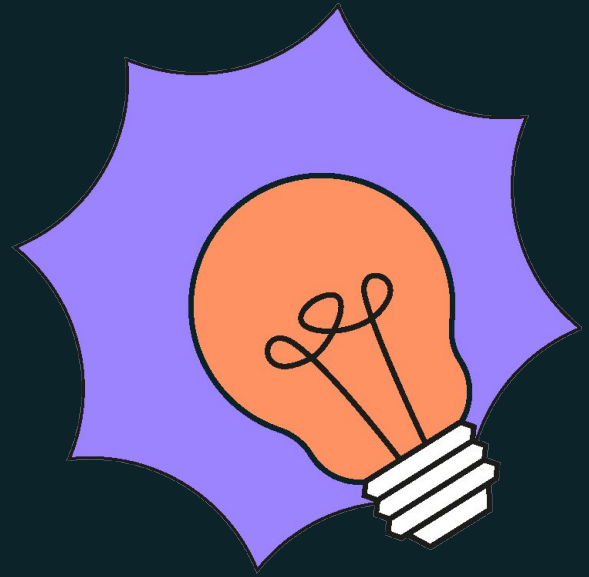


TOP 100

# FASHION BRANDS MENTIONED ON **TIKTOK** IN 2024





## Introduction

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Kolsquare's TikTok Fashion Rankings 2024 reveal brands across Europe remain wary of going full throttle on influence marketing on the popular video app, activating far fewer KOLs than for Instagram, and, as a result, generating significantly less EMV.

TikTok hesitancy is certainly down to the platform's continued volatility around hitting on the right content and KOL formula, which contrasts sharply with the consolidated view amongst marketers of Instagram as a "safe haven" platform that delivers a certain level of brand control for influence campaigns.

The continued reluctance of many fashion brands to go hard after TikTok opportunities is also a reflection of the platform's predominantly young audience. The result? TikTok is a playground for fast-fashion, sports and leisurewear brands, which dominate the European Top 20.

Analysis of TikTok Fashion rankings by country also brings into stark relief the maturity of Britain's influencer marketing industry compared to its neighbours. British brands — Primark, PrettyLittleThing, ASOS, Gymshark, Aybl, Oh Pollu, hold six of the European Top 20 positions.

The UK TikTok Fashion Rankings are also telling on this point: the top-ranked brands in the UK are activating roughly a third more KOLs than the top-ranked brands in other countries. The Top 10 reflects the overall TikTok category preference, with local fast-fashion brands beating out international heavyweights Shein, Zara and H&M for the top spots.

Engagement rates also reveal the level of local brand love in the UK. Primark (#1), which activated some 300 fewer KOLs than Shein (#5), booked an overall 9.2% engagement rate compared to Shein's 3.8%.

Meanwhile sportswear brand Dfyne ranked an impressive #3 in the UK with just 235 KOLs producing many more contents per KOL (3,611 contents) than Primark (6,088 contents), and PrettyLittleThing (#2, 8,633 contents), both of which activated vastly higher volumes of KOLs.

French rankings show that fashion brands are following the UK example and warming up to TikTok, with luxury players like Christian Dior (#11) and Louis Vuitton (#16) making a strong showing in the Top 20.

Meanwhile, La Boutique Official took out the #2 place behind Shein, with just 167 KOLs talking about the brand in 915 contents, compared to Shein's 1,194 KOLs and 6,686 contents. Notably, La Boutique Official achieved a whopping 19% engagement rate.

In Italy, Spain and Germany, few fashion brands are running hard on TikTok influence campaigns, with international fast-fashion players activating far fewer KOLs than in other markets. In Spain for example, Mango (#2) and Primark (#3) activated just 215 and 328 KOLs respectively.

Want to learn more? Take a deep dive into the full TikTok Fashion Rankings 2024 by country and category in the following pages. Happy reading!

## Methodology

This study, drawing on an analysis of Kolsquare data, delineates the performance of brands on TikTok 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 of 103,101 profiles with more than 5,000 followers referenced one of the 1,192 fashion brands featured in the report.

The 254,169 contents analysed from January 2024 to December 2024 were pinpointed through brand mentions on TikTok.



## 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 TikTok. 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 fashion zeitgeist, our comprehensive report delves into the inner workings of over **1,192 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 TikTok 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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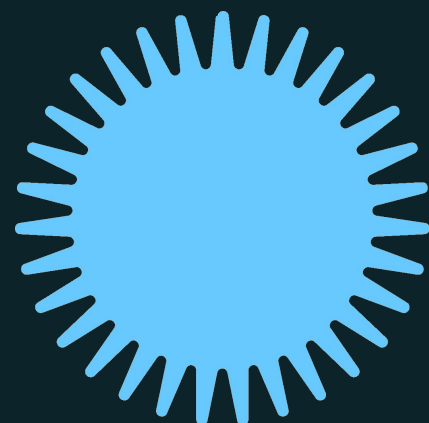
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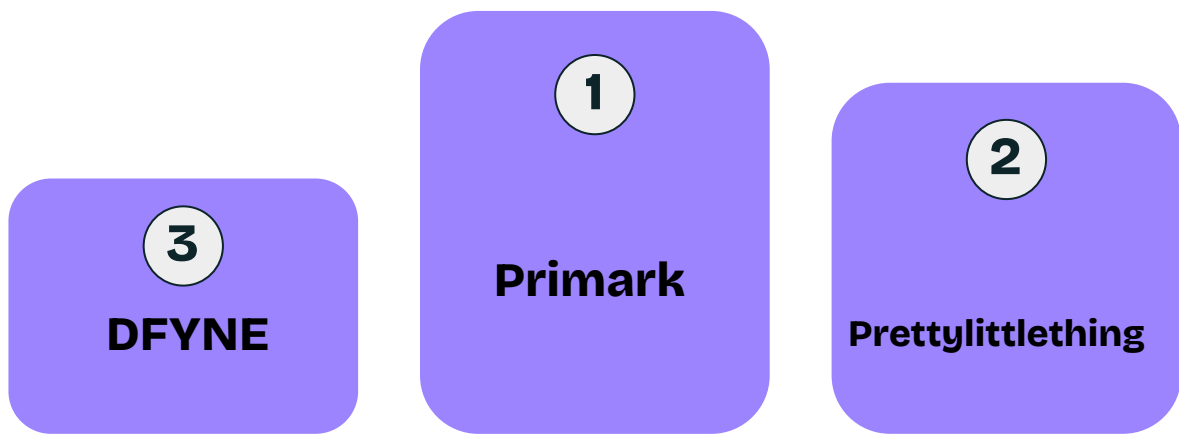
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# UK: Top 100 fashion brands on TikTok in 2024





# TOP 3 FASHION BRANDS BY EMV ON TIKTOK



In 2024, **Primark** rises to the top of TikTok's fashion landscape in the UK, claiming the #1 spot in **Earned Media Value (EMV)**. With an impressive EMV of **£23,830,857**, the brand surpasses last year's leader, PrettyLittleThing, solidifying its dominance in the fast fashion sector.

This success is powered by **1,548 influencers** who generated **6,088 content pieces**, reinforcing Primark's strong digital presence.

Strategic collaborations with UK creators like @alicelambertb and @CharlyAnneC have played a crucial role in driving engagement and brand visibility.

Meanwhile, **PrettyLittleThings** moves to second place, while **DFYNE** makes an impressive jump of three spots to secure third place. These shifts underscore the competitive and ever-evolving nature of the fast fashion industry, where brands must continuously innovate to capture the attention of an expanding digital audience.





| Rank | Δ 2023 | Brand                    | TikTok mention    | Total EMV   | Total KOLs | Total Contents | ER    |
|------|--------|--------------------------|-------------------|-------------|------------|----------------|-------|
| 1    | ↑1     | <b>Primark</b>           | primark           | £23,830,857 | 1,548      | 6,088          | 9.3%  |
| 2    | ↓-1    | <b>Prettylittlething</b> | prettylittlething | £20,963,348 | 1,980      | 8,633          | 3.2%  |
| 3    | ↑3     | <b>DFYNE</b>             | dfyne.official    | £19,278,539 | 235        | 3,611          | 5.1%  |
| 4    | ↑10    | <b>Asos</b>              | asos              | £14,123,780 | 1,360      | 5,058          | 3.4%  |
| 5    | ↓-1    | <b>Shein</b>             | shein_official    | £11,779,996 | 1,254      | 5,656          | 3.8%  |
| 6    | ↑3     | <b>Gymshark</b>          | gymshark          | £8,954,529  | 524        | 3,397          | 4.3%  |
| 7    | ↑6     | <b>H&amp;M</b>           | hm                | £8,006,010  | 861        | 2,749          | 4.7%  |
| 8    | ↓-1    | <b>Zara</b>              | zara              | £7,655,319  | 847        | 2,691          | 7.0%  |
| 9    | ↑14    | <b>Nike</b>              | nike              | £7,443,416  | 441        | 840            | 10.1% |
| 10   | ↑25    | <b>Tk Maxx</b>           | tkmaxx            | £6,907,953  | 634        | 1,501          | 8.1%  |
| 11   | ↓-1    | <b>Aybl</b>              | aybl              | £6,836,817  | 117        | 1,300          | 6.6%  |
| 12   | ↑18    | <b>Bershka</b>           | bershka           | £6,541,604  | 399        | 869            | 29.0% |
| 13   | ↑8     | <b>New Look</b>          | newlook           | £5,481,534  | 536        | 1,904          | 5.2%  |
| 14   | ↑10    | <b>Adidas</b>            | adidas            | £4,912,565  | 619        | 1,334          | 7.8%  |
| 15   | ↑38    | <b>Selfridges</b>        | selfridges        | £4,688,844  | 253        | 420            | 40.9% |
| 16   | ↓-8    | <b>Oh Polly</b>          | ohpolly           | £4,293,429  | 508        | 971            | 3.1%  |
| 17   | ↑34    | <b>Lulu Lemon</b>        | lululemon         | £4,270,940  | 173        | 503,000        | 8.5%  |
| 18   | ↓-1    | <b>Christian Dior</b>    | dior              | £3,869,062  | 244        | 444            | 14.9% |
| 19   | ↑58    | <b>Vinted</b>            | vinted            | £3,658,825  | 380        | 789            | 7.9%  |
| 20   | ↓-15   | <b>Boohoo</b>            | boohoo            | £3,489,551  | 851        | 3,279          | 2.0%  |
| 21   | ↑44    | <b>Under Armour</b>      | underarmour       | £3,098,288  | 57         | 115            | 19.9% |
| 22   | ↓-7    | <b>Skims</b>             | skims             | £3,088,148  | 345        | 512            | 13.9% |
| 23   | ↑51    | <b>Ugg</b>               | ugg               | £2,712,040  | 287        | 479            | 11.4% |
| 24   | ↑24    | <b>F&amp;F Clothing</b>  | fandfclothing     | £2,548,367  | 275        | 735            | 7.7%  |
| 25   | ↑33    | <b>Next</b>              | nextofficial      | £2,545,633  | 639        | 1,257          | 3.6%  |





| Rank | Δ<br>2023 | Brand                          | TikTok mention     | Total EMV  | Total KOLs | Total<br>Contents | ER    |
|------|-----------|--------------------------------|--------------------|------------|------------|-------------------|-------|
| 26   | ↓-7       | <b>River Island</b>            | riverisland        | £2,418,432 | 416        | 874               | 3.0%  |
| 27   | ↓-16      | <b>Gucci</b>                   | gucci              | £2,037,783 | 181        | 362               | 4.1%  |
| 28   | ↑152      | <b>Chanel</b>                  | chanelofficial     | £2,026,968 | 101        | 177               | 15.7% |
| 29   | ↑11       | <b>Abbott Lyon</b>             | abbottlyon         | £1,932,426 | 153        | 371               | 1.3%  |
| 30   | ↓-4       | <b>Crocs</b>                   | crocs              | £1,816,064 | 182        | 285               | 4.4%  |
| 31   | ↓-9       | <b>Babyboo</b>                 | babyboofashion     | £1,725,676 | 104        | 253               | 2.9%  |
| 32   | ↑37       | <b>Puma</b>                    | puma               | £1,696,807 | 216        | 371               | 4.0%  |
| 33   | ↑43       | <b>New Balance</b>             | newbalance         | £1,695,954 | 293        | 523               | 4.3%  |
| 34   | ↓-5       | <b>Pull&amp;Bear</b>           | pullandbear        | £1,676,998 | 233        | 594               | 9.8%  |
| 35   | ↑22       | <b>Temu</b>                    | temu               | £1,659,625 | 373        | 800               | #N/A  |
| 36   | ↓-33      | <b>Boohoo</b>                  | boohooman          | £1,646,381 | 177        | 354               | 1.6%  |
| 37   | ↓-19      | <b>Katch Me</b>                | katchme.official   | £1,579,061 | 709        | 2,525             | 0.7%  |
| 38   | ↓-10      | <b>Ego</b>                     | egoofficial_       | £1,569,992 | 728        | 1,427             | 2.6%  |
| 39   | ↓-12      | <b>Cernucci</b>                | cernucci           | £1,557,925 | 93         | 175               | 2.1%  |
| 40   | ↑16       | <b>George Asda</b>             | georgeatasda       | £1,494,830 | 210        | 506               | 2.5%  |
| 41   | ↑81       | <b>Louis Vuitton</b>           | louisvuitton       | £1,436,146 | 92         | 234               | 5.1%  |
| 42   | ↓-30      | <b>Rebellious Fashion</b>      | rebellious_fashion | £1,346,130 | 652        | 1,652             | 1.3%  |
| 43   | ↑74       | <b>Victoria's Secret</b>       | victoriasscret_uk  | £1,338,119 | 83         | 143               | 29.3% |
| 44   | ↑8        | <b>Stradivarius</b>            | stradivarius       | £1,326,506 | 194        | 341               | 10.9% |
| 45   | ↑65       | <b>Ralph Lauren</b>            | ralphlauren        | £1,300,448 | 101        | 164               | 6.0%  |
| 46   | ↑49       | <b>Abercrombie &amp; Fitch</b> | abercrombie        | £1,291,566 | 157        | 341               | 9.0%  |
| 47   | ↑345      | <b>Scuffers</b>                | scuffers.co        | £1,269,243 | 51         | 104               | 17.1% |
| 48   | ↓-10      | <b>Uniqlo</b>                  | uniqloeuropa       | £1,245,391 | 234        | 578               | 4.7%  |
| 49   | ↓-8       | <b>Club L London</b>           | clubllondon        | £1,191,953 | 214        | 332               | 3.3%  |
| 50   | ↓-7       | <b>Foot Asylum</b>             | footasylum         | £1,166,628 | 60         | 94                | 3.3%  |



| Rank | Δ 2023 | Brand                    | TikTok mention  | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|--------------------------|-----------------|------------|------------|----------------|-------|
| 51   | ↓-7    | <b>Public Desire</b>     | publicdesire    | £1,158,422 | 258        | 653            | 1.4%  |
| 52   | ↓-21   | <b>Saint Laurent</b>     | ysl             | £1,054,134 | 127        | 176            | 4.6%  |
| 53   | ↓-28   | <b>JD Sport</b>          | jdofficial      | £1,039,288 | 85         | 154            | 14.9% |
| 54   | ↑40    | <b>Mango</b>             | mango           | £1,032,740 | 286        | 561            | 4.5%  |
| 55   | ↑51    | <b>In Print We Trust</b> | inprintwetrust  | £1,019,178 | 477        | 826            | 3.5%  |
| 56   | ↓-40   | <b>Lounge Underwear</b>  | lounge          | £1,013,450 | 258        | 538            | 2.7%  |
| 57   | ↑10    | <b>247 Represent</b>     | representclo    | £988,734   | 40         | 89             | 5.1%  |
| 58   | ↑71    | <b>Alo</b>               | alo             | £986,342   | 67         | 124            | 2.3%  |
| 59   | ↑20    | <b>Levis</b>             | levis           | £945,358   | 131        | 233            | 2.3%  |
| 60   | ↓-40   | <b>Dr Martens</b>        | drmartens       | £932,685   | 143        | 443            | 2.3%  |
| 61   | new    | <b>Tom Ford</b>          | tomfordbeauty   | £919,096   | 78         | 122            | 3.0%  |
| 62   | ↓-7    | <b>Superdry</b>          | superdry        | £894,288   | 297        | 871            | 2.2%  |
| 63   | ↑84    | <b>Rimowa</b>            | rimowa          | £865,606   | 10         | 16             | 3.3%  |
| 64   | ↑130   | <b>Victoria's Secret</b> | victoriasscret  | £849,613   | 77         | 104            | 7.6%  |
| 65   | ↓-6    | <b>Burberry</b>          | burberry        | £838,916   | 105        | 173            | 6.6%  |
| 66   | ↓-4    | <b>JD Sport</b>          | jdsports        | £829,607   | 130        | 180            | 1.8%  |
| 67   | ↑16    | <b>Valentino</b>         | valentino       | £829,028   | 54         | 81             | 5.1%  |
| 68   | ↑147   | <b>Calvin Klein</b>      | calvinklein     | £812,008   | 62         | 86             | 2.9%  |
| 69   | ↑34    | <b>Urban Outfitters</b>  | urbanoutfitters | £786,903   | 140        | 220            | 5.1%  |
| 70   | ↑92    | <b>Reformation</b>       | reformation     | £785,088   | 60         | 150            | 12.8% |
| 71   | ↑29    | <b>Coach</b>             | coach           | £781,579   | 177        | 383            | 6.3%  |
| 72   | ↑101   | <b>Longchamp</b>         | longchamp       | £773,241   | 83         | 156            | 2.6%  |
| 73   | ↓-19   | <b>Converse</b>          | converse        | £731,643   | 101        | 251            | 3.1%  |
| 74   | ↑56    | <b>Murci</b>             | murciuk         | £691,766   | 118        | 163            | 19.8% |
| 75   | ↑10    | <b>Rabanne</b>           | rabanne         | £685,659   | 66         | 109            | 2.9%  |



| Rank | Δ 2023 | Brand                      | TikTok mention       | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|----------------------------|----------------------|-----------|------------|----------------|-------|
| 76   | ↓-27   | <b>Steve Madden France</b> | stevemadden          | £662,994  | 88         | 164            | 1.5%  |
| 77   | ↓-4    | <b>Adanola</b>             | adanolaofficial      | £650,173  | 282        | 510            | 2.9%  |
| 78   | ↑24    | <b>Boho Moon</b>           | bohoomoonjewellery   | £625,946  | 192        | 348            | 1.5%  |
| 79   | ↓-13   | <b>Fairfax &amp; Favor</b> | fairfaxandfavor      | £621,569  | 69         | 288            | 2.7%  |
| 80   | ↑79    | <b>Polène Paris</b>        | polene_paris         | £619,599  | 57         | 98             | 7.1%  |
| 81   | ↑56    | <b>Boux Avenue</b>         | bouxavenue           | £592,180  | 399        | 838            | 0.8%  |
| 82   | ↑34    | <b>Gymshark</b>            | gymsharkwomen        | £590,025  | 166        | 554            | 2.3%  |
| 83   | ↓-23   | <b>Weekday</b>             | weekdayofficial      | £573,041  | 111        | 208            | 4.8%  |
| 84   | ↑24    | <b>Depop</b>               | depop                | £571,402  | 33         | 61             | 17.1% |
| 85   | ↑48    | <b>Stella McCartney</b>    | stellamccartney      | £540,975  | 22         | 30             | 37.7% |
| 86   | ↑37    | <b>Fashion Nova</b>        | fashionnovacurve     | £527,867  | 25         | 278            | 1.4%  |
| 87   | ↓-19   | <b>Urban Outfitters</b>    | urbanoutfitterseu    | £523,570  | 136        | 237            | 3.0%  |
| 88   | new    | <b>Pikeur Eskadron</b>     | pikeur_eskadron      | £503,087  | 1          | 2              | 19%   |
| 89   | ↑3     | <b>Bella Barnett</b>       | bellabarnettofficial | £495,212  | 37         | 60             | 4.7%  |
| 90   | ↓-8    | <b>Prada</b>               | prada                | £487,066  | 99         | 148            | 5.4%  |
| 91   | ↓-27   | <b>Revolve</b>             | revolve              | £474,540  | 88         | 203            | 2.0%  |
| 92   | ↓-55   | <b>On Running</b>          | onrunning            | £471,212  | 47         | 87             | 4.2%  |
| 93   | ↓-3    | <b>Cos</b>                 | cos                  | £455,638  | 157        | 389            | 3.7%  |
| 94   | ↓-62   | <b>Pandora</b>             | theofficialpandora   | £450,589  | 93         | 133            | 5.0%  |
| 95   | ↑33    | <b>Na-Kd</b>               | nakdfashion          | £440,864  | 85         | 157            | 7.1%  |
| 96   | ↓-8    | <b>And Other Stories</b>   | andotherstories      | £433,543  | 110        | 209            | 2.2%  |
| 97   | ↓-58   | <b>Boss</b>                | boss                 | £407,081  | 35         | 56             | 1.6%  |
| 98   | ↑88    | <b>Alphalete</b>           | alphaleteathletics   | £406,501  | 12         | 84             | 1.3%  |
| 99   | ↑79    | <b>Swarovski</b>           | swarovski            | £403,395  | 46         | 60             | 2.9%  |
| 100  | ↑31    | <b>Claire's</b>            | clairesstores        | £395,721  | 29         | 65             | 8.3%  |

2

# UK: Top 10 brands by segment





# A- TOP 10 Ready-to-wear brands by EMV on TikTok

**3**  
**DFYNE**

**1**  
**Primark**

**2**  
**Prettylittlething**



In 2024, **Primark** claims the #1 spot on TikTok's UK fashion rankings with an Earned Media Value (EMV) of £23,830,857. Backed by 1,548 influencers and 6,088 content pieces, the brand surpasses last year's leader, PrettyLittleThing, with a sharp digital strategy.

Key collaborations with @alicelambertb and @CharlyAnneC have strengthened Primark's presence, while PrettyLittleThing moves to second place and DFYNE climbs three spots to third. These shifts highlight the fierce competition in fast fashion, where brands must constantly adapt to stay ahead.

| Rank | Δ 2023 | Brand             | TikTok mention    | Total EMV   | Total KOLs | Total Contents | ER    |
|------|--------|-------------------|-------------------|-------------|------------|----------------|-------|
| 1    | ↑1     | Primark           | primark           | £23,830,857 | 1,548      | 6,088          | 9.3%  |
| 2    | ↓-1    | PrettyLittleThing | prettylittlething | £20,963,348 | 1,980      | 8,633          | 3.2%  |
| 3    | ↑3     | DFYNE             | dfyne.official    | £19,278,539 | 235        | 3,611          | 5.1%  |
| 4    | ↑9     | Asos              | asos              | £14,123,780 | 1,360      | 5,058          | 3.4%  |
| 5    | ↓-1    | Shein             | shein_official    | £11,779,996 | 1,254      | 5,656          | 3.8%  |
| 6    | ↑3     | Gymshark          | gymshark          | £8,954,529  | 524        | 3,397          | 4.3%  |
| 7    | ↑5     | H&M               | hm                | £8,006,010  | 861        | 2,749          | 4.7%  |
| 8    | ↓-1    | Zara              | zara              | £7,655,319  | 847        | 2,691          | 7.0%  |
| 9    | ↑9     | Nike              | nike              | £7,443,416  | 441        | 840            | 10.1% |
| 10   | ↑14    | TK Maxx           | tkmaxx            | £6,907,953  | 634        | 1,501          | 8.1%  |



# A- TOP 10 Jewellery & Watches brands by EMV on TikTok

**3**  
**Pandora**

**1**  
**Cernucci**

**2**  
**Boho Moon**



In 2024, **Cernucci** secures the #1 spot among jewellery and watch brands on TikTok, achieving an Earned Media Value (EMV) of £1,557,925. Powered by 93 influencers and 175 content pieces, including collaborations with @AvaHirons and @tennesseethresh, the brand climbs one spot from last year, solidifying its dominance.

Meanwhile, Boho Moon rises three places to claim second, while Pandora moves to third. This shift highlights the intensifying competition in luxury jewellery, where brands must harness digital influence to stay ahead.

| Rank | Δ 2023 | Brand            | TikTok mention      | Total EMV  | Total KOLs | Total Contents | ER   |
|------|--------|------------------|---------------------|------------|------------|----------------|------|
| 1    | →0     | Cernucci         | cernucci            | £1,557,925 | 93         | 175            | 2.1% |
| 2    | ↑3     | Boho Moon        | bohoomoonjewellery  | £625,946   | 192        | 348            | 1.5% |
| 3    | ↓-1    | Pandora          | theofficialpandora  | £450,589   | 93         | 133            | 5.0% |
| 4    | →0     | Astrid & Miyu    | astridandmiyu       | £384,403   | 97         | 138            | 2.9% |
| 5    | ↑1     | Monica Vinader   | monicavinader       | £267,328   | 83         | 204            | 2.9% |
| 6    | ↑1     | Lovisa Jewellery | lovisajewellery     | £216,507   | 44         | 58             | 3.7% |
| 7    | new    | Boodles          | boodles             | £130,850   | 9          | 11             | 1.3% |
| 8    | new    | CASIO            | casiowatchesph      | £85,166    | 3          | 4              | 2.9% |
| 9    | →0     | Thomas Sabo      | thomassabo_official | £58,707    | 11         | 21             | 1.6% |
| 10   | ↑2     | Prya             | pryaofficial        | £58,147    | 39         | 57             | 1.4% |



# A- TOP 10 Lingerie & Swimwear brands by EMV on TikTok

3

**Lounge Underwear**

1

**Skims**

2

**Victoria's Secret**



In 2024, **Skims**, the brainchild of Kim Kardashian, cements its position as the #1 lingerie and swimwear brand on TikTok, achieving an Earned Media Value (EMV) of £3,088,148. With 345 influencers generating 512 content pieces, the brand maintains its stronghold, driven by key collaborations with @Ems and @StellaTzortZi.

Meanwhile, Victoria's Secret climbs two spots to second place, while Lounge Underwear moves to third. This shift underscores the competitive nature of the industry, where digital influence remains the key to success.

| Rank | Δ 2023 | Brand             | TikTok mention      | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|-------------------|---------------------|------------|------------|----------------|-------|
| 1    | →0     | Skims             | skims               | £3,088,148 | 345        | 512            | 13.9% |
| 2    | ↑2     | Victoria's Secret | victoriasssecret_uk | £1,338,119 | 83         | 143            | 29.3% |
| 3    | ↓-1    | Lounge Underwear  | lounge              | £1,013,450 | 258        | 538            | 2.7%  |
| 4    | ↑6     | Victoria's Secret | victoriasssecret    | £849,613   | 77         | 104            | 7.6%  |
| 5    | →0     | Boux Avenue       | bouxavenue          | £592,180   | 399        | 838            | 0.8%  |
| 6    | →0     | Chelsea Peers     | chelseapeersnyc     | £305,867   | 76         | 111            | 2.1%  |
| 7    | →0     | Cupshe            | cupsheofficial      | £123,336   | 22         | 31             | 0.5%  |
| 8    | ↓-5    | Calzedonia        | calzedoniaofficial  | £73,757    | 23         | 34             | 1.7%  |
| 9    | ↑6     | Aerie             | aerie               | £48,430    | 8          | 15             | 13.3% |
| 10   | ↓-2    | Savage x Fenty    | savagexfenty        | £36,994    | 39         | 75             | 1.3%  |



## A- TOP 10 Luxury Fashion brands by EMV on TikTok



In 2024, **Christian Dior**, the undisputed monarch of luxury fashion on TikTok, claims the #1 spot in the UK, achieving an EMV of £3,869,062. With 244 influencers and 444 content pieces, the brand strengthens its digital presence, bolstered by key collaborations with @Reuben1 and @AlexaChung. This success marks a one-rank climb from the previous year. Meanwhile, Gucci moves to second place, surrendering its top spot, while Chanel makes an extraordinary leap of 25 positions to secure third. These shifts highlight the ever-evolving nature of luxury fashion on social media, where influence is won through strategic partnerships and digital storytelling.

| Rank | Δ 2023 | Brand          | TikTok mention | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|----------------|----------------|------------|------------|----------------|-------|
| 1    | ↑1     | Christian Dior | dior           | £3,869,062 | 244        | 444            | 14.9% |
| 2    | ↓-1    | Gucci          | gucci          | £2,037,783 | 181        | 362            | 4.1%  |
| 3    | ↑25    | Chanel         | chanelofficial | £2,026,968 | 101        | 177            | 15.7% |
| 4    | ↑12    | Louis Vuitton  | louisvuitton   | £1,436,146 | 92         | 234            | 5.1%  |
| 5    | ↑8     | Ralph Lauren   | ralphlauren    | £1,300,448 | 101        | 164            | 6.0%  |
| 6    | ↓-3    | Saint Laurent  | ysl            | £1,054,134 | 127        | 176            | 4.6%  |
| 7    | ↑14    | Rimowa         | rimowa         | £865,606   | 10         | 16             | 3.3%  |
| 8    | ↓-3    | Burberry       | burberry       | £838,916   | 105        | 173            | 6.6%  |
| 9    | ↓-1    | Valentino      | valentino      | £829,028   | 54         | 81             | 5.1%  |
| 10   | ↑2     | Coach          | coach          | £781,579   | 177        | 383            | 6.3%  |



3

# Europe: Top 100 fashion brands on TikTok in 2024





| Rank | Δ 2023 | Brand                         | TikTok mention       | Total EMV   | Total KOLs | Total Contents | ER    |
|------|--------|-------------------------------|----------------------|-------------|------------|----------------|-------|
| 1    | →0     | <b>Shein</b>                  | shein_official       | €89,560,738 | 5,703      | 27,641         | 3.3%  |
| 2    | ↑1     | <b>Primark</b>                | primark              | €45,911,383 | 3,051      | 10,039         | 9.6%  |
| 3    | ↑5     | <b>H&amp;M</b>                | hm                   | €44,158,724 | 2,565      | 6,473          | 7.0%  |
| 4    | ↓-2    | <b>Zara</b>                   | zara                 | €44,148,435 | 2,867      | 9,245          | 7.7%  |
| 5    | ↓-1    | <b>Prettylittlething</b>      | prettylittlething    | €38,113,835 | 2,510      | 10,165         | 3.2%  |
| 6    | →0     | <b>Adidas</b>                 | adidas               | €33,403,457 | 2,283      | 4,304          | 7.5%  |
| 7    | ↓-2    | <b>Bershka</b>                | bershka              | €33,041,773 | 2,069      | 6,027          | 10.3% |
| 8    | ↑11    | <b>Dfyne</b>                  | dfyne.official       | €26,457,759 | 340        | 4,280          | 5.3%  |
| 9    | ↑9     | <b>Nike</b>                   | nike                 | €25,145,436 | 1,365      | 2,761          | 6.0%  |
| 10   | ↑18    | <b>Asos</b>                   | asos                 | €20,454,067 | 1,871      | 6,035          | 3.6%  |
| 11   | →0     | <b>Pull&amp;Bear</b>          | pullandbear          | €18,546,014 | 1,479      | 4,359          | 6.4%  |
| 12   | ↑3     | <b>Aybl</b>                   | aybl                 | €18,129,564 | 223        | 2,414          | 6.5%  |
| 13   | ↑3     | <b>Gymshark</b>               | gymshark             | €14,552,940 | 821        | 4,234          | 4.1%  |
| 14   | ↓-4    | <b>Christian Dior</b>         | dior                 | €14,033,023 | 1,194      | 2,405          | 8.0%  |
| 15   | ↑6     | <b>La Boutique Officielle</b> | laboutiqueofficielle | €13,739,621 | 169        | 917            | 18.9% |
| 16   | ↑19    | <b>Rabanne</b>                | rabanne              | €13,681,102 | 599        | 911            | 10.9% |
| 17   | ↑3     | <b>Oh Polly</b>               | ohpolly              | €12,167,608 | 770        | 1,430          | 6.8%  |
| 18   | ↓-6    | <b>Zalando</b>                | zalando              | €12,036,043 | 936        | 1,772          | 4.9%  |
| 19   | ↓-6    | <b>Aelfricedenofficial</b>    | aelfricedenofficial  | €11,631,412 | 216        | 484            | 7.7%  |
| 20   | ↑20    | <b>Stradivarius</b>           | stradivarius         | €11,628,552 | 1,16       | 2,544          | 12.1% |
| 21   | ↑33    | <b>Mango</b>                  | mango                | €11,621,894 | 1,145      | 2,483          | 8.4%  |
| 22   | ↑57    | <b>Tk Maxx</b>                | tkmaxx               | €9,825,782  | 839        | 1,892          | 7.3%  |
| 23   | ↑26    | <b>Saint Laurent</b>          | ysl                  | €9,364,645  | 594        | 914            | 9.2%  |
| 24   | ↓-10   | <b>Pandora</b>                | theofficialpandora   | €9,077,486  | 403        | 685            | 23.6% |
| 25   | ↑9     | <b>Vicinity</b>               | vicinity_de          | €8,682,926  | 239        | 714            | 10.5% |



| Rank | Δ 2023 | Brand                     | Instagram mention | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|---------------------------|-------------------|------------|------------|----------------|-------|
| 26   | →0     | <b>Puma</b>               | puma              | €8,551,657 | 711        | 1,146          | 5.3%  |
| 27   | ↓-18   | <b>Boohoo</b>             | boohoo            | €8,116,031 | 1,113      | 4,362          | 2.2%  |
| 28   | ↑39    | <b>Nebuleuse Bijoux</b>   | nebuleuse.bijoux  | €7,798,907 | 94         | 237            | 14.2% |
| 29   | ↓-2    | <b>Crocs</b>              | crocs             | €7,691,161 | 540        | 794            | 5.2%  |
| 30   | ↑92    | <b>Under Armour</b>       | underarmour       | €7,679,703 | 124        | 322            | 11.3% |
| 31   | ↓-7    | <b>Teveo Mode</b>         | teveowomen        | €7,651,529 | 319        | 2,865          | 2.7%  |
| 32   | →0     | <b>Vinted</b>             | vinted            | €7,535,435 | 1,083      | 2,083          | 6.3%  |
| 33   | ↓-16   | <b>Gucci</b>              | gucci             | €7,398,317 | 598        | 1,079          | 5.7%  |
| 34   | ↑10    | <b>Loewe</b>              | loewe             | €7,138,537 | 667        | 5,007          | 2.6%  |
| 35   | ↑49    | <b>Lacoste</b>            | lacoste           | €6,998,534 | 239        | 425            | 7.0%  |
| 36   | ↑6     | <b>New Yorker</b>         | newyorkeronline   | €6,983,065 | 386        | 817            | 21.5% |
| 37   | ↓-1    | <b>Louis Vuitton</b>      | louisvuitton      | €6,744,547 | 414        | 880            | 6.4%  |
| 38   | ↑15    | <b>New Look</b>           | newlook           | €6,566,766 | 551        | 1,933          | 5.1%  |
| 39   | ↑117   | <b>Selfridges</b>         | selfridges        | €6,025,012 | 268        | 459            | 38.2% |
| 40   | ↑18    | <b>Gina Tricot</b>        | ginatricot        | €5,997,039 | 525        | 1,942          | 6.4%  |
| 41   | ↓-10   | <b>Cider</b>              | shopcider         | €5,943,522 | 915        | 1,590          | 2.3%  |
| 42   | ↑29    | <b>Shoebly</b>            | shiseido          | €5,934,110 | 461        | 843            | 4.4%  |
| 43   | ↑8     | <b>Uniqlo</b>             | uniqloeuropa      | €5,926,292 | 745        | 1,541          | 8.3%  |
| 44   | ↑87    | <b>Lulu Lemon</b>         | lululemon         | €5,910,884 | 326        | 814            | 6.8%  |
| 45   | ↓-20   | <b>Skims</b>              | skims             | €5,734,937 | 652        | 926            | 9.9%  |
| 46   | ↑19    | <b>Ugg</b>                | ugg               | €5,676,142 | 643        | 1,002          | 8.6%  |
| 47   | ↓-6    | <b>About You</b>          | aboutyou          | €5,459,908 | 394        | 940            | 2.8%  |
| 48   | ↓-19   | <b>Desigual</b>           | desigual          | €5,369,454 | 130        | 258            | 10.7% |
| 49   | ↑131   | <b>Jean Paul Gaultier</b> | jeanpaulgaultier  | €5,309,663 | 175        | 296            | 17.4% |
| 50   | ↑28    | <b>Scuffers</b>           | scuffers.co       | €5,255,222 | 436        | 829            | 9.1%  |



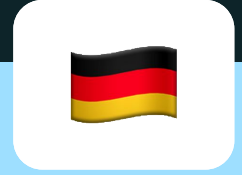
| Rank | Δ 2023 | Brand                      | TikTok mention          | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|----------------------------|-------------------------|------------|------------|----------------|-------|
| 51   | ↑17    | <b>New Balance</b>         | newbalance              | €5,167,576 | 685        | 1,112          | 5.0%  |
| 52   | ↓-19   | <b>Halara</b>              | halara_de               | €4,911,467 | 308        | 1,369          | 1.0%  |
| 53   | ↑76    | <b>Christian Louboutin</b> | louboutinworld          | €4,903,267 | 86         | 122            | 56.7% |
| 54   | ↑15    | <b>Calzedonia</b>          | calzedoniaofficial      | €4,827,317 | 326        | 483            | 6.8%  |
| 55   | ↓-33   | <b>Halara</b>              | halara_official         | €4,735,750 | 591        | 1,724          | 1.0%  |
| 56   | ↑3     | <b>Babyboo</b>             | babyboofashion          | €4,569,452 | 139        | 307            | 3.5%  |
| 57   | ↑40    | <b>Dolce&amp;Gabbana</b>   | dolcegabbana            | €4,424,736 | 295        | 424            | 8.5%  |
| 58   | ↓-13   | <b>APM Monaco</b>          | apmmonaco               | €4,345,769 | 128        | 278            | 3.2%  |
| 59   | ↑125   | <b>Chanel</b>              | chanelofficial          | €4,259,335 | 393        | 713            | 10.9% |
| 60   | ↓-5    | <b>Revolve</b>             | revolve                 | €4,120,214 | 200        | 642            | 2.2%  |
| 61   | ↑32    | <b>Ralph Lauren</b>        | ralphlauren             | €3,977,801 | 320        | 533            | 6.0%  |
| 62   | ↑44    | <b>Victoria's Secret</b>   | victoriassecret         | €3,974,091 | 428        | 653            | 12.5% |
| 63   | ↑126   | <b>Lady Pipa</b>           | ladypipa                | €3,919,751 | 40         | 58             | 20.5% |
| 64   | ↑61    | <b>Deichmann</b>           | deichmann_schuhe        | €3,878,935 | 170        | 279            | 6.8%  |
| 65   | ↑53    | <b>Decathlon</b>           | decathlon               | €3,706,486 | 281        | 380            | 13.0% |
| 66   | ↓-59   | <b>Boohoo</b>              | boohooman               | €3,543,831 | 249        | 506            | 3.3%  |
| 67   | ↑97    | <b>Massimo Dutti</b>       | massimodutti            | €3,420,133 | 297        | 676            | 5.8%  |
| 68   | ↑143   | <b>Carolina Herrera</b>    | carolinaherreraofficial | €3,275,795 | 308        | 416            | 8.6%  |
| 69   | ↑66    | <b>Victoria's Secret</b>   | victoriassecretitaly    | €3,273,185 | 91         | 210            | 23.1% |
| 70   | ↑22    | <b>Smilodox</b>            | smilodox                | €3,180,602 | 624        | 2,027          | 2.5%  |
| 71   | ↑69    | <b>F&amp;F Clothing</b>    | fandfclothing           | €3,159,647 | 290        | 755            | 7.8%  |
| 72   | ↑94    | <b>Next</b>                | nextofficial            | €3,120,263 | 668        | 1,312          | 3.6%  |
| 73   | ↑72    | <b>Versace</b>             | versace                 | €3,119,198 | 170        | 241            | 2.6%  |
| 74   | ↑59    | <b>Polène Paris</b>        | polene_paris            | €3,075,088 | 378        | 603            | 5.6%  |
| 75   | ↑28    | <b>Levis</b>               | levis                   | €2,986,039 | 447        | 729            | 3.6%  |



| Rank | Δ<br>2023 | Brand                   | TikTok mention       | Total EMV  | Total KOLs | Total<br>Contents | ER    |
|------|-----------|-------------------------|----------------------|------------|------------|-------------------|-------|
| 76   | ↓-2       | <b>Prada</b>            | prada                | €2,937,800 | 389        | 654               | 14.3% |
| 77   | ↓-27      | <b>River Island</b>     | riverisland          | €2,935,507 | 443        | 919               | 2.9%  |
| 78   | ↑45       | <b>Superdry</b>         | superdry             | €2,862,744 | 730        | 1,884             | 3.1%  |
| 79   | ↓-36      | <b>Foot Locker</b>      | footlockereu         | €2,801,551 | 152        | 247               | 3.7%  |
| 80   | ↓-57      | <b>Lounge Underwear</b> | lounge               | €2,643,912 | 552        | 1,044             | 3.6%  |
| 81   | ↓-42      | <b>Jacquemus</b>        | jacquemus            | €2,587,495 | 293        | 474               | 5.8%  |
| 82   | ↓-22      | <b>Converse</b>         | converse             | €2,544,815 | 343        | 613               | 3.3%  |
| 83   | ↑21       | <b>Swarovski</b>        | swarovski            | €2,527,572 | 285        | 402               | 3.3%  |
| 84   | ↑28       | <b>COS</b>              | cos                  | €2,525,525 | 452        | 1,113             | 4.1%  |
| 85   | ↑17       | <b>Women Secret</b>     | womensecret          | €2,501,760 | 73         | 101               | 5.7%  |
| 86   | ↓-38      | <b>Dr Martens</b>       | drmartens            | €2,444,152 | 289        | 649               | 3.3%  |
| 87   | ↓-24      | <b>Tezenis</b>          | tezenisofficial      | €2,405,100 | 249        | 488               | 7.3%  |
| 88   | ↑140      | <b>Karl Lagerfeld</b>   | karllagerfeld        | €2,391,760 | 90         | 109               | 3.3%  |
| 89   | ↑5        | <b>Trendyol</b>         | trendyol             | €2,315,491 | 222        | 677               | 1.9%  |
| 90   | ↑27       | <b>Abbott Lyon</b>      | abbottlyon           | €2,315,083 | 156        | 374               | 1.3%  |
| 91   | ↓-15      | <b>JD Sports</b>        | jdsports             | €2,293,047 | 230        | 298               | 41.8% |
| 92   | ↑47       | <b>My Jewellery</b>     | my_jewellery         | €2,281,307 | 327        | 723               | 6.4%  |
| 93   | ↑214      | <b>Longchamp</b>        | longchamp            | €2,277,091 | 299        | 456               | 4.3%  |
| 94   | ↑17       | <b>Guess</b>            | guess                | €2,268,151 | 300        | 473               | 2.4%  |
| 95   | ↑77       | <b>Mc2 Saint Barth</b>  | mc2saintbarth        | €2,232,233 | 45         | 66                | 13.1% |
| 96   | ↓-23      | <b>Sézane</b>           | sezane               | €2,212,123 | 594        | 1,993             | 8.5%  |
| 97   | ↑31       | <b>Dolls Kill</b>       | dollskill            | €2,180,587 | 50         | 133               | 8.9%  |
| 98   | ↓-41      | <b>Calvin Klein</b>     | calvinklein          | €2,151,543 | 265        | 361               | 2.4%  |
| 99   | ↓-1       | <b>Valentino</b>        | valentino            | €2,139,377 | 162        | 237               | 10.4% |
| 100  | ↓-63      | <b>Bella Barnett</b>    | bellabarnettofficial | €2,137,723 | 176        | 360               | 4.8%  |

4

# Germany: Top 100 fashion brands on TikTok in 2024





| Rank | Δ 2023 | Brand                      | TikTok mention        | Total EMV   | Total KOLs | Total Contents | ER      |
|------|--------|----------------------------|-----------------------|-------------|------------|----------------|---------|
| 1    | ↑29    | <b>H&amp;M</b>             | hm                    | €13,874,299 | 258        | 534            | 10.6%   |
| 2    | →0     | <b>Shein</b>               | shein_official        | €13,126,647 | 576        | 3,414          | 3.7%    |
| 3    | →0     | <b>Bershka</b>             | bershka               | €7,309,978  | 229        | 785            | 12.0%   |
| 4    | ↓-3    | <b>Teveo</b>               | teveowomen            | €6,799,225  | 232        | 2,588          | 2.6%    |
| 5    | ↓-1    | <b>Aelfricedenofficial</b> | aelfricedenofficial   | €6,773,879  | 51         | 145            | 6.6%    |
| 6    | ↑1     | <b>Zalando</b>             | zalando               | €6,225,504  | 230        | 543            | 5.3%    |
| 7    | ↑5     | <b>Vicinity</b>            | vicinity_de           | €5,747,425  | 107        | 305            | 17.6%   |
| 8    | ↑2     | <b>New Yorker</b>          | newyorkeronline       | €5,731,571  | 186        | 457            | 31.5%   |
| 9    | ↑5     | <b>Nike</b>                | nike                  | €4,889,436  | 146        | 247            | 5.1%    |
| 10   | ↓-4    | <b>Halara</b>              | halara_de             | €4,880,744  | 298        | 1,310          | 1.0%    |
| 11   | ↑18    | <b>Pull&amp;Bear</b>       | pullandbear           | €4,586,599  | 124        | 476            | 10.3%   |
| 12   | ↑27    | <b>Saint Laurent</b>       | ysl                   | €4,389,068  | 30         | 33             | 135.6%  |
| 13   | ↓-8    | <b>Adidas</b>              | adidas                | €4,297,919  | 208        | 358            | 9.5%    |
| 14   | ↓-5    | <b>Halara</b>              | halara_official       | €3,800,235  | 207        | 881            | 1.0%    |
| 15   | ↑10    | <b>Deichmann</b>           | deichmann_schuhe      | €3,730,705  | 148        | 248            | 7.0%    |
| 16   | ↑1     | <b>Smilodox</b>            | smilodox              | €3,169,092  | 618        | 2,013          | 2.5%    |
| 17   | ↑309   | <b>Christian Louboutin</b> | louboutinworld        | €2,753,698  | 3          | 3              | 1372.2% |
| 18   | ↓-3    | <b>Pandora</b>             | theofficialpandora    | €2,193,251  | 61         | 135            | 35.3%   |
| 19   | ↑4     | <b>About You</b>           | aboutyou              | €1,392,696  | 102        | 199            | 3.8%    |
| 20   | ↑6     | <b>Cider</b>               | shopcider             | €1,346,089  | 132        | 238            | 3.0%    |
| 21   | ↑110   | <b>Rabanne</b>             | rabanne               | €1,341,074  | 54         | 87             | 3.5%    |
| 22   | ↓-11   | <b>Crocs</b>               | crocs                 | €1,333,029  | 56         | 87             | 2.8%    |
| 23   | ↑19    | <b>Bijou Brigitte</b>      | bijoubrigitteofficial | €1,308,958  | 45         | 74             | 2.5%    |
| 24   | ↓-4    | <b>Gina Tricot</b>         | ginatricot            | €1,288,782  | 106        | 356            | 6.8%    |
| 25   | ↑330   | <b>Jean Paul Gaultier</b>  | jeanpaulgaultier      | €1,288,069  | 16         | 28             | 4.9%    |



| Rank | Δ 2023 | Brand               | TikTok mention      | Total EMV  | Total KOLs | Total Contents | ER      |
|------|--------|---------------------|---------------------|------------|------------|----------------|---------|
| 26   | ↓-18   | Zara                | zara                | €1,263,214 | 166        | 331            | 11.7%   |
| 27   | ↑107   | TK Maxx             | tkmaxx              | €1,185,015 | 91         | 188            | 5.5%    |
| 28   | ↑111   | Shein               | shein_us            | €1,102,044 | 16         | 55             | 3.3%    |
| 29   | ↑9     | Gucci               | gucci               | €1,029,131 | 48         | 71             | 20.3%   |
| 30   | ↑92    | Converse            | converse            | €931,658   | 22         | 32             | 1.3%    |
| 31   | ↓-15   | Lounge Underwear    | lounge              | €906,538   | 85         | 177            | 8.2%    |
| 32   | ↓-19   | Purelei             | purelei             | €824,154   | 113        | 234            | 2.3%    |
| 33   | ↑317   | Cartier             | cartier             | €800,639   | 10         | 12             | 336.6%  |
| 34   | ↑143   | Salomon             | salomon             | €774,153   | 2          | 64             | 20.0%   |
| 35   | ↑145   | Volcom              | volcom              | €773,415   | 1          | 63             | 20.3%   |
| 36   | ↓-9    | Kapten & Son        | kaptenandson        | €737,950   | 100        | 228            | 2.4%    |
| 37   | ↑96    | COS                 | cos                 | €735,190   | 21         | 83             | 5.8%    |
| 38   | ↑378   | Cider               | cider_official      | €733,376   | 33         | 59             | 6.2%    |
| 39   | ↓-21   | Christian Dior      | dior                | €704,434   | 93         | 154            | 4.6%    |
| 40   | ↑64    | Ninety-9            | ninety9             | €704,065   | 34         | 100            | 5.4%    |
| 41   | ↑22    | Mister Spex         | misterspex_official | €674,843   | 25         | 37             | 3.1%    |
| 42   | ↑152   | Dr Martens          | drmartens           | €631,496   | 8          | 9              | 3.1%    |
| 43   | ↓-19   | On Running          | onrunning           | €598,211   | 22         | 35             | 4.6%    |
| 44   | ↓-13   | Ugg                 | ugg                 | €596,132   | 42         | 53             | 8.9%    |
| 45   | ↑55    | Smcp                | sandroparis         | €589,343   | 20         | 32             | 3.6%    |
| 46   | ↑23    | Polène Paris        | polene_paris        | €578,873   | 50         | 62             | 6.9%    |
| 47   | ↑94    | Olakala - G-In Gmbh | olakalaoofficial    | €576,384   | 13         | 23             | 68.4%   |
| 48   | ↑290   | C&A France          | cea_brasil          | €548,775   | 1          | 1              | 5682.4% |
| 49   | ↑4     | Asos                | asos                | €548,047   | 87         | 168            | 6.1%    |
| 50   | ↑49    | Tommy Hilfiger      | tommyhilfiger       | €514,269   | 24         | 38             | 4.5%    |





| Rank | Δ 2023 | Brand                   | TikTok mention       | Total EMV | Total KOLs | Total Contents | ER     |
|------|--------|-------------------------|----------------------|-----------|------------|----------------|--------|
| 51   | ↑24    | <b>Halara</b>           | halaraus             | €509,656  | 61         | 135            | 0.9%   |
| 52   | ↑27    | <b>Boohoo</b>           | boohooman            | €505,549  | 12         | 20             | 6.2%   |
| 53   | ↑96    | <b>Woolworth</b>        | woolworthdeutschland | €487,677  | 27         | 47             | 16.4%  |
| 54   | ↑103   | <b>Urban Outfitters</b> | urbanoutfitters      | €470,133  | 17         | 23             | 10.3%  |
| 55   | ↑50    | <b>Guess</b>            | guess                | €447,997  | 31         | 43             | 5.5%   |
| 56   | ↑18    | <b>Weekday</b>          | weekdayofficial      | €446,231  | 24         | 61             | 5.6%   |
| 57   | ↓-13   | <b>Prohibited</b>       | prohibitedclo        | €444,639  | 79         | 116            | 4.8%   |
| 58   | ↑60    | <b>Tiffany &amp; Co</b> | tiffanyandco         | €444,612  | 7          | 9              | 15.6%  |
| 59   | ↓-23   | <b>Claide Schmuck</b>   | claide.de            | €442,004  | 104        | 690            | 1.3%   |
| 60   | ↓-41   | <b>Trendyol</b>         | trendyol             | €436,933  | 60         | 180            | 2.6%   |
| 61   | new    | <b>Dfyne</b>            | dfyne.official       | €435,991  | 14         | 48             | 30.3%  |
| 62   | ↓-27   | <b>Aybl</b>             | aybl                 | €426,023  | 5          | 188            | 2.8%   |
| 63   | ↑84    | <b>Shoebly</b>          | shiseido             | €398,918  | 27         | 40             | 4.9%   |
| 64   | ↑30    | <b>Prada</b>            | prada                | €396,700  | 33         | 53             | 126.7% |
| 65   | ↓-1    | <b>Uniqlo</b>           | uniqloeuropa         | €395,233  | 32         | 50             | 4.4%   |
| 66   | ↑159   | <b>Wildcat GmbH</b>     | wildcatpiercing      | €393,094  | 21         | 34             | 8.9%   |
| 67   | ↑114   | <b>Selfridges</b>       | selfridges           | €383,470  | 1          | 23             | 9.1%   |
| 68   | ↓-25   | <b>Primark</b>          | primark              | €383,338  | 67         | 143            | 6.9%   |
| 69   | ↑12    | <b>My Jewellery</b>     | my_jewellery         | €367,810  | 109        | 177            | 3.0%   |
| 70   | ↓-19   | <b>Na-Kd</b>            | nakdfashion          | €352,903  | 63         | 122            | 5.4%   |
| 71   | ↑43    | <b>Boss</b>             | boss                 | €338,887  | 22         | 43             | 1.9%   |
| 72   | ↑95    | <b>Fitjeans</b>         | fitjeans.com         | €336,002  | 19         | 51             | 5.9%   |
| 73   | ↓-15   | <b>Mango</b>            | mango                | €333,614  | 49         | 89             | 4.8%   |
| 74   | ↑62    | <b>Vero Moda</b>        | veromoda             | €329,265  | 21         | 38             | 10.5%  |
| 75   | ↑151   | <b>LFDY</b>             | livefastdieyoung     | €305,184  | 33         | 50             | 5.7%   |



| Rank | Δ 2023 | Brand                     | TikTok mention           | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|---------------------------|--------------------------|-----------|------------|----------------|-------|
| 76   | ↑ 45   | <b>Oh Polly</b>           | ohpolly                  | €301,277  | 48         | 76             | 3.3%  |
| 77   | ↑ 26   | <b>Stradivarius</b>       | stradivarius             | €299,319  | 77         | 110            | 6.9%  |
| 78   | ↑ 187  | <b>Superdry</b>           | superdry                 | €294,069  | 49         | 121            | 4.0%  |
| 79   | ↑ 204  | <b>Scuffers</b>           | scuffers.co              | €277,697  | 31         | 71             | 3.5%  |
| 80   | ↓ -25  | <b>Desigual</b>           | desigual                 | €269,882  | 11         | 22             | 8.4%  |
| 81   | ↑ 61   | <b>Calvin Klein</b>       | calvinklein              | €262,568  | 14         | 19             | 1.2%  |
| 82   | ↑ 36   | <b>Rimowa</b>             | rimowa                   | €260,687  | 7          | 7              | 9.0%  |
| 83   | new    | <b>Kleinigkeit Textil</b> | kleinigkeitfashion       | €256,416  | 3          | 3              | 9.7%  |
| 84   | ↓ -23  | <b>Gymshark</b>           | gymshark                 | €254,895  | 44         | 111            | 6.0%  |
| 85   | ↓ -8   | <b>Pegador Streetwear</b> | pegadorstreetwear        | €254,644  | 16         | 28             | 9.5%  |
| 86   | ↑ 42   | <b>Lulu Lemon</b>         | lululemon                | €252,139  | 31         | 51             | 8.1%  |
| 87   | ↑ 99   | <b>Fossil Group, Inc.</b> | fossil                   | €245,793  | 16         | 17             | 17.2% |
| 88   | ↑ 286  | <b>Goldbergh</b>          | goldbergh.official       | €241,633  | 3          | 4              | 76.7% |
| 89   | ↑ 234  | <b>American Vintage</b>   | americanvintage_officiel | €240,095  | 5          | 7              | 35.2% |
| 90   | ↓ -31  | <b>Skims</b>              | skims                    | €233,121  | 52         | 73             | 2.6%  |
| 91   | ↑ 9    | <b>Engelbert Strauss</b>  | engelbert_strauss        | €227,716  | 16         | 20             | 12.1% |
| 92   | ↑ 16   | <b>Ralph Lauren</b>       | ralphlauren              | €221,216  | 28         | 63             | 3.2%  |
| 93   | ↑ 195  | <b>Under Armour</b>       | underarmour              | €218,791  | 7          | 11             | 5.7%  |
| 94   | ↑ 108  | <b>Burberry</b>           | burberry                 | €211,112  | 17         | 20             | 2.4%  |
| 95   | ↓ -60  | <b>Snipes</b>             | snipesknows              | €206,800  | 22         | 35             | 1.6%  |
| 96   | ↓ -25  | <b>Fobe</b>               | fobe_official            | €202,192  | 59         | 81             | 2.3%  |
| 97   | ↓ -54  | <b>Hunkemoller</b>        | hunkemollerofficial      | €200,486  | 25         | 29             | 17.6% |
| 98   | ↑ 161  | <b>Kaviar Gauche</b>      | kaviargauche.official    | €199,429  | 2          | 4              | 15.8% |
| 99   | ↑ 115  | <b>Courrèges</b>          | courreges                | €192,270  | 4          | 4              | 4.2%  |
| 100  | ↑ 25   | <b>Diesel</b>             | diesel                   | €190,321  | 14         | 17             | 5.0%  |

5

# France: Top 100 fashion brands on TikTok in 2024





| Rank | Δ 2023 | Brand                         | TikTok mention       | Total EMV   | Total KOLs | Total Contents | ER    |
|------|--------|-------------------------------|----------------------|-------------|------------|----------------|-------|
| 1    | →0     | <b>Shein</b>                  | shein_official       | €23,269,135 | 1,194      | 6,686          | 2.4%  |
| 2    | →0     | <b>La Boutique Officielle</b> | laboutiqueofficielle | €13,734,011 | 167        | 915            | 18.9% |
| 3    | →0     | <b>Prettylittlething</b>      | prettylittlething    | €11,945,840 | 358        | 1,092          | 2.6%  |
| 4    | ↑12    | <b>H&amp;M</b>                | hm                   | €9,133,672  | 500        | 1,207          | 11.7% |
| 5    | ↑1     | <b>Adidas</b>                 | adidas               | €9,088,184  | 598        | 1,122          | 8.6%  |
| 6    | ↓-2    | <b>Zara</b>                   | zara                 | €8,075,942  | 603        | 2,019          | 8.0%  |
| 7    | ↑11    | <b>Nébuleuse Bijoux</b>       | nebuleuse.bijoux     | €7,677,048  | 92         | 235            | 14.1% |
| 8    | ↑16    | <b>Nike</b>                   | nike                 | €6,036,983  | 360        | 688            | 5.1%  |
| 9    | ↑13    | <b>Bershka</b>                | bershka              | €5,289,362  | 425        | 1,116          | 7.6%  |
| 10   | ↑2     | <b>Primark</b>                | primark              | €5,049,551  | 410        | 1,081          | 9.3%  |
| 11   | ↓-6    | <b>Christian Dior</b>         | dior                 | €4,954,655  | 340        | 883            | 7.0%  |
| 12   | ↑29    | <b>Aybl</b>                   | aybl                 | €4,774,286  | 44         | 455            | 5.5%  |
| 13   | ↑14    | <b>Lacoste</b>                | lacoste              | €4,743,535  | 142        | 274            | 7.7%  |
| 14   | ↓-5    | <b>APM Monaco</b>             | apmmonaco            | €4,251,110  | 80         | 159            | 4.0%  |
| 15   | ↑4     | <b>Rabanne</b>                | rabanne              | €4,248,256  | 165        | 300            | 6.5%  |
| 16   | ↓-3    | <b>Louis Vuitton</b>          | louisvuitton         | €3,510,965  | 133        | 296            | 5.3%  |
| 17   | ↓-9    | <b>Boohoo</b>                 | boohoo               | €3,471,551  | 198        | 976            | 1.7%  |
| 18   | ↑26    | <b>Mango</b>                  | mango                | €3,307,261  | 311        | 820            | 12.3% |
| 19   | ↑48    | <b>Stradivarius</b>           | stradivarius         | €3,290,267  | 258        | 590            | 20.4% |
| 20   | ↑43    | <b>Decathlon</b>              | decathlon            | €3,199,913  | 210        | 292            | 14.1% |
| 21   | ↑12    | <b>Pull&amp;Bear</b>          | pullandbear          | €3,184,349  | 295        | 914            | 4.3%  |
| 22   | ↑15    | <b>Crocs</b>                  | crocs                | €3,043,277  | 148        | 229            | 9.1%  |
| 23   | ↑6     | <b>Gymshark</b>               | gymshark             | €2,858,231  | 126        | 366            | 3.0%  |
| 24   | ↓-7    | <b>Cider</b>                  | shopcider            | €2,828,973  | 402        | 739            | 2.0%  |
| 25   | ↓-18   | <b>Puma</b>                   | puma                 | €2,792,370  | 183        | 298            | 6.7%  |



| Rank | Δ 2023 | Brand                      | TikTok mention      | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|----------------------------|---------------------|------------|------------|----------------|-------|
| 26   | ↑50    | <b>Uniqlo</b>              | uniqloeuropa        | €2,750,882 | 215        | 431            | 15.7% |
| 27   | ↓-13   | <b>Aelfricedenofficial</b> | aelfricedenofficial | €2,674,837 | 51         | 119            | 16.8% |
| 28   | ↓-2    | <b>Gucci</b>               | gucci               | €2,496,464 | 145        | 287            | 4.9%  |
| 29   | ↑132   | <b>Versace</b>             | versace             | €2,364,702 | 38         | 59             | 2.3%  |
| 30   | ↑53    | <b>Saint Laurent</b>       | ysl                 | €2,290,952 | 177        | 307            | 4.6%  |
| 31   | ↓-20   | <b>Jacquemus</b>           | jacquemus           | €2,207,901 | 139        | 258            | 8.3%  |
| 32   | ↑74    | <b>Celio</b>               | celio_benormal      | €2,002,951 | 67         | 79             | 9.4%  |
| 33   | ↑146   | <b>Karl Lagerfeld</b>      | karllagerfeld       | €1,768,549 | 40         | 46             | 2.8%  |
| 34   | ↑30    | <b>Asos</b>                | asos                | €1,750,802 | 196        | 406            | 4.5%  |
| 35   | ↑84    | <b>Jean Paul Gaultier</b>  | jeanpaulgaultier    | €1,716,614 | 64         | 112            | 6.5%  |
| 36   | ↑39    | <b>Calzedonia</b>          | calzedoniaofficial  | €1,687,577 | 127        | 181            | 10.8% |
| 37   | ↑8     | <b>Vinted</b>              | vinted              | €1,667,583 | 277        | 637            | 4.9%  |
| 38   | ↑71    | <b>Oh Polly</b>            | ohpolly             | €1,594,194 | 61         | 94             | 10.9% |
| 39   | ↑179   | <b>Dfyne</b>               | dfyne.official      | €1,548,010 | 22         | 132            | 5.2%  |
| 40   | ↓-2    | <b>Prada</b>               | prada               | €1,541,428 | 110        | 198            | 5.7%  |
| 41   | ↑15    | <b>Courir</b>              | courir              | €1,503,108 | 99         | 134            | 5.0%  |
| 42   | ↑4     | <b>Vicinity</b>            | vicinity_de         | €1,423,263 | 40         | 143            | 5.7%  |
| 43   | ↑10    | <b>Belles Des Pins</b>     | bellesdespins       | €1,390,755 | 51         | 143            | 6.0%  |
| 44   | ↑21    | <b>Revolve</b>             | revolve             | €1,363,669 | 35         | 109            | 3.3%  |
| 45   | ↑124   | <b>Chanel</b>              | chanelofficial      | €1,331,547 | 111        | 237            | 6.5%  |
| 46   | ↓-23   | <b>Desigual</b>            | desigual            | €1,321,239 | 37         | 72             | 10.1% |
| 47   | ↑184   | <b>Vans Europe</b>         | vans                | €1,251,240 | 31         | 52             | 8.8%  |
| 48   | ↓-8    | <b>Ralph Lauren</b>        | ralphlauren         | €1,224,840 | 91         | 139            | 7.2%  |
| 49   | ↑20    | <b>Chaussea</b>            | chaussea_officiel   | €1,198,403 | 46         | 104            | 13.4% |
| 50   | ↑71    | <b>Victoria Secrets</b>    | victoriasscret      | €1,164,970 | 72         | 139            | 10.3% |



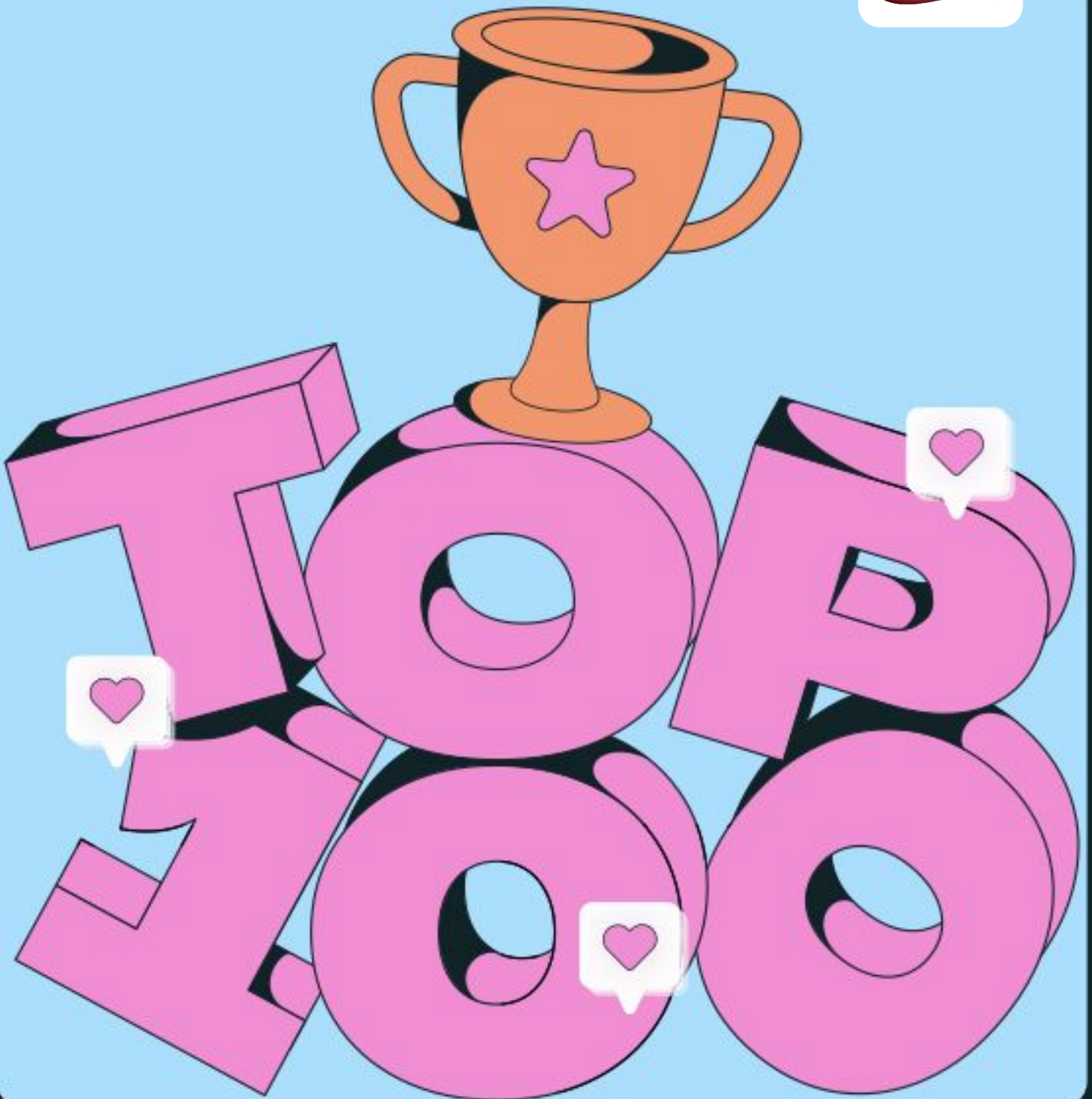
| Rank | Δ 2023 | Brand                   | TikTok mention     | Total EMV  | Total KOLs | Total Contents | ER    |
|------|--------|-------------------------|--------------------|------------|------------|----------------|-------|
| 51   | ↓-8    | <b>Foot Locker</b>      | footlockereu       | €1,140,855 | 54         | 84             | 5.4%  |
| 52   | ↑10    | <b>Cabaia</b>           | cabaia             | €1,129,066 | 45         | 78             | 13.2% |
| 53   | ↑38    | <b>Etam Group</b>       | etam_officiel      | €1,101,348 | 94         | 147            | 3.5%  |
| 54   | ↓-19   | <b>New Balance</b>      | newbalance         | €1,077,875 | 123        | 195            | 11.2% |
| 55   | ↑56    | <b>Polène Paris</b>     | polene_paris       | €1,066,766 | 130        | 217            | 5.2%  |
| 56   | ↑76    | <b>Tiffany &amp; Co</b> | tiffanyandco       | €1,047,710 | 14         | 20             | 9.1%  |
| 57   | ↑69    | <b>Superdry</b>         | superdry           | €1,030,562 | 149        | 323            | 5.4%  |
| 58   | ↓-48   | <b>Zalando Se</b>       | zalando            | €1,003,224 | 143        | 218            | 5.2%  |
| 59   | ↑7     | <b>Boohoo</b>           | boohooman          | €988,375   | 41         | 76             | 8.5%  |
| 60   | ↓-13   | <b>Hello Moon Shop</b>  | hellomoonshop      | €988,050   | 37         | 278            | 3.3%  |
| 61   | ↓-46   | <b>Project X Paris</b>  | projectxparis      | €975,868   | 30         | 94             | 1.2%  |
| 62   | ↑109   | <b>Shoebly</b>          | shiseido           | €972,453   | 78         | 164            | 3.9%  |
| 63   | ↑30    | <b>Ugg</b>              | ugg                | €966,737   | 125        | 212            | 8.1%  |
| 64   | ↓-6    | <b>COS</b>              | cos                | €887,499   | 151        | 388            | 4.5%  |
| 65   | ↑13    | <b>The Kooples</b>      | thekooplesofficial | €871,566   | 63         | 87             | 5.8%  |
| 66   | ↑166   | <b>Longchamp</b>        | longchamp          | €790,881   | 92         | 139            | 3.0%  |
| 67   | ↑203   | <b>Ikks</b>             | ikksofficial       | €786,219   | 40         | 59             | 5.9%  |
| 68   | ↑3     | <b>Undiz</b>            | undizfamily        | €757,789   | 79         | 99             | 6.9%  |
| 69   | ↑58    | <b>24S</b>              | 24s                | €747,630   | 8          | 38             | 11.6% |
| 70   | ↑132   | <b>Isabel Marant</b>    | isabelmarant       | €744,558   | 52         | 86             | 6.7%  |
| 71   | ↑64    | <b>Boss</b>             | boss               | €744,400   | 35         | 50             | 4.0%  |
| 72   | ↓-2    | <b>Miumiu</b>           | miumiu             | €743,999   | 94         | 183            | 7.6%  |
| 73   | ↑32    | <b>Gerard Darel</b>     | gerarddarel        | €743,049   | 27         | 44             | 4.2%  |
| 74   | ↑2     | <b>Teveo Mode Ug</b>    | teveowomen         | €741,797   | 61         | 213            | 4.3%  |
| 75   | ↓-29   | <b>Smcp</b>             | sandroparis        | €718,188   | 116        | 189            | 6.5%  |



| Rank | Δ 2023 | Brand                     | TikTok mention          | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|---------------------------|-------------------------|-----------|------------|----------------|-------|
| 76   | ↑34    | <b>Jonak</b>              | jonakparis              | €714,408  | 151        | 237            | 21.9% |
| 77   | ↑23    | <b>Levis</b>              | levis                   | €699,426  | 97         | 141            | 7.0%  |
| 78   | ↑184   | <b>Coach</b>              | coach                   | €680,727  | 86         | 118            | 10.0% |
| 79   | ↓-21   | <b>Diesel</b>             | diesel                  | €673,896  | 53         | 64             | 3.5%  |
| 80   | ↑17    | <b>Valentino</b>          | valentino               | €649,313  | 49         | 74             | 7.9%  |
| 81   | ↓-51   | <b>Sima Couture Paris</b> | simacoutureparis        | €640,469  | 14         | 25             | 8.0%  |
| 82   | ↑64    | <b>Rolex</b>              | rolex                   | €615,578  | 12         | 47             | 3.2%  |
| 83   | ↑2     | <b>Pimkie</b>             | pimkie.official         | €613,876  | 196        | 342            | 11.4% |
| 84   | ↓-15   | <b>Cartier</b>            | cartier                 | €610,816  | 39         | 92             | 2.4%  |
| 85   | ↓-66   | <b>Wethenew</b>           | wethenew                | €608,270  | 22         | 29             | 8.2%  |
| 86   | ↑51    | <b>Pandora</b>            | theofficialpandora      | €603,482  | 64         | 82             | 4.3%  |
| 87   | ↓-19   | <b>Tommy Hilfiger</b>     | tommyhilfiger           | €602,236  | 41         | 65             | 2.7%  |
| 88   | ↑102   | <b>Le Tanneur</b>         | letanneur               | €592,280  | 40         | 66             | 7.2%  |
| 89   | ↑507   | <b>Jwpei</b>              | jwpeiofficial           | €565,806  | 129        | 172            | 4.1%  |
| 90   | ↑232   | <b>Showroomprive.com</b>  | showroomprive           | €563,866  | 65         | 153            | 2.9%  |
| 91   | ↑307   | <b>Y/Project</b>          | yproject_official       | €551,739  | 7          | 13             | 7.0%  |
| 92   | ↑251   | <b>Timberland</b>         | timberland              | €540,659  | 26         | 42             | 5.8%  |
| 93   | ↑280   | <b>Tom Ford</b>           | tomfordbeauty           | €537,005  | 55         | 83             | 2.6%  |
| 94   | ↓-2    | <b>Skims</b>              | skims                   | €531,575  | 43         | 62             | 5.3%  |
| 95   | ↑292   | <b>Carolina Herrera</b>   | carolinaherreraofficial | €509,884  | 72         | 99             | 10.7% |
| 96   | ↑86    | <b>Samaritaine</b>        | samaritaineparis        | €505,313  | 39         | 60             | 3.5%  |
| 97   | ↓-42   | <b>Givenchy</b>           | givenchy                | €504,746  | 81         | 101            | 2.5%  |
| 98   | ↑10    | <b>Intersport</b>         | intersportfr            | €491,012  | 42         | 57             | 4.1%  |
| 99   | ↑56    | <b>Brownie</b>            | browniespain            | €483,761  | 32         | 58             | 4.9%  |
| 100  | ↑610   | <b>René Caovilla</b>      | renecaovilla_           | €476,969  | 5          | 8              | 38.7% |

6

# Spain: Top 100 fashion brands on TikTok in 2024







| Rank | Δ 2023 | Brand                    | TikTok mention     | Total EMV   | Total KOLs | Total Contents | ER    |
|------|--------|--------------------------|--------------------|-------------|------------|----------------|-------|
| 1    | →0     | <b>Shein</b>             | shein_official     | €13,262,113 | 846        | 4,219          | 3.6%  |
| 2    | ↑27    | <b>Mango</b>             | mango              | €5,834,483  | 215        | 486            | 10.2% |
| 3    | ↓-1    | <b>Primark</b>           | primark            | €5,668,892  | 328        | 800            | 9.0%  |
| 4    | ↑1     | <b>Zara</b>              | zara               | €5,514,122  | 347        | 1,633          | 6.0%  |
| 5    | ↓-2    | <b>Bershka</b>           | bershka            | €5,167,510  | 326        | 1,219          | 4.3%  |
| 6    | →0     | <b>Adidas</b>            | adidas             | €4,998,214  | 182        | 373            | 7.9%  |
| 7    | ↑25    | <b>Lady Pipa</b>         | ladypipa           | €3,905,376  | 39         | 57             | 20.5% |
| 8    | ↑34    | <b>Rabanne</b>           | rabanne            | €3,800,377  | 138        | 180            | 33.0% |
| 9    | ↑4     | <b>Stradivarius</b>      | stradivarius       | €3,676,494  | 242        | 592            | 13.5% |
| 10   | ↑30    | <b>Under Armour</b>      | underarmour        | €3,440,653  | 17         | 115            | 2.9%  |
| 11   | ↓-7    | <b>Pull&amp;Bear</b>     | pullandbear        | €3,192,196  | 300        | 829            | 5.3%  |
| 12   | ↑92    | <b>Massimo Dutti</b>     | massimodutti       | €2,577,130  | 74         | 154            | 11.4% |
| 13   | ↓-6    | <b>Desigual</b>          | desigual           | €2,485,082  | 44         | 93             | 16.5% |
| 14   | ↑2     | <b>Women Secret</b>      | womensecret        | €2,438,000  | 46         | 63             | 7.2%  |
| 15   | ↑6     | <b>Pandora</b>           | theofficialpandora | €2,382,438  | 30         | 55             | 5.5%  |
| 16   | ↓-5    | <b>Scuffers</b>          | scuffers.co        | €2,223,922  | 265        | 470            | 8.2%  |
| 17   | ↑107   | <b>Lacoste</b>           | lacoste            | €1,760,115  | 30         | 41             | 16.0% |
| 18   | ↓-6    | <b>Lefties</b>           | lefties            | €1,665,191  | 124        | 197            | 12.2% |
| 19   | ↑78    | <b>New Balance</b>       | newbalance         | €1,382,162  | 34         | 63             | 2.6%  |
| 20   | ↓-3    | <b>Puma</b>              | puma               | €1,366,053  | 72         | 133            | 1.9%  |
| 21   | ↓-13   | <b>Nike</b>              | nike               | €1,330,166  | 108        | 216            | 2.6%  |
| 22   | ↑11    | <b>Guess</b>             | guess              | €1,234,175  | 56         | 75             | 2.2%  |
| 23   | ↑48    | <b>Dolce&amp;Gabbana</b> | dolcegabbana       | €1,155,885  | 40         | 64             | 3.7%  |
| 24   | ↑76    | <b>Dkny</b>              | dkny               | €1,133,199  | 25         | 38             | 8.6%  |
| 25   | ↑9     | <b>Singularu</b>         | singularu          | €1,095,361  | 51         | 64             | 6.3%  |



| Rank | Δ 2023 | Brand                       | TikTok mention          | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|-----------------------------|-------------------------|-----------|------------|----------------|-------|
| 26   | →0     | <b>Christian Dior</b>       | dior                    | €998,631  | 110        | 203            | 2.7%  |
| 27   | ↑75    | <b>Carolina Herrera</b>     | carolinaherreraofficial | €855,106  | 97         | 117            | 3.7%  |
| 28   | ↓-9    | <b>Tezenis</b>              | tezenisofficial         | €787,977  | 22         | 38             | 2.1%  |
| 29   | ↑29    | <b>Springfield</b>          | springfieldofficial     | €727,396  | 28         | 36             | 9.3%  |
| 30   | ↓-20   | <b>Mango</b>                | mangoteen               | €698,778  | 48         | 106            | 8.2%  |
| 31   | ↑38    | <b>Parfois</b>              | parfoisofficial         | €675,989  | 138        | 256            | 7.3%  |
| 32   | ↑161   | <b>Twojeys</b>              | twojeys                 | €653,273  | 34         | 45             | 5.8%  |
| 33   | ↑12    | <b>Tous</b>                 | tousjewelry             | €638,270  | 41         | 61             | 1.9%  |
| 34   | ↑40    | <b>Asos</b>                 | asos                    | €614,079  | 47         | 91             | 9.8%  |
| 35   | ↓-10   | <b>Shoebly</b>              | shiseido                | €563,248  | 97         | 157            | 3.6%  |
| 36   | ↓-22   | <b>Sezane</b>               | sezane                  | €534,630  | 98         | 328            | 2.8%  |
| 37   | ↑86    | <b>Levis</b>                | levis                   | €528,727  | 30         | 40             | 1.9%  |
| 38   | ↓-23   | <b>H&amp;M</b>              | hm                      | €528,282  | 113        | 212            | 5.7%  |
| 39   | ↑86    | <b>Pdpola</b>               | pdpaola_jewelry         | €519,824  | 14         | 18             | 6.2%  |
| 40   | ↑90    | <b>Calvin Klein</b>         | calvinklein             | €514,929  | 25         | 31             | 3.2%  |
| 41   | ↑204   | <b>Multiópticas</b>         | multiopticasoficial     | €511,926  | 24         | 53             | 9.0%  |
| 42   | ↑40    | <b>Zadig &amp; Voltaire</b> | zadigvoltaire           | €511,193  | 31         | 35             | 14.5% |
| 43   | ↑7     | <b>Brownie</b>              | browniespain            | €496,881  | 78         | 132            | 5.3%  |
| 44   | ↓-8    | <b>The Are</b>              | thearecom               | €481,387  | 56         | 125            | 3.5%  |
| 45   | ↑226   | <b>Paris64</b>              | paris64world            | €480,297  | 16         | 20             | 37.7% |
| 46   | ↓-24   | <b>Foot Locker</b>          | footlockereu            | €480,250  | 30         | 66             | 2.7%  |
| 47   | ↑32    | <b>Gucci</b>                | gucci                   | €479,504  | 48         | 85             | 7.8%  |
| 48   | ↑179   | <b>Karl Lagerfeld</b>       | karllagerfeld           | €475,924  | 14         | 20             | 3.3%  |
| 49   | ↑106   | <b>Crocs</b>                | crocs                   | €471,586  | 55         | 65             | 2.6%  |
| 50   | ↑126   | <b>Bryan Stepwise</b>       | bryanstepwise           | €462,324  | 20         | 32             | 3.1%  |



| Rank | Δ 2023 | Brand                      | TikTok mention       | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|----------------------------|----------------------|-----------|------------|----------------|-------|
| 51   | ↑113   | <b>Pepco</b>               | pepco                | €443,129  | 61         | 95             | 5.7%  |
| 52   | ↑53    | <b>Eme Studios</b>         | emestudios.co        | €442,944  | 71         | 118            | 4.3%  |
| 53   | ↑39    | <b>Vicinity</b>            | vicinity_de          | €430,687  | 19         | 52             | 4.8%  |
| 54   | ↓-13   | <b>Uniqlo</b>              | uniqloeuropa         | €426,399  | 76         | 109            | 3.2%  |
| 55   | ↓-31   | <b>Noon Spain</b>          | noonspain            | €384,166  | 33         | 63             | 4.5%  |
| 56   | ↓-36   | <b>Zalando Se</b>          | zalando              | €364,757  | 66         | 97             | 4.3%  |
| 57   | ↑4     | <b>Hawkers</b>             | hawkersco            | €359,538  | 193        | 490            | 3.4%  |
| 58   | ↑221   | <b>Asics</b>               | asics                | €344,008  | 14         | 29             | 6.8%  |
| 59   | ↑118   | <b>Pinko</b>               | pinko                | €337,032  | 11         | 13             | 1.0%  |
| 60   | ↑4     | <b>Yellow Shop</b>         | yellowshop           | €333,317  | 25         | 33             | 9.0%  |
| 61   | ↑55    | <b>Scalpers</b>            | scalperscompany      | €320,978  | 72         | 106            | 7.4%  |
| 62   | ↑34    | <b>Cider</b>               | shopcider            | €308,574  | 9          | 17             | 11.8% |
| 63   | ↑3     | <b>Martinelli Shoes</b>    | martinellishoes      | €308,314  | 70         | 99             | 6.0%  |
| 64   | ↑31    | <b>Seasons By Macabla</b>  | seasonsbymacabla     | €304,582  | 24         | 78             | 5.3%  |
| 65   | ↓-13   | <b>Victoria Secrets</b>    | victoriassecret      | €295,675  | 33         | 42             | 19.5% |
| 66   | ↓-17   | <b>Vinted</b>              | vinted               | €286,792  | 75         | 122            | 7.9%  |
| 67   | ↑55    | <b>Jean Paul Gaultier</b>  | jeanpaulgaultier     | €280,432  | 23         | 36             | 9.6%  |
| 68   | new    | <b>Victoria Secrets</b>    | victoriassecretitaly | €274,900  | 3          | 6              | 1.0%  |
| 69   | ↑221   | <b>Decathlon</b>           | decathlon            | €272,573  | 16         | 17             | 24.5% |
| 70   | ↓-16   | <b>Club L London</b>       | clubllondon          | €270,393  | 8          | 26             | 5.3%  |
| 71   | ↑23    | <b>Cold Culture</b>        | coldxculture         | €269,216  | 29         | 40             | 2.2%  |
| 72   | ↓-10   | <b>Oysho</b>               | oysho                | €259,929  | 43         | 80             | 4.2%  |
| 73   | ↓-27   | <b>Aelfricedenofficial</b> | aelfricedenofficial  | €254,201  | 6          | 15             | 10.7% |
| 74   | ↑45    | <b>Scrap World</b>         | scrapworldes         | €248,532  | 40         | 62             | 4.1%  |
| 75   | ↑60    | <b>Bimba Y Lola</b>        | bimbaylolaofficial   | €248,187  | 40         | 65             | 9.6%  |



| Rank | Δ 2023 | Brand                        | TikTok mention        | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|------------------------------|-----------------------|-----------|------------|----------------|-------|
| 76   | ↑17    | <b>Basyco Jerez</b>          | basyco_jerez          | €247,087  | 40         | 72             | 11.2% |
| 77   | ↓-34   | <b>Ulanka</b>                | ulanka_official       | €244,711  | 56         | 88             | 3.8%  |
| 78   | ↑5     | <b>Blue Banana</b>           | bluebananabrand       | €242,851  | 17         | 39             | 17.7% |
| 79   | ↑19    | <b>Hawkers</b>               | hawkerscrew           | €240,336  | 152        | 364            | 3.2%  |
| 80   | ↓-13   | <b>Adolfo Dominguez</b>      | adolfodominguez       | €238,432  | 11         | 13             | 5.8%  |
| 81   | ↑76    | <b>Liu Jo</b>                | liujo                 | €237,782  | 21         | 25             | 4.3%  |
| 82   | ↓-27   | <b>Nícoli</b>                | nicolishop            | €226,236  | 26         | 39             | 21.6% |
| 83   | ↑65    | <b>Etam Group</b>            | etam_officiel         | €223,677  | 12         | 18             | 1.2%  |
| 84   | ↑68    | <b>Snipes</b>                | snipesknows           | €211,922  | 6          | 22             | 1.8%  |
| 85   | new    | <b>Engelbert Strauss</b>     | engelbert_strauss     | €209,569  | 1          | 1              | 7.1%  |
| 86   | ↑269   | <b>Juicy Couture</b>         | juicycouture          | €204,941  | 7          | 9              | 4.0%  |
| 87   | ↓-52   | <b>Nude Project</b>          | nudeproject           | €203,013  | 42         | 56             | 4.4%  |
| 88   | ↑54    | <b>Wow Concept</b>           | wowconcept            | €202,066  | 37         | 49             | 3.1%  |
| 89   | ↓-50   | <b>Revolve</b>               | revolve               | €201,585  | 12         | 64             | 1.6%  |
| 90   | ↓-37   | <b>Louis Vuitton</b>         | louisvuitton          | €198,903  | 34         | 65             | 3.6%  |
| 91   | ↓-10   | <b>O80 Barcelona Fashion</b> | o80_bcn_fashion       | €198,337  | 26         | 106            | 0.9%  |
| 92   | ↑136   | <b>Tom Ford</b>              | tomfordbeauty         | €188,566  | 18         | 29             | 9.4%  |
| 93   | ↑15    | <b>JD Sport</b>              | jdofficial            | €186,270  | 7          | 8              | 4.8%  |
| 94   | ↑377   | <b>Boss</b>                  | boss                  | €178,823  | 14         | 18             | 2.2%  |
| 95   | ↓-5    | <b>Goi</b>                   | goi.com               | €176,353  | 5          | 12             | 3.6%  |
| 96   | ↓-36   | <b>Misako Shop</b>           | misakoshop            | €176,249  | 15         | 23             | 3.6%  |
| 97   | ↑126   | <b>Golden Goose</b>          | goldengoose           | €176,088  | 13         | 15             | 11.8% |
| 98   | ↓-50   | <b>Lola Casademunt</b>       | lolacasademuntbymaite | €173,294  | 27         | 43             | 6.6%  |
| 99   | ↓-10   | <b>Saint Laurent</b>         | ysl                   | €170,191  | 76         | 104            | 2.2%  |
| 100  | ↑10    | <b>JD Sport</b>              | jdsports              | €168,534  | 10         | 14             | 5.1%  |

7

# Italy: Top 100 fashion brands on TikTok in 2024





| Rank | Δ 2023 | Brand               | TikTok mention       | Total EMV   | Total KOLs | Total Contents | ER     |
|------|--------|---------------------|----------------------|-------------|------------|----------------|--------|
| 1    | ↑1     | Zara                | zara                 | €16,778,981 | 226        | 702            | 20.4%  |
| 2    | ↓-1    | Shein               | shein_official       | €12,533,134 | 788        | 3955           | 3.0%   |
| 3    | ↑11    | H&M                 | hm                   | €6,430,287  | 149        | 301            | 9.0%   |
| 4    | ↓-1    | Adidas              | adidas               | €3,734,837  | 187        | 297            | 6.1%   |
| 5    | ↓-1    | Bershka             | bershka              | €3,169,029  | 251        | 658            | 5.3%   |
| 6    | ↑17    | Pull&Bear           | pullandbear          | €3,032,751  | 203        | 696            | 6.9%   |
| 7    | ↑19    | Victoria's Secret   | victoriassecretitaly | €2,990,892  | 83         | 197            | 24.6%  |
| 8    | ↑8     | Rabanne             | rabanne              | €2,352,460  | 64         | 87             | 11.8%  |
| 9    | ↑3     | Primark             | primark              | €2,299,232  | 224        | 421            | 4.9%   |
| 10   | ↑12    | Dolce&Gabbana       | dolcegabbana         | €2,241,956  | 83         | 118            | 17.2%  |
| 11   | ↑20    | Mc2 Saint Barth     | mc2saintbarth        | €2,209,526  | 38         | 54             | 15.5%  |
| 12   | new    | Babyboo             | babyboofashion       | €2,082,025  | 7          | 14             | 8.1%   |
| 13   | ↑25    | Nike                | nike                 | €2,038,092  | 145        | 217            | 2.0%   |
| 14   | ↑6     | Puma                | puma                 | €1,616,141  | 72         | 107            | 6.2%   |
| 15   | ↑29    | Christian Louboutin | louboutinworld       | €1,439,719  | 8          | 18             | 119.7% |
| 16   | ↓-1    | Christian Dior      | dior                 | €1,370,902  | 129        | 214            | 5.2%   |
| 17   | ↑2     | Calzedonia          | calzedoniaofficial   | €1,316,191  | 68         | 123            | 3.0%   |
| 18   | ↑10    | Desigual            | desigual             | €1,255,965  | 24         | 49             | 4.2%   |
| 19   | ↑74    | Jean Paul Gaultier  | jeanpaulgaultier     | €1,060,328  | 15         | 27             | 14.4%  |
| 20   | ↑4     | Tezenis             | tezenisofficial      | €1,015,726  | 108        | 243            | 11.7%  |
| 21   | ↑42    | Oh Polly            | ohpolly              | €901,834    | 39         | 75             | 12.9%  |
| 22   | ↓-9    | Foot Locker         | footlockereu         | €891,611    | 35         | 54             | 3.5%   |
| 23   | ↓-17   | Zalando             | zalando              | €867,326    | 162        | 281            | 4.8%   |
| 24   | ↑36    | Cider               | shopcider            | €782,524    | 153        | 232            | 2.3%   |
| 25   | ↑8     | Liu Jo              | liujo                | €774,570    | 47         | 93             | 2.3%   |



|    | Diff v<br>2022 | Brand                              | Instagram handle        | EMV      | KOL Count | Total<br>Contents | ER    |
|----|----------------|------------------------------------|-------------------------|----------|-----------|-------------------|-------|
| 26 | ↑50            | <b>Victoria's Secret</b>           | victoriassecret         | €679,886 | 88        | 154               | 28.3% |
| 27 | ↓-17           | <b>Aelfricedenofficial</b>         | aelfricedenofficial     | €663,390 | 26        | 64                | 2.1%  |
| 28 | ↑106           | <b>Acne Studio</b>                 | acnestudios             | €620,041 | 9         | 10                | 2.8%  |
| 29 | →0             | <b>Skims</b>                       | skims                   | €615,171 | 49        | 67                | 4.2%  |
| 30 | ↑19            | <b>Saint Laurent</b>               | ysl                     | €607,169 | 52        | 77                | 6.3%  |
| 31 | ↑262           | <b>Carolina Herrera</b>            | carolinaherreraofficial | €560,303 | 12        | 13                | 24.7% |
| 32 | ↑75            | <b>Ralph Lauren</b>                | ralphlauren             | €526,463 | 20        | 25                | 12.6% |
| 33 | ↑58            | <b>Versace</b>                     | versace                 | €519,933 | 31        | 37                | 2.7%  |
| 34 | ↑63            | <b>Swarovski</b>                   | swarovski               | €507,071 | 37        | 73                | 3.1%  |
| 35 | →0             | <b>Ray Ban</b>                     | rayban                  | €504,286 | 25        | 78                | 1.6%  |
| 36 | ↓-18           | <b>Gucci</b>                       | gucci                   | €499,579 | 51        | 78                | 3.4%  |
| 37 | ↓-12           | <b>Diesel</b>                      | diesel                  | €486,443 | 28        | 36                | 9.9%  |
| 38 | ↑43            | <b>Stradivarius</b>                | stradivarius            | €483,602 | 89        | 177               | 6.6%  |
| 39 | ↑38            | <b>Foot Locker</b>                 | footlockeritaly         | €471,701 | 34        | 57                | 8.4%  |
| 40 | ↓-31           | <b>La Casa De Las<br/>Carcasas</b> | lacasadelascarcasas.it  | €467,094 | 35        | 72                | 1.1%  |
| 41 | ↑21            | <b>Tommy Hilfiger</b>              | tommyhilfiger           | €463,269 | 25        | 44                | 1.0%  |
| 42 | ↓-2            | <b>Ugg</b>                         | ugg                     | €461,451 | 43        | 57                | 3.0%  |
| 43 | ↑119           | <b>Romwe</b>                       | romweofficial           | €454,009 | 5         | 33                | 1.3%  |
| 44 | ↑44            | <b>Ferragamo</b>                   | ferragamo               | €452,165 | 13        | 16                | 3.4%  |
| 45 | new            | <b>247 Represent</b>               | representclo            | €451,909 | 1         | 3                 | 3.5%  |
| 46 | ↓-10           | <b>Louis Vuitton</b>               | louisvuitton            | €424,570 | 32        | 74                | 2.1%  |
| 47 | ↑3             | <b>Dodo Jewels</b>                 | dodojewels              | €411,249 | 15        | 25                | 1.3%  |
| 48 | ↑67            | <b>Luisaviaroma</b>                | luisaviaroma            | €390,797 | 26        | 39                | 3.1%  |
| 49 | ↑9             | <b>Miumiu</b>                      | miumiu                  | €388,016 | 36        | 59                | 5.5%  |
| 50 | ↑79            | <b>Sezane</b>                      | sezane                  | €385,130 | 70        | 273               | 26.8% |



| Rank | Δ 2023 | Brand                      | TikTok mention          | Total EMV | Total KOLs | Total Contents | ER     |
|------|--------|----------------------------|-------------------------|-----------|------------|----------------|--------|
| 51   | ↓-8    | <b>Snipes</b>              | snipesknows             | €350,970  | 17         | 18             | 6.5%   |
| 52   | ↑33    | <b>Atelier Emé</b>         | ateliereme              | €343,520  | 10         | 29             | 1.0%   |
| 53   | ↑57    | <b>Nude Project</b>        | nudeproject             | €340,371  | 16         | 24             | 4.8%   |
| 54   | ↑18    | <b>Revolve</b>             | revolve                 | €326,631  | 10         | 39             | 3.8%   |
| 55   | ↑225   | <b>Jwpei</b>               | jwpeiofficial           | €325,310  | 218        | 257            | 0.9%   |
| 56   | ↑132   | <b>Pepco</b>               | pepco                   | €325,187  | 41         | 66             | 3.2%   |
| 57   | ↓-16   | <b>Vicinity</b>            | vicinity_de             | €306,614  | 24         | 73             | 2.9%   |
| 58   | ↓-53   | <b>Pandora</b>             | theofficialpandora      | €305,666  | 41         | 68             | 12.7%  |
| 59   | ↓-29   | <b>Valentino</b>           | valentino               | €290,438  | 14         | 25             | 52.4%  |
| 60   | ↓-8    | <b>Uniqlo</b>              | uniqloeuropa            | €289,035  | 49         | 68             | 13.8%  |
| 61   | ↓-53   | <b>Vinted</b>              | vinted                  | €273,941  | 64         | 86             | 4.7%   |
| 62   | ↓-6    | <b>Prada</b>               | prada                   | €263,683  | 39         | 76             | 2.3%   |
| 63   | ↑93    | <b>Marlù</b>               | marlu_ufficiale         | €250,850  | 5          | 10             | 6.0%   |
| 64   | ↑58    | <b>A X Armani Exchange</b> | armaniexchange          | €218,212  | 27         | 34             | 0.9%   |
| 65   | ↑75    | <b>Aldo</b>                | aldo_shoes              | €212,371  | 2          | 2              | 113.8% |
| 66   | ↓-21   | <b>Gcd Wear</b>            | gcdswear                | €207,363  | 10         | 16             | 11.4%  |
| 67   | ↑64    | <b>Golden Goose</b>        | goldengoose             | €198,813  | 23         | 31             | 7.9%   |
| 68   | ↑21    | <b>Vivienne Westwood</b>   | viviennewestwood        | €198,171  | 12         | 24             | 33.0%  |
| 69   | ↓-4    | <b>Intimissimi</b>         | intimissimiuomoofficial | €193,926  | 6          | 12             | 0.8%   |
| 70   | ↑5     | <b>Mango</b>               | mango                   | €193,703  | 56         | 73             | 13.3%  |
| 71   | ↓-54   | <b>Daniel Wellington</b>   | danielwellington        | €190,486  | 34         | 99             | 1.4%   |
| 72   | ↓-30   | <b>Pinko</b>               | pinko                   | €190,341  | 19         | 28             | 3.6%   |
| 73   | ↓-20   | <b>Asos</b>                | asos                    | €179,406  | 32         | 57             | 1.9%   |
| 74   | ↑65    | <b>New Balance</b>         | newbalance              | €174,475  | 40         | 55             | 3.4%   |
| 75   | ↓-6    | <b>Scuffers</b>            | scuffers.co             | €171,854  | 20         | 35             | 3.0%   |





| Rank | Δ 2023 | Brand                       | TikTok mention         | Total EMV | Total KOLs | Total Contents | ER    |
|------|--------|-----------------------------|------------------------|-----------|------------|----------------|-------|
| 76   | ↑100   | <b>Zadig &amp; Voltaire</b> | zadigvoltaire          | €167,949  | 4          | 4              | 42.3% |
| 77   | ↑250   | <b>Lulu Lemon</b>           | lululemon              | €166,522  | 4          | 7              | 5.4%  |
| 78   | ↑128   | <b>Longchamp</b>            | longchamp              | €161,342  | 26         | 33             | 4.3%  |
| 79   | ↑45    | <b>Chanel</b>               | chanelofficial         | €160,050  | 36         | 66             | 4.8%  |
| 80   | ↓-48   | <b>Yoox</b>                 | yoox                   | €156,533  | 16         | 20             | 1.6%  |
| 81   | new    | <b>In Print We Trust</b>    | inprintwetrust         | €138,248  | 13         | 19             | 6.1%  |
| 82   | ↑60    | <b>New Era</b>              | neweraeurope           | €137,031  | 5          | 5              | 3.1%  |
| 83   | ↑89    | <b>Kappa</b>                | kappa_official         | €137,011  | 15         | 23             | 2.9%  |
| 84   | ↓-27   | <b>Boss</b>                 | boss                   | €128,484  | 6          | 9              | 4.0%  |
| 85   | new    | <b>Boa</b>                  | becauseofaliceofficial | €126,960  | 3          | 3              | 52.9% |
| 86   | new    | <b>Nebuleuse Bijoux</b>     | nebuleuse.bijoux       | €121,136  | 1          | 1              | 24.4% |
| 87   | ↑78    | <b>Twinsset</b>             | twinssetmilanoofficial | €120,754  | 10         | 16             | 1.9%  |
| 88   | ↑70    | <b>Loro Piana</b>           | loropiana              | €119,482  | 11         | 19             | 1.9%  |
| 89   | ↑123   | <b>Borbonese</b>            | caffeborboneofficial   | €115,252  | 5          | 5              | 23.5% |
| 90   | ↓-69   | <b>Calvin Klein</b>         | calvinklein            | €111,681  | 55         | 85             | 1.6%  |
| 91   | ↑15    | <b>Fendi</b>                | fendi                  | €109,451  | 22         | 28             | 6.9%  |
| 92   | →0     | <b>Givenchy</b>             | givenchy               | €108,953  | 18         | 19             | 15.7% |
| 93   | ↓-56   | <b>Alexander Mc Queen</b>   | alexandermcqueen       | €103,111  | 7          | 8              | 3.8%  |
| 94   | ↓-43   | <b>Lacoste</b>              | lacoste                | €102,130  | 16         | 21             | 0.7%  |
| 95   | ↑85    | <b>Shein</b>                | shein_us               | €101,409  | 15         | 102            | 1.1%  |
| 96   | ↓-37   | <b>Micas Official</b>       | shopmicas.official     | €95,940   | 48         | 93             | 1.4%  |
| 97   | ↓-14   | <b>Dsquared 2</b>           | dsquared2              | €92,226   | 21         | 25             | 1.9%  |
| 98   | ↑18    | <b>Michael Kors</b>         | michaelkors            | €90,552   | 21         | 25             | 4.7%  |
| 99   | ↑22    | <b>Jimmy Fairly</b>         | jimmy.fairly           | €89,121   | 17         | 21             | 1.2%  |
| 100  | new    | <b>Maison Margiela</b>      | maisonmargiela         | €86,823   | 9          | 12             | 6.3%  |

# 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.

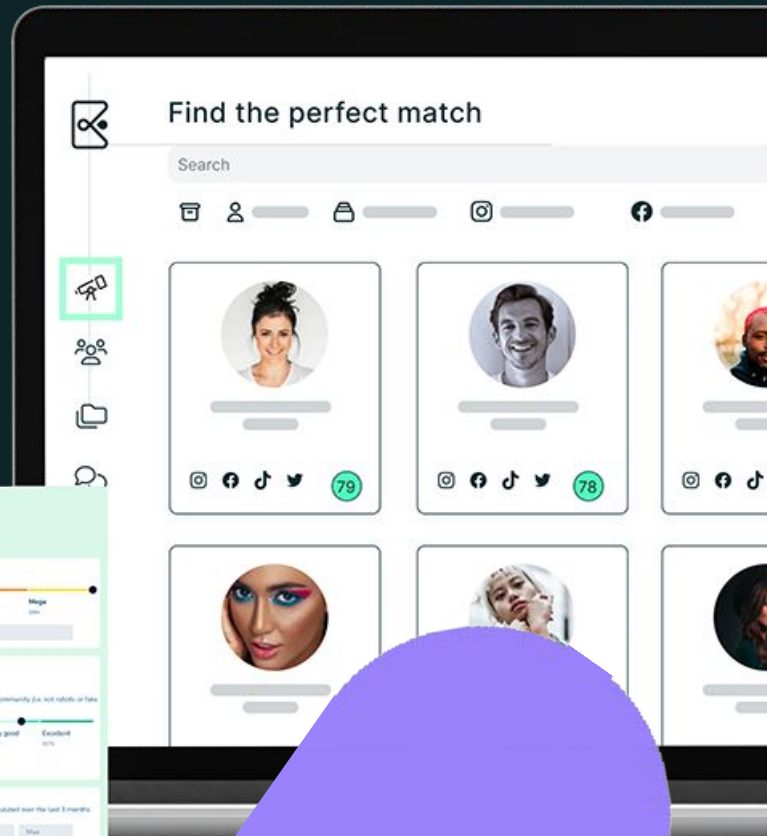
Kolsquare has built a thriving global community of influencer marketing experts, and offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora, Lush, Hermès...) the latest Big Data, AI and Machine Learning technologies to drive inspiring partnerships, tapping into an exhaustive 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](https://www.kolsquare.com) for more information or to book a demonstration with one of our influence experts. Contact us directly at [contact@kolsquare.com](mailto:contact@kolsquare.com).

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