl	€95,557,973	41,815	12,852	5.21%
16	↗11	Fashion Nova	fashionnova	€90,161,608	32,275	2,510	5.08%
17	↘-4	Louis Vuitton	louisvuitton	€84,745,785	43,542	12,837	4.13%
18	↗27	Adidas Originals	adidasoriginals	€77,402,044	42,981	12,865	4.30%
19	↘-2	Bershka	bershka	€76,579,485	48,970	13,159	6.41%
20	↘-2	Chanel	chanelofficial	€76,351,088	52,083	12,896	3.17%
21	↘-5	Prada	prada	€67,990,010	38,730	12,427	3.56%
22	↗2	Shein	shein_spain	€66,174,688	39,946	4,620	4.46%
23	↗12	COS	cosstores	€66,144,298	35,213	6,897	3.56%
24	↗27	Dolce & Gabbana	dolcegabbana	€63,590,720	24,076	8,037	4.51%
25	↘-4	Stradivarius	stradivarius	€60,443,270	42,191	10,915	4.25%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
26	↗35	Miumiu	miumiu	€59,548,960	26,637	7,445	3.26%
27	↗10	Polène Paris	polene_paris	€58,335,827	23,359	4,100	4.99%
28	↗8	Loewe	loewe	€55,221,094	31,447	8,749	4.34%
29	↗13	Shein	shein_it	€53,795,211	36,192	2,918	3.96%
30	↘-7	Pull&Bear	pullandbear	€53,318,786	34,443	8,709	5.28%
31	↗3	Next	nextofficial	€52,919,295	30,389	6,216	4.18%
32	↗28	Massimo Dutti	massimodutti	€51,863,539	28,948	5,901	3.41%
33	↘-11	Calzedonia	calzedonia	€50,338,167	23,478	8,117	4.88%
34	↗12	New Look	newlook	€48,485,750	24,702	3,385	2.71%
35	↘-7	New Balance	newbalance	€47,027,406	38,713	12,281	4.48%
36	↗12	Shein	sheinfrance_	€46,033,699	28,635	3,184	5.67%
37	↘-22	NA-KD	nakdfashion	€45,451,409	32,745	5,552	4.77%
38	↘-7	Jacquemus	jacquemus	€45,009,355	22,842	8,652	4.16%
39	↘-1	Celine	celine	€44,922,913	27,325	7,037	3.62%
40	↗4	Vinted	vinted	€44,309,689	39,503	10,661	4.22%
41	↘-2	Hermes	hermes	€43,539,234	34,757	9,312	3.38%
42	↗11	Pandora	theofficialpandora	€43,326,990	15,785	4,442	4.72%
43	↘-14	Gymshark	gymsharkwomen	€42,754,476	21,632	2,774	6.83%
44	↗18	House of CB	houseofcb	€42,270,803	11,683	3,156	6.68%
45	↗10	Guess	guess	€41,873,790	21,840	6,973	4.53%
46	↗20	Uniqlo	uniqloeuropa	€41,191,155	21,942	5,043	5.44%
47	↗23	OACE	oace_sports	€40,336,342	21,571	935	5.72%
48	↘-18	Boohoo	boohoo	€40,309,940	32,088	5,131	3.74%
49	↗252	DFYNE	dfyne.official	€39,544,089	12,626	1,026	9.30%
50	↗165	AYBL	aybl	€38,756,882	9,510	1,084	11.07%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
51	↑8	River Island	riverisland	€38,348,034	22,456	3,628	2.75%
52	↑12	Oh Polly	ohpolly	€38,008,213	12,473	4,338	7.89%
53	↑63	Adidas	adidasparis	€37,861,499	14,735	2,819	8.03%
54	↓-7	Fendi	fendi	€36,809,416	15,740	5,394	4.94%
55	↑3	Arket	arketofficial	€36,692,910	23,240	4,695	3.43%
56	↑34	The Frankie Shop	thefrankieshop	€35,424,905	12,777	2,800	3.66%
57	↑17	Versace	versace	€35,068,463	14,233	5,757	4.72%
58	↑34	Adidas	adidas_es	€34,917,399	9,733	2,284	5.19%
59	↑46	Cartier	cartier	€33,973,819	17,814	5,563	3.76%
60	↑29	Balenciaga	balenciaga	€33,971,523	19,513	6,976	3.79%
61	↑11	Revolve	revolve	€33,601,784	6,224	1,284	5.23%
62	↓-22	Valentino	maisonvalentino	€33,291,049	15,703	5,260	3.66%
63	↓-7	Levis	levis	€32,179,700	26,474	9,072	4.94%
64	↑19	Boohoo Man	boohoomanofficial	€32,085,192	7,160	1,635	7.01%
65	↓-16	Zalando	zalando	€31,411,105	32,780	6,626	4.52%
66	↑25	Puma	pumafootball	€31,400,313	5,959	1,226	9.00%
67	↓-2	Diesel	diesel	€31,373,328	12,045	4,664	6.68%
68	↓-16	OOTD	ootdsubmit	€31,113,757	15,978	1,475	5.31%
69	↑7	SMCP	sandroparis	€31,027,786	13,099	4,277	4.08%
70	↓-2	& Other Stories	andotherstories	€30,934,064	18,480	4,672	3.07%
71	↑28	Puma	puma	€30,698,958	18,170	6,225	5.15%
72	↑7	American Vintage	americanvintage_officiel	€29,888,091	23,105	3,372	3.38%
73	↑14	Swaroski	swarovski	€29,212,996	12,332	4,715	5.90%
74	↓-5	Emporio Armani	giorgioarmani	€29,208,217	16,888	6,029	4.37%
75	↓-8	Skims	skims	€29,150,029	10,023	4,386	5.59%

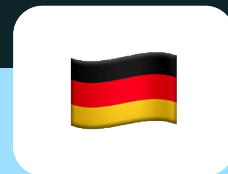


Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
76	↗79	NIKE	nikefootball	€29,148,763	4,597	1,468	8.16%
77	↗81	Abercrombie & Fitch	abercrombie	€28,496,035	7,718	1,689	6.53%
78	↗103	Vanquish Fitness	vqfit	€28,354,690	5,432	485	5.69%
79	↘-25	Intimissimi	intimissimiofficial	€28,179,513	9,284	3,239	3.99%
80	↗31	Lacoste	lacoste	€28,102,809	18,931	5,594	6.09%
81	↗4	Tommy Hilfiger	tommyhilfiger	€27,595,549	12,175	4,680	4.25%
82	↗96	Nike	nikesportswear	€27,239,811	7,924	2,617	5.29%
83	↗258	Alo	alo	€27,214,533	8,533	2,401	4.14%
84	↗90	White Fox Boutique	whitefoxboutique	€27,116,190	8,987	1,471	5.26%
85	↘-42	UGG	ugg	€26,825,368	16,182	6,760	4.64%
86	↔0	Rabanne	rabanne	€26,591,045	14,555	4,727	4.27%
87	↗82	Dainese	daineseofficial	€26,446,853	5,773	604	10.18%
88	↗29	Ganni	ganni	€26,298,278	20,429	4,971	3.58%
89	↘-18	Hugo Boss	boss	€26,097,262	11,737	4,092	3.78%
90	↘-65	Trendyol	trendyol	€24,924,394	59,199	3,880	2.82%
91	↘-3	Dr. Martens	drmartensofficial	€24,902,506	15,209	5,471	5.62%
92	↗29	Bottega Veneta Italy	newbottega	€24,659,146	11,253	3,916	3.41%
93	↗10	Ralph Lauren	ralphlauren	€24,623,581	14,436	6,094	4.54%
94	↘-53	Celio	celio_benormal	€23,998,158	1,503	818	4.08%
95	↘-14	Jimmy Choo	jimmychoo	€23,872,012	12,516	4,393	3.32%
96	↗42	Asics	asicsrunning	€23,498,649	28,129	2,481	5.49%
97	↗21	Tiffany & Co	tiffanyandco	€23,402,824	8,107	2,929	3.28%
98	↗16	Puma	pumafrance	€23,036,499	10,979	1,644	10.33%
99	↗1	Nike	nikerunning	€22,982,458	15,098	2,731	7.14%
100	↗88	Balmain	balmain	€22,850,186	7,168	2,959	6.17%

*all Instagram account formats

4

Germany: Top 100 fashion brands on Instagram in 2024





Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	↗3	OACE	oace_sports	€40,207,354	21,145	885	5.8%
2	↗1	H&M	hm	€26,121,607	21,521	3,485	4.7%
3	↗2	Zara	zara	€17,696,483	13,721	2,793	5.3%
4	↗7	Shein	sheingermany	€16,330,496	12,086	1,318	4.9%
5	↗7	Shein	sheinofficial	€14,911,614	10,659	1,114	4.7%
6	↗135	Adidas Football	adidasfootball	€14,658,779	1,115	369	13.4%
7	↗11	Nike	nike	€13,786,267	5,302	1,680	7.1%
8	↗5	Smilodox	smilodox	€10,511,935	8,655	872	3.0%
9	↗29	Adidas	adidas	€9,928,422	7,012	2,241	5.5%
10	↘-9	Trendyol	trendyol	€9,250,076	28,419	1,069	4.4%
11	↗75	Adidas	adidasberlin	€8,672,621	4,989	1,002	7.4%
12	↗83	DFYNE	dfyne.official	€7,917,085	384	37	5.5%
13	↘-3	NA-KD	nakdfashion	€7,904,592	7,998	977	4.9%
14	↘-8	Les Lunes	leslunes.de	€7,532,013	22,483	880	1.4%
15	↗72	New Yorker	newyorkeronline	€7,378,606	2,531	741	6.7%
16	↗3	Zalando	zalando	€7,289,715	8,579	1,37	5.0%
17	↗7	Gymshark	gymshark	€7,069,225	3,335	393	10.5%
18	↗33	Adidas Originals	adidasoriginals	€6,749,394	4,691	1,332	3.5%
19	↘-11	Purelei	purelei	€6,627,097	10,840	1,108	8.6%
20	↗15	Foxed store	foxed.store	€6,461,717	2,006	132	5.9%
21	↗13	Puma	puma.de	€6,343,633	4,887	737	5.8%
22	↘-6	Lounge Underwear	loungeunderwear	€6,192,835	1,934	391	6.1%
23	↗25	Christian Dior Couture	dior	€6,122,477	3,333	1,098	6.6%
24	↘-7	Snocks	snocks	€6,079,794	11,362	980	4.5%
25	↘-4	Hunkemoller	hunkemoller	€5,996,410	2,764	588	5.2%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
26	▼-11	Kapten & Son	kaptenandson.de	€5,728,046	8,775	1,098	3.6%
27	▲85	Oceansapart	oceansapart	€5,700,596	6,303	640	5.9%
28	▲1	OOTD	ootdsubmit	€5,007,426	3,415	293	6.6%
29	▲14	Pairadize	pairadize	€4,990,109	1,682	127	5.1%
30	▲181	Versace	versace	€4,970,425	1,073	416	5.3%
31	▲36	Smilodox	smilodoxwomen	€4,947,826	2,296	275	2.7%
32	▼-23	Sassy Classy	sassyclassy	€4,838,348	15,835	1,064	2.9%
33	▼-8	Armed Angels	armedangels	€4,759,512	15,065	1,126	2.6%
34	▲43	Chanel	chanelofficial	€4,708,764	3,441	986	3.3%
35	▲2	Gucci	gucci	€4,536,179	3,760	1,166	4.2%
36	▼-22	About You	aboutyoude	€4,523,014	5,115	949	3.4%
37	▼-10	Copenhagen Studios	copenhagen_studios	€4,429,843	3,511	601	1.5%
38	▲30	Saint Laurent	ysl	€4,382,160	2,374	818	5.2%
39	▲2	Bershka	bershka	€4,377,952	3,690	1,087	7.6%
40	▲15	Louis Vuitton	louisvuitton	€4,331,330	3,192	948	4.7%
41	▲181	Cider	shopcider	€4,144,865	747	239	6.6%
42	▼-10	Hermes	hermes	€4,043,472	2,747	721	4.7%
43	▼-3	Oh April	ohapril	€4,016,743	2,945	495	3.7%
44	▼-13	Asos	asos	€3,962,635	3,346	1,090	6.6%
45	▲4	Nike	nikerunning	€3,961,645	1,298	191	13.8%
46	▲25	Fashion Nova	fashionnova	€3,948,720	2,512	238	7.9%
47	▲154	Valentino	maisonvalentino	€3,940,929	911	333	8.7%
48	▲36	Polène Paris	polene_paris	€3,769,423	2,187	496	8.6%
49	▲44	Sézane	sezane	€3,726,452	7,639	716	3.9%
50	▼-14	Calzedonia	calzedonia	€3,631,989	1,815	721	4.7%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
51	↑5	Prada	prada	€3,626,883	3,122	1,101	4.6%
52	↑955	Coucou Suzette	coucousuzette	€3,579,829	17	13	352.1%
53	↑10	Hugo Boss	boss	€3,572,993	2,382	699	5.5%
54	↓-15	Mango	mango	€3,558,615	3,719	1,150	4.9%
55	↓-32	HeyMarly	heymarlyofficial	€3,489,999	3,631	383	3.6%
56	↑16	Bergliebe	bergliebe_official	€3,436,926	3,930	141	14.5%
57	↓-50	TeVeo Mode	teveowomen	€3,433,625	5,438	522	10.0%
58	↑199	Tally Weijl	tally_weijl	€3,393,833	250	86	3.8%
59	↑85	On	on	€3,377,483	4,610	477	6.0%
60	↑22	6PM Season	6pmseason	€3,368,227	903	338	11.5%
61	↑61	COS	cosstores	€3,332,549	2,575	683	4.6%
62	↓-17	Deichmann	deichmann_schuhe	€3,286,032	3,267	897	3.7%
63	↑561	Lounge	lounge_	€3,253,426	1,123	292	6.8%
64	↑93	Nike	nikesportswear	€3,212,986	648	158	5.2%
65	↓-11	Cavallo	cavallo_boots.fashion	€3,077,746	1,383	129	4.3%
66	↑57	Icrush	icrush_jewelry	€3,074,715	6,287	1,024	5.1%
67	↓-37	Bruna the Label	brunathelabel	€3,034,068	6,076	683	3.8%
68	↑156	Emporio Armani	giorgioarmani	€2,959,510	1,020	388	4.8%
69	↑22	Krüger Dirndl	krueger_dirndl	€2,853,099	1,110	356	8.3%
70	↑186	Dolce & Gabbana	dolcegabbana	€2,842,064	1,095	417	4.6%
71	↑47	Brooks Running	brooksrunningde	€2,826,257	8,064	159	8.6%
72	↑57	Marc O Polo	marcopolo	€2,773,375	1,378	344	2.5%
73	↑23	Gshock	gshock_de	€2,753,258	566	107	8.5%
74	↑6	Céline	celine	€2,730,961	1,776	526	3.9%
75	↑14	Schmuckkollektiv	luamaya_official	€2,690,701	7,115	589	4.6%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
76	↗5	C&A	ca	€2,650,481	2,631	605	4.1%
77	↗153	Jean Paul Gaultier	jeanpaulgaultier	€2,648,160	649	287	5.5%
78	↗41	Trachen Angermaier	trachten_angermaier	€2,609,598	1,000	196	4.2%
79	↗196	Cider	shopcider_de	€2,569,652	574	160	7.0%
80	↗18	Levis	levis	€2,558,920	2,378	884	4.9%
81	↘-15	Pandora	theofficialpandora	€2,548,435	1,588	422	6.0%
82	↗150	Bottega Veneta Italy	newbottega	€2,545,643	925	330	4.6%
83	↘-31	Ninety-9	ninety9	€2,529,608	1,431	198	6.8%
84	↗72	Tiffany & Co	tiffanyandco	€2,519,309	1,113	369	3.1%
85	↘-52	LeGer by Lena Gercke	legerbylenagercke	€2,512,208	861	265	2.5%
86	↗311	Ralph Lauren	poloralphlauren	€2,505,312	722	294	8.1%
87	↗76	Halara	halara_deutschland	€2,464,803	1,757	276	4.1%
88	↗11	Pull&Bear	pullandbear	€2,411,296	1,841	649	6.2%
89	↗134	Nike	nikefootball	€2,403,651	324	145	12.4%
90	↘-37	Revolution Race	revolutionrace	€2,401,011	2,644	394	6.6%
91	↗30	Snipes	snipes_germany	€2,397,574	1,007	251	4.3%
92	↘-48	Giesswein	giesswein_	€2,390,211	7,026	488	4.6%
93	↗44	Swaroski	swarovski	€2,361,542	1,086	459	9.6%
94	↘-66	Mister Spex	misterspex_official	€2,349,118	2,449	429	8.1%
95	↗112	SoSUE	sosue_official	€2,294,565	1,427	169	6.5%
96	↗42	Tommy Hilfiger	tommyhilfiger	€2,291,159	1,232	462	4.6%
97	↘-35	The Wants Shoes	thewants_shoes	€2,279,147	2,201	210	1.2%
98	↘-33	New Balance	newbalance	€2,263,978	3,074	1,052	4.8%
99	↗11	Lululemon	lululemoneurope	€2,260,708	2,436	407	4.3%
100	↗55	Black Palms The Label	black_palms_label	€2,252,972	1,415	176	3.8%

*all Instagram account formats

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France: Top 100 fashion brands on Instagram in 2024





Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	Sézane	sezane	€87,061,078	39,073	2,844	3.81%
2	→0	Zara	zara	€51,269,752	37,083	5,459	5.17%
3	↗3	Shein	sheinfrance_	€43,596,115	26,876	2,875	5.81%
4	↗15	Adidas	adidasparis	€37,636,354	14,503	2,718	8.05%
5	↗12	Shein	sheinofficial	€32,348,981	21,647	2,209	5.71%
6	↗8	Gymshark	gymshark	€31,218,713	5,279	866	8.48%
7	↗1	H&M	hm	€30,554,458	24,081	4,322	4.67%
8	↗3	Nike	nike	€29,584,558	12,497	3,946	7.81%
9	→0	Polène Paris	polene_paris	€27,238,111	9,698	1,449	5.32%
10	→0	Christian Dior Couture	dior	€25,153,326	15,788	3,995	3.94%
11	↗97	AYBL	aybl	€25,105,852	1,504	142	11.65%
12	↘-8	Celio	celio_benormal	€23,916,139	1,384	756	4.41%
13	↘-8	PrettyLittleThing	prettylittlething	€23,839,548	10,769	1,400	6.44%
14	↘-2	Mango	mango	€23,819,727	17,917	3,199	4.73%
15	↗3	PUMA	pumafrance	€22,971,713	10,870	1,610	10.36%
16	↘-3	Louis Vuitton	louisvuitton	€21,772,429	12,814	3,498	4.72%
17	↗3	American Vintage	americanvintage_officiel	€20,003,750	13,449	1,656	3.58%
18	↗60	Fashion Nova	fashionnova	€19,783,210	3,776	362	6.27%
19	↗48	Adidas	adidasoriginals	€19,338,114	10,223	2,722	4.70%
20	↘-5	Chanel	chanelofficial	€18,600,315	13,787	3,243	3.40%
21	↗14	Adidas	adidas	€18,337,184	10,840	3,334	5.69%
22	↗3	APM Monaco	apmmonaco	€16,906,088	4,124	703	5.02%
23	↗25	Lacoste	lacoste	€16,611,407	9,155	2,395	7.22%
24	↘-2	Jacquemus	jacquemus	€16,489,783	7,106	2,665	5.38%
25	↗157	Columbia Sportswear GmbH	columbia_eu	€15,939,003	2,364	349	22.63%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
26	▼-3	Jonak	jonak	€15,740,727	7,912	1,686	4.48%
27	▲9	Saint Laurent	ysl	€15,322,675	7,774	2,486	7.92%
28	▲79	Nike	nikesportswear	€14,629,060	1,886	535	8.49%
29	▲29	Miumiu	miumiu	€13,965,258	6,005	1,549	3.46%
30	▲15	Gucci	gucci	€13,742,431	6,134	1,996	5.38%
31	▲6	Asos	asos	€12,898,704	5,668	1,627	4.87%
32	▲71	The Frankie Shop	thefrankieshop	€12,654,996	4,052	831	4.20%
33	▼-1	Celine	celine	€12,515,982	8,693	1,850	3.86%
34	▲4	OOTD	ootdsubmit	€12,162,780	3,734	296	5.71%
35	▲36	COS	cosstores	€12,023,052	5,808	1,176	4.44%
36	▲4	BA&SH	bashparis	€11,715,328	8,338	1,401	3.77%
37	▲12	Spartoo	spartoogram	€11,640,493	6,074	781	5.37%
38	▲48	Nike	nikeparis	€11,615,345	5,370	1,191	10.11%
39	▼-23	NA-KD	nakdfashion	€11,527,752	5,568	974	5.90%
40	▼-7	Bershka	bershka	€11,500,866	8,168	2,23	6.93%
41	▲220	Kiabi	kiabi.france	€11,454,740	17,816	3,196	5.30%
42	▲64	The North Face	thenorthfacefr	€11,404,926	2,226	461	10.86%
43	▼-17	Vinted	vinted	€11,260,143	8,829	2,598	5.96%
44	▼-13	Calzedonia	calzedonia	€11,073,974	5,318	1,858	7.42%
45	▲1	SMCP	sandroparis	€10,783,479	5,038	1,502	5.00%
46	▼-4	Hermes	hermes	€10,780,040	10,477	2,661	3.41%
47	▼-19	Prada	prada	€10,589,592	4,921	1,692	4.10%
48	▲52	Ekoi	ekoicycling	€10,464,856	2,778	167	7.23%
49	▲26	Julbo	julbo_eyewear	€10,379,492	6,229	436	13.22%
50	▼-26	Boohoo	boohoo	€10,290,149	5,383	819	4.84%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
51	▼-22	Etam Group	etam	€10,173,686	5,763	1,634	4.44%
52	▲9	Promod	promod	€10,099,579	9,734	1,453	4.07%
53	▼-14	Balzac Paris	balzacparis	€10,096,545	10,539	1,595	4.07%
54	→0	Loewe	loewe	€10,055,406	5,360	1,544	10.39%
55	▲76	Adidas Football	adidasfootball	€9,976,604	1,432	343	9.24%
56	▲74	Uniqlo	uniqlofr	€9,800,506	6,484	1,646	5.45%
57	▼-13	Decathlon	decathlon	€9,698,428	7,215	2,855	6.89%
58	▲19	The Bradery	thebradery	€9,625,244	5,443	1,096	3.22%
59	▲1318	Oceansapart	oceansapart	€9,308,768	5,404	800	5.12%
60	▲2	Maison Stella & Suzie	maisonstellaetsuzie	€9,219,474	6,317	832	4.00%
61	▼-11	Maje	majeparis	€9,219,095	5,479	1,587	5.31%
62	▼-19	Octobre Editions	octobre_editions	€9,022,648	2,063	448	4.45%
63	▼-10	Primark	primark	€8,998,845	7,596	1,918	4.96%
64	▼-12	Vertbaudet	vertbaudetfr	€8,875,230	7,334	1,532	7.98%
65	▲30	Easy Clothes	easyclothesvetements	€8,721,844	2,584	636	5.52%
66	▼-7	i-Run	irunfr	€8,657,533	3,835	356	6.43%
67	▲180	PROJECT X PARIS	projectxparis	€8,596,348	1,675	281	2.07%
68	▲79	Dainese	daineseofficial	€8,588,003	1,234	98	20.96%
69	▲44	Asics	asicsrunning	€8,581,778	8,935	777	7.07%
70	▲31	Salomon	salomon_france	€8,349,203	6,203	708	7.67%
71	▼-15	New Balance	newbalance	€8,196,447	7,465	2,322	5.22%
72	▼-8	Rabanne	rabanne	€8,126,967	4,648	1,407	5.02%
73	▼-4	Salomon Running	salomonrunning	€7,928,457	5,670	426	6.27%
74	▲137	Messika	messika	€7,894,354	2,123	600	5.46%
75	▲14	Soeur	soeur_paris	€7,791,318	6,696	893	3.49%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
76	↗21	Sima Couture Paris	simacouture_paris	€7,590,851	1,206	193	6.69%
77	↘-14	L'Atelier d'Amaya	latelierdamaya	€7,575,484	3,827	795	3.64%
78	↘-27	Pull&Bear	pullandbear	€7,538,362	6,054	1,459	5.90%
79	↗44	Coperni Paris	coperni	€7,453,547	2,248	799	14.14%
80	↘-1	Courir	courir	€7,442,606	4,671	966	4.20%
81	↘-26	Zag Bijoux	zagbijoux	€7,412,889	2,054	520	4.68%
82	↗518	Monday Swimwear	mondayswimwear	€7,290,649	434	76	4.28%
83	↗41	Vanessa Bruno	vanessabruno	€7,271,498	5,533	935	3.39%
84	↗60	Boohoo Man	boohoomanofficial	€7,220,793	1,568	268	10.14%
85	↗51	La Boutique Officielle	laboutiqueofficielle	€7,128,729	1,629	262	10.08%
86	↘-20	Stradivarius	stradivarius	€7,111,411	6,487	1,669	5.57%
87	↗7	Ralph Lauren	ralphlauren	€7,089,965	3,255	1,283	4.47%
88	↘-85	Aparajan paris	aparanjan_paris	€6,969,490	3,447	331	3.84%
89	↘-19	Schiaparelli	schiaparelli	€6,920,256	2,332	671	6.21%
90	↗2	Balenciaga	balenciaga	€6,920,011	4,587	1,483	5.08%
91	↘-15	Isabel Marant	isabelmarant	€6,914,932	4,660	1,145	3.14%
92	↘-32	Zalando	zalando	€6,898,950	4,996	1,11	5.16%
93	↘-36	Levi Strauss & Co.	levisparis	€6,826,926	3,984	1,14	5.46%
94	↗111	Cartier	cartier	€6,753,184	4,299	1,25	3.83%
95	↗32	Christian Louboutin	louboutinworld	€6,663,257	3,123	976	5.96%
96	↘-22	UGG	ugg	€6,647,291	3,018	1,189	5.57%
97	↗29	Tommy Hilfiger	tommyhilfiger	€6,457,423	1,955	785	4.68%
98	↗116	Ganni	ganni	€6,398,431	3,020	874	4.58%
99	↗56	Coros	corosfrance	€6,379,109	5,201	220	7.60%
100	↘-12	UGG	uggineurope	€6,305,073	2,087	768	5.25%

*all Instagram account formats

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Spain: Top 100 fashion brands on Instagram in 2024





Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	Zara	zara	€120,226,162	51,978	6	3.6%
2	→0	Shein	shein_spain	€64,051,397	38,329	4,296	4.5%
3	→0	Shein	sheinofficial	€55,799,240	35,560	3,562	4.5%
4	→0	Mango	mango	€37,512,803	16,291	3,015	3.0%
5	↗2	Adidas	adidas_es	€33,725,535	9,559	2,22	5.2%
6	↗5	Christian Dior Couture	dior	€27,455,290	6,875	1,682	3.5%
7	↘-2	Primark	primark	€22,500,944	9,465	2,67	4.9%
8	↗2	Stradivarius	stradivarius	€21,325,962	11,995	2,665	3.5%
9	↘-1	H&M	hm	€19,577,572	8,310	1,929	3.5%
10	↘-1	Bershka	bershka	€18,111,892	11,395	2,732	5.1%
11	↘-5	Pull&Bear	pullandbear	€16,711,188	9,577	2,33	5.2%
12	↗18	Massimo Dutti	massimodutti	€16,087,121	7,704	1,294	3.3%
13	↗21	Dolce & Gabbana	dolcegabbana	€15,981,117	2,417	890,000	3.9%
14	↗15	Pandora	theofficialpandora	€15,636,841	2,376	609	3.4%
15	↗1	Loewe	loewe	€15,596,416	7,423	1,852	3.1%
16	↗1	Louis Vuitton	louisvuitton	€15,497,415	5,673	1,491	2.8%
17	↘-5	Sezane Group	sezane	€15,320,930	12,627	1,005	3.0%
18	↘-4	Tous	tousjewelry	€15,023,192	3,597	965	4.2%
19	↗31	Adidas Football	adidasfootball	€13,635,136	1,993	412	8.0%
20	↘-7	Nike	nike	€12,739,384	6,916	2,279	5.1%
21	↘-3	Parfois	parfois	€11,957,865	6,493	1,514	2.8%
22	↗19	Goi	goi	€11,800,822	1,114	329	11.3%
23	↗111	Dsquared 2	dsquared2	€10,575,943	1,635	465	5.8%
24	↘-4	Adidas	adidas	€10,170,459	5,365	1,675	3.6%
25	↗3	Saint Laurent	ysl	€9,709,788	4,178	1,334	3.0%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
26	↗31	Scalpers	scalperscompany	€8,942,991	6,571	1,478	3.6%
27	↗18	House of CB	houseofcbes	€8,306,331	2,091	247	5.0%
28	↗41	Agatha Paris	agathaparisspain	€8,155,127	1,184	368	2.9%
29	↗11	Puma	pumaspain	€8,132,148	4,018	733	4.8%
30	↗3	Prada	prada	€8,124,816	3,910	1,322	3.8%
31	↘-16	Multiopticas	moeyewear	€8,034,432	4,492	1,154	2.9%
32	↗3	Gucci	gucci	€8,007,980	4,281	1,292	3.0%
33	↗45	Pinko	pinkoofficial	€7,948,745	1,377	414	4.6%
34	↘-3	Chanel	chanelofficial	€7,944,734	4,429	1,135	2.5%
35	↗14	Fashion Nova	fashionnova	€7,890,185	2,583	181	4.9%
36	↗110	Miumiu	miumiu	€7,770,747	2,058	641	2.8%
37	↗27	Sandro Paris	sandroparis	€7,471,988	2,258	646	2.9%
38	↘-16	Guess	guess	€7,351,274	3,490	1,132	3.6%
39	↗74	Diesel	diesel	€7,210,099	1,355	503	5.9%
40	↗148	Rolex	rolex	€7,169,705	890	193	2.5%
41	↗219	Schiaparelli	schiaparelli	€7,123,519	1,121	340	4.5%
42	↗20	Swaroski	swarovski	€6,936,771	1,406	578	4.0%
43	↗28	Uniqlo	uniqloeuropa	€6,796,590	3,105	733	3.0%
44	↗338	Vans	vans	€6,673,068	955	470	12.1%
45	↘-3	Calzedonia	calzedonia	€6,404,930	2,674	923	3.8%
46	↘-2	Martinelli Shoes	martinellishoes	€6,321,239	2,654	767	3.0%
47	↘-23	Carolina Herrera	carolinaherrera	€6,189,519	2,964	952	2.7%
48	↗48	Bimba y Lola	bimbaylola	€6,152,043	3,695	1,183	3.9%
49	↗28	Fernando Claro Boutique	clarocouture	€6,013,621	2,033	504	4.4%
50	↘-31	Agon Gym	agon_gym	€5,995,049	1,208	153	6.6%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
51	▼-13	Sfera	sferaofficial	€5,939,851	3,713	978	2.7%
52	▲170	Twojeys	twojeys	€5,614,641	1,517	647	9.2%
53	▼-26	Women Secret	womensecretofficial	€5,318,337	2,138	791	3.6%
54	▲35	Levis	levis	€5,235,541	2,771	1,037	15.7%
55	▲84	Jacquemus	jacquemus	€5,228,047	1,944	720	3.3%
56	▲46	Adidas Originals	adidasoriginals	€5,225,267	3,199	1,16	4.2%
57	▲66	Aquazzura	aquazzura	€5,087,298	1,358	401	2.1%
58	▼-12	Fendi	fendi	€5,076,791	2,048	671	2.4%
59	▲574	Vanquish Fitness	vqfit	€4,947,095	471	20	6.7%
60	▲193	Emporio Armani	emporioarmani	€4,882,695	921	381	4.3%
61	▲390	Messika	messika	€4,855,967	488	130	4.7%
62	▲17	Oysho	oysho	€4,853,809	6,150	1,21	3.9%
63	▲37	PrettyLittleThing	prettylittlething	€4,772,819	1,200	169	3.4%
64	▲50	Gobik	gobik_wear	€4,766,662	3,471	187	4.8%
65	▼-13	Pedro del Hierro	pedrodelhierro_official	€4,753,321	3,581	908	2.4%
66	▲93	Polène Paris	polene_paris	€4,735,647	1,710	389	2.7%
67	▲16	Karl Lagerfeld	karllagerfeld	€4,713,117	1,951	658	4.4%
68	▲49	Puma	pumafootball	€4,659,887	757	184	7.7%
69	▲17	Rabat Jewellery	rabatjewellery	€4,659,138	1,537	370	3.8%
70	▲10	Rabanne	rabanne	€4,603,769	2,256	746	3.4%
71	▲28	Versace	versace	€4,591,485	1,539	619	3.7%
72	▼-35	Nike	nikerunning	€4,552,936	2,729	401	4.6%
73	▲257	Balmain	balmain	€4,545,258	577	285	5.3%
74	▼-38	Redondo Brand	redondobrand	€4,532,263	1,790	497	1.8%
75	▲83	Jean Paul Gaultier	jeanpaulgaultier	€4,523,900	1,874	634	6.2%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
76	➔238	Courrèges	courreges	€4,515,662	440	186	4.6%
77	➔16	Salomon	salomon.spain	€4,477,901	3,336	362	5.3%
78	➔127	Balenciaga	balenciaga	€4,476,682	2,065	845	3.1%
79	➡-36	Lola Casademunt	lolacasademunt	€4,412,414	4,642	844	2.6%
80	➔17	Naitna Kids	naitnaitkids	€4,382,552	1,787	378	3.4%
81	➔22	Slow Love	slowloveoficial	€4,286,817	1,139	221	2.4%
82	➡-29	Lefties	leftiesoficial	€4,193,011	4,039	1,338	4.8%
83	➔83	Wow Concept	wowconcept_	€4,149,080	2,196	826	2.9%
84	➔37	Cartier	cartier	€4,145,214	1,645	519	3.2%
85	➡-37	Coosy	coosyoficial	€4,091,452	3,315	603	2.1%
86	➡-14	Hermes	hermes	€4,067,034	3,522	910	3.2%
87	➔3	Valentino	maisonvalentino	€4,054,660	1,788	585	3.0%
88	➔144	Ride 100 percent	ride100percent	€4,051,500	737	58	11.5%
89	➡-30	Victoria Coleccion	victoria.coleccion	€4,047,425	1,902	457	2.1%
90	➡-16	New Balance	newbalance	€4,045,325	3,503	1,289	3.0%
91	➔154	Siroko	sirokocom	€3,979,526	2,269	203	6.4%
92	➡-22	Zapato Feroz	zapatoferoz	€3,961,567	392	174	6.2%
93	➡-54	Shein Curve	sheincurve	€3,952,379	2,747	281	3.4%
94	➡-33	Hawkers	hawkersco	€3,935,971	6,399	1,164	4.9%
95	➔87	COS	cosstores	€3,904,894	2,346	563	3.4%
96	➡-9	Eme Studios	emestudios_	€3,848,138	2,783	691	7.7%
97	➔100	Ulanka	ulanka_official	€3,835,018	886	294	4.4%
98	➡-10	Lady Pipa	ladypipa	€3,802,652	985	364	3.8%
99	➔357	Tiffany & Co	tiffanyandco	€3,610,077	879	314	2.6%
100	➔143	Under Armour	underarmour	€3,608,575	1,007	246	2.9%

*all Instagram account formats

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Italy: Top 100 fashion brands on Instagram in 2024





Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	Shein	sheinofficial	€52,765,548	36,483	2,902.00	4.1%
2	→0	Shein	shein_it	€51,123,232	34,145	2,665.00	3.9%
3	↗1	Inditex	zara	€25,935,002	17,955	3,675.00	3.2%
4	↗12	Dolce & Gabbana	dolcegabbana	€21,856,753	11,357	3,074.00	3.7%
5	→0	Gucci	gucci	€21,621,358	11,945	3,144.00	2.9%
6	↗7	Adidas Italy	adidasita	€18,593,416	7,372	1,699.00	7.0%
7	↗15	Nike	nike	€15,779,982	6,252	2,505.00	4.2%
8	↗4	Emporio Armani	giorgioarmani	€15,731,027	7,154	2,086.00	3.4%
9	↘-6	Christian Dior Couture	dior	€14,874,717	8,124	2,416.00	2.4%
10	↗4	Atelier Emé	ateliereme	€14,026,378	3,873	912.00	3.8%
11	↗21	Emporio Armani	emporioarmani	€13,872,420	4,729	1,482.00	4.8%
12	↗36	Dainese	daineseofficial	€12,520,227	2,448	284.00	6.8%
13	↗12	Diesel	diesel	€12,453,750	3,693	1,260.00	8.4%
14	↘-6	Louis Vuitton	louisvuitton	€11,725,594	6,314	1,774.00	2.8%
15	↘-4	Prada	prada	€11,190,346	8,594	2,482.00	2.6%
16	↗4	Intimissimi	intimissimiofficial	€10,849,003	2,590	1,061.00	3.8%
17	↗7	H&M	hm	€10,515,580	6,901	1,844.00	2.7%
18	↘-8	Calzedonia	calzedonia	€10,444,881	5,286	1,806.00	3.5%
19	↗2	Elisabetta Franchi	elisabettafranchi	€10,383,114	7,579	1,410.00	2.0%
20	↘-3	Valentino	maisonvalentino	€9,979,482	5,606	1,559.00	2.4%
21	↘-14	Valentina Ferragni Studio	valentinaferragnistudio	€9,139,092	646	103.00	1.8%
22	↗46	Adidas	adidasfootball	€9,109,903	1,539	385.00	7.1%
23	→0	Saint Laurent	ysl	€8,786,007	6,912	2,248.00	2.6%
24	↗118	Rolex	rolex	€8,699,028	1,274	387.00	2.3%
25	↗11	Versace	versace	€8,480,959	4,128	1,501.00	3.3%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
26	↑169	Alo	alo	€8,457,739	816	201.00	4.5%
27	↑18	Chanel	chanelofficial	€8,036,368	7,355	1,682.00	2.1%
28	↑12	Etro	etro	€8,032,322	3,905	1,033.00	2.8%
29	↓-14	Fendi	fendi	€7,880,631	4,985	1,520.00	2.5%
30	↓-12	Tezenis	tezenisofficial	€7,815,864	4,392	1,637.00	4.8%
31	↑23	Balenciaga	balenciaga	€7,701,327	3,919	1,394.00	2.5%
32	↑18	Miumiu	miumiu	€7,540,157	5,579	1,401.00	2.4%
33	↑4	The Attico	theattico	€7,530,442	2,767	818.00	3.6%
34	↓-4	Tommy Hilfiger	tommyhilfiger	€7,370,572	2,324	785.00	3.4%
35	↑23	Hugo Boss	boss	€7,307,688	1,214	415.00	3.8%
36	↑11	GUESS	guess	€7,251,764	4,166	1,300.00	3.2%
37	↑32	Dsquared 2	dsquared2	€7,163,554	3,999	1,202.00	3.4%
38	↑17	Roberto Cavalli	roberto_cavalli	€7,142,300	3,706	827.00	2.4%
39	↓-8	Missoni	missoni	€6,998,812	3,301	966.00	2.0%
40	↑25	Adidas	adidas	€6,844,236	3,818	1,629.00	5.6%
41	↑63	Bomba Fit	bombafit.it	€6,758,907	2,643	237.00	7.7%
42	↑43	Cartier	cartier	€6,713,988	2,370	764.00	2.8%
43	↑6	Bershka	bershka	€6,597,267	5,215	1,412.00	5.8%
44	↓-10	GCD Wear	gcdswear	€6,414,133	1,765	563.00	4.9%
45	↓-2	Fashion Nova	fashionnova	€6,266,270	2,643	208.00	4.8%
46	↑13	Yoox	yoox	€6,096,287	1,175	249.00	3.2%
47	↓-20	Yamamay	yamamayofficial	€6,029,395	2,733	596.00	3.4%
48	↑12	Luisaviaroma	luisaviaroma	€5,673,613	2,388	555.00	3.4%
49	↑40	Tiffany & Co	tiffanyandco	€5,638,519	1,393	445.00	3.4%
50	↑1	Primark	primark	€5,575,548	4,326	1,399.00	4.8%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
51	↗67	Sézane	sezane	€5,399,283	10,260	697.00	3.0%
52	↘-11	Jacquemus	jacquemus	€5,388,575	2,638	1,128.00	2.6%
53	↗8	Hermes	hermes	€5,306,224	4,063	1,265.00	2.6%
54	↗44	PUMA	pumafootball	€5,199,130	1,005	256.00	5.3%
55	↗19	Carrera	carrera	€5,004,547	482	172.00	3.6%
56	↗40	Loewe	loewe	€4,954,031	3,158	983.00	2.8%
57	↘-48	Qlhype	qlhype	€4,864,959	1,077	195.00	1.4%
58	↗4	Vinted	vinted	€4,805,695	3,016	997.00	2.7%
59	↘-3	Intimissimi	intimissimiuomo	€4,765,454	423	156.00	2.4%
60	↗3	Revolve	revolve	€4,749,207	757	107.00	4.5%
61	↗38	The Frankie Shop	thefrankieshop	€4,695,564	1,593	354.00	4.2%
62	↗71	Skims	skims	€4,689,080	1,343	591.00	10.6%
63	↘-34	Max Mara	maxmara	€4,678,853	4,050	1,299.00	1.8%
64	↘-18	Alberta Ferretti	albertaferretti	€4,484,352	1,782	491.00	2.1%
65	↘-21	Rinascente	rinascente	€4,337,632	5,654	1,444.00	2.2%
66	↗457	Bvlgari	bvlgari	€4,304,797	1,722	527.00	2.6%
67	↗46	Marciano by Guess	marciano	€4,266,013	1,094	229.00	2.2%
68	↗55	Swaroski	swarovski	€4,184,092	2,508	888.00	6.5%
69	↗69	Marni	marni	€4,074,450	2,324	787.00	3.4%
70	↗38	OOTD	ootdsubmit	€4,050,498	1,588	143.00	2.9%
71	↗5	Rabanne	rabanne	€4,025,316	1,739	632.00	3.1%
72	↗22	Tom Ford	tomford	€4,009,905	2,242	903.00	2.1%
73	↗354	Alo yoga	aloyoga	€3,915,841	479	108.00	2.2%
74	↗32	Island Coco	islandcocobikini	€3,867,662	1,350	240.00	7.3%
75	↗5	Ralph Lauren	ralphlauren	€3,827,188	1,861	801.00	3.5%



Rank	Δ 2023	Brand	Instagram mention	Total EMV	Total Contents	Total KOLs	ER
76	▼-41	Ferragamo	ferragamo	€3,777,046	3,070	890.00	2.6%
77	▲54	Adidas Originlas	adidasoriginals	€3,752,911	2,863	1,279.00	4.4%
78	▲41	Gianvito Rossi	gianvitorossi	€3,742,215	1,087	285.00	2.5%
79	▲118	Amabile Jewels	amabile_jewels	€3,713,917	656	239.00	4.8%
80	▲47	Christian Louboutin	louboutinworld	€3,712,028	1,166	509.00	3.0%
81	▲47	APM Monaco	apmmonaco	€3,649,528	2,907	379.00	2.9%
82	▲32	Luxottica	oakley	€3,598,370	2,581	635.00	3.9%
83	▼-2	René Caovilla	renecaovilla	€3,578,357	1,041	361.00	3.4%
84	▼-17	Pull&Bear	pullandbear	€3,358,567	3,386	717.00	6.4%
85	▼-2	Off White	off____white	€3,354,336	1,832	799.00	4.6%
86	▼-47	Moschino	moschino	€3,338,189	3,368	1,136.00	2.3%
87	▼-15	Calvin Klein	calvinklein	€3,283,033	2,306	987.00	3.5%
88	▼-46	TOD'S	tods	€3,226,674	2,539	705.00	2.2%
89	▼-51	Pinko	pinkoofficial	€3,189,874	2,181	739.00	2.6%
90	▼-20	Bottega Veneta Italy	newbottega	€3,183,949	2,451	886.00	3.6%
91	▲95	Rick Owens	rickowensonline	€3,176,993	1,370	442.00	3.1%
92	▲58	Maison Margiela	maisonmargiela	€3,173,608	1,975	754.00	3.1%
93	▲22	Mango	mango	€3,155,124	3,222	1,012.00	3.2%
94	▼-37	Levis	levis	€3,121,918	2,543	1,030.00	3.1%
95	▲5	Ray Ban	rayban	€3,020,571	2,583	1,032.00	4.5%
96	▲82	Valentino	valentino.beauty	€2,974,032	1,305	375.00	3.0%
97	▲4	Sandro Paris	sandroparis	€2,956,997	1,078	385.00	4.2%
98	▼-72	Schiaparelli	schiaparelli	€2,939,388	1,727	480.00	2.6%
99	▲45	Vivienne Westwood	viviennewestwood	€2,936,779	1,547	558.00	2.9%
100	▼-27	Michael Kors	michaelkors	€2,917,978	2,200	704.00	3.2%

*all Instagram account formats

About Kolsquare

KOLSQUARE IS EUROPE'S LEADING INFLUENCER MARKETING PLATFORM

Kolsquare is Europe's leading Influencer Marketing platform, a data-driven solution that allows brands to scale their KOL Marketing strategies and implement authentic partnerships with KOLs (Key Opinion Leaders).

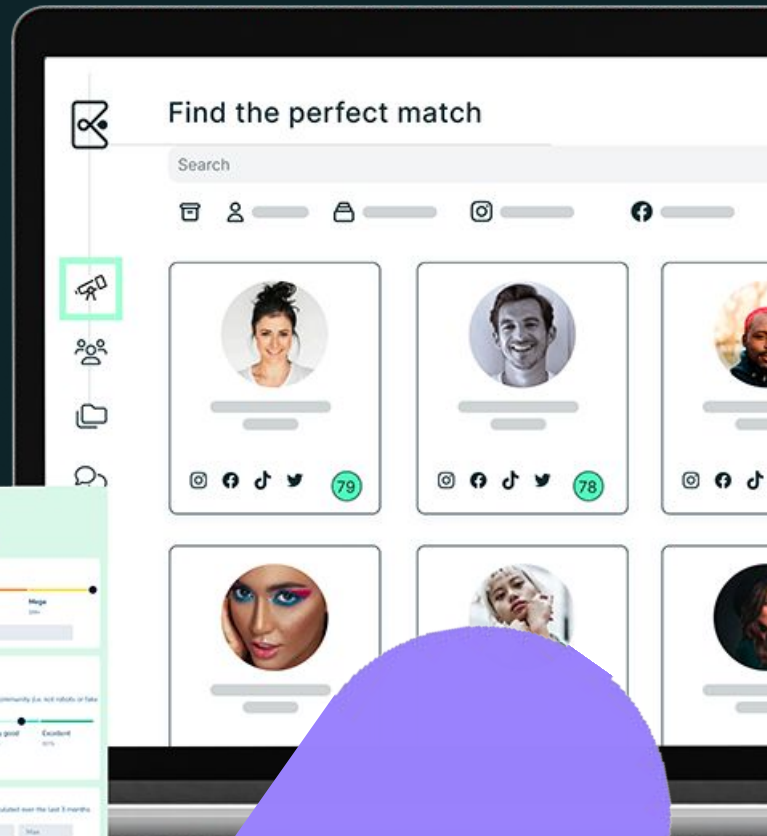
Kolsquare's technology enables marketing professionals to easily identify the best Content Creators' profiles by filtering their content and audience, and to build and manage their campaigns from A to Z, including measuring results and benchmarking performance against competitors. Kolsquare has built a thriving global community of influencer marketing experts, and offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora, Lush, Hermès...) the latest Big Data, AI and Machine Learning technologies to drive inspiring partnerships, tapping into an exhaustive network of KOLs with more than 5,000 followers in 180 countries on Instagram, TikTok, X (Twitter), Facebook, YouTube and SnapChat.

As a Certified B Corporation, Kolsquare has been pioneering Responsible Influence by championing transparency, ethical practices, and meaningful collaborations to inspire change.

Since October 2024, Kolsquare has become part of the Team.Blue group, one of the largest private tech companies in Europe, and a leading digital enabler for businesses and entrepreneurs across Europe. Team.Blue brings together over 60 successful brands in web hosting, domains, e-commerce, online compliance, lead generation, application solutions, and social media.

Visit www.kolsquare.com for more information or to book a demonstration with one of our influence experts. Contact us directly at contact@kolsquare.com.

Book a demo →





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