

KARLA OTTO CTZAR lefty



REPORT

AW26 Womenswear Roundup

MARCH 2026

Contents

Introduction 02

01 AW26 by Numbers 06

AW26 DATA CHEAT SHEET
BRAND RANKINGS
INFLUENCER RANKINGS

02 Key insights 10

APAC REACHES A TURNING POINT
WHY WEIBO GAINS TRACTION IN THE MEDIA MIX
NICHE CASTING BECOMES THE NEW NORM
GOING DEEP WITH LONG-FORM
MEET THE FASHION INTELLECTUALS
THE POP CULTURE SNAPSHOT
HOW AW26 MANIFESTED ON SOCIAL

03 Our services 19



JIL SANDER AW26,
COURTESY OF THE BRAND
COVER: FERRAGAMO AW26,
VIA SPOTLIGHT

The Experts Behind this Report

This Fashion Month Insights report brings together the expertise of Karla Otto, Lefty and CTZAR – three specialist agencies within The Independents – to decode the forces shaping today’s fashion conversation.

Insights by Karla Otto contributes over four decades of experience at the intersection of luxury, culture and communications. Its team of strategists, trend forecasters, anthropologists, editors and data analysts identifies the cultural shifts and narratives emerging across Fashion Month.

Lefty, the leading influencer marketing intelligence platform, powers the analysis with proprietary algorithms that track and quantify the impact of brands, influencers and key moments driving global attention.

Completing the picture, CTZAR applies a social-first lens, translating performance data into clear audience insight, revealing what truly resonates across platforms and communities.

Together, these perspectives deliver a 360° view of Fashion Month, blending cultural intelligence, influencer analytics and social insight to help brands understand not only what happened, but where the conversation is heading next.

KARLA OTTO

Founded in 1982, Karla Otto is a full-service brand-building agency, operating from thirteen cities across the globe. Karla Otto’s service is unparalleled. Blending the best of fashion, beauty, design, lifestyle, and arts & culture, we offer a panoramic view of opportunities and the ability to execute complex ideas. Our loyal network and unrivalled approach to culture and community enables us to take brands to new territories.

Discover more at karlaotto.com or contact insights@karlaotto.com.

LEFTY

Created in 2015, Lefty is a platform that helps brands optimise their influencer marketing programs. Based on proprietary, state-of-the-art technology, Lefty supports brands with influencer identification, management and reporting of their influencer marketing campaigns.

Discover more at lefty.io or contact insights@lefty.io.

CTZAR

A creative agency with a social-first approach and an integrated production studio. A go-to partner for luxury and lifestyle brands across major international markets.

Discover more at ctzar.com or contact business@ctzar.com.

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CTZAR

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Hannah Birke, New Business & Communication Manager

Understanding the Rankings: *The Lefty Methodology*

INSTAGRAM

This Western media study is based on the analysis of 10,000+ influencers with over 10,000 followers on Instagram who have tagged a participating brand’s Instagram account in-post during Womenswear Fashion Month AW26. The influencers presented in this study have been identified thanks to Lefty’s proprietary algorithms, which identify and attribute content to a brand based on @ mentions.

If an influencer does not directly mention a brand using a specific hashtag (ex. #brandAW26) or by tagging the brand’s account in-caption or in-post (ex. @brandofficial), Lefty will not be able to retrieve the post and will not be counted towards the brand’s total performance.

POSTS, NOT STORIES

On Instagram, this study focuses its analysis only on Instagram in-feed posts (Posts, Videos, Carousels) and does not look at Instagram stories. For collaborative posts, each co-author will be attributed the full performance metrics of the co-post.

WHAT IS EARNED MEDIA VALUE (EMV)?

Lefty defines Earned Media Value (EMV) as the equivalent ad spend of the impressions gained. The EMV is calculated by estimating the number of impressions of each publication and associating a CPM of \$100 (IG) equivalent to \$1 per engagement. The formula used is :

(Impressions * CPM)

1000

DATES TRACKED IN THIS STUDY

NYFW Womenswear AW26: The tracking period covered 11 - 17 February 2026 and the data analysis was retrieved from Lefty on 18 February 2026.
LFW Womenswear AW26: The tracking period covered 19 - 24 February 2026 and the data analysis was retrieved from Lefty on 25 February 2026.
MFW Womenswear AW26: The tracking period covered 24 February - 2 March 2026 and the data analysis was retrieved from Lefty on 3 March 2026.
PFW Womenswear AW26: The tracking period covered 2 - 11 March 2026 and the data analysis was retrieved from Lefty on 12 March 2026.



WEIBO

This study analyses influencer activities during AW26 Womenswear on Chinese social networks, employing a distinct methodology from Instagram-focused research. Key performance indicators (KPIs) include Earned Media Value (EMV), number of influencers and posts, Weibo Hot-Topic engagements and views, and CPMs of \$72.49 (Weibo).

NUMBER OF BRANDS TRACKED

Note: This study tracks 26 participating brands at NYFW Womenswear AW26, 2 off-schedule shows at AW26 on Instagram; 33 participating brands at LFW Womenswear AW26; 47 participating brands at MFW Womenswear AW26; and 68 participating brands at PFW Womenswear AW26.

AN IMPORTANT DISCLAIMER

While this study aims to capture an exhaustive list of influencers, some influencers who have created content for brands may not be taken into account in the present study. Additionally, data could not be retrieved from profiles where engagement metrics such as likes or views are hidden. Discrepancies in engagement, the number of likes, shares, or comments may appear due to content continuing to be interacted with on Instagram after the date of the data being downloaded from Lefty.

AW26: A Season of Change and Recalibration

FROM REACH TO RELEVANCE: BRANDS PRIORITISE DEPTH, REGIONAL RESONANCE AND CULTURAL AUTHORITY

AW26 marked a clear shift in how value is created across Fashion Month. Overall, Earned Media Value (EMV) declined, with Paris Fashion Week's share softening to 54%. Yet this is not a story of contraction, but of redistribution. Milan Fashion Week narrowed the gap with Paris, growing its Share of Voice (SoV) by +21%.

As Milan rises, so too does its precision. Brands showing in the city demonstrated an acute focus on high-growth audiences, particularly in China, where Milan emerged as the season's clear winner on Weibo. More broadly, APAC talent continued to shape global visibility, but with a notable evolution: Thai Drama stars, for the first time, surpassed the impact of K-Pop.

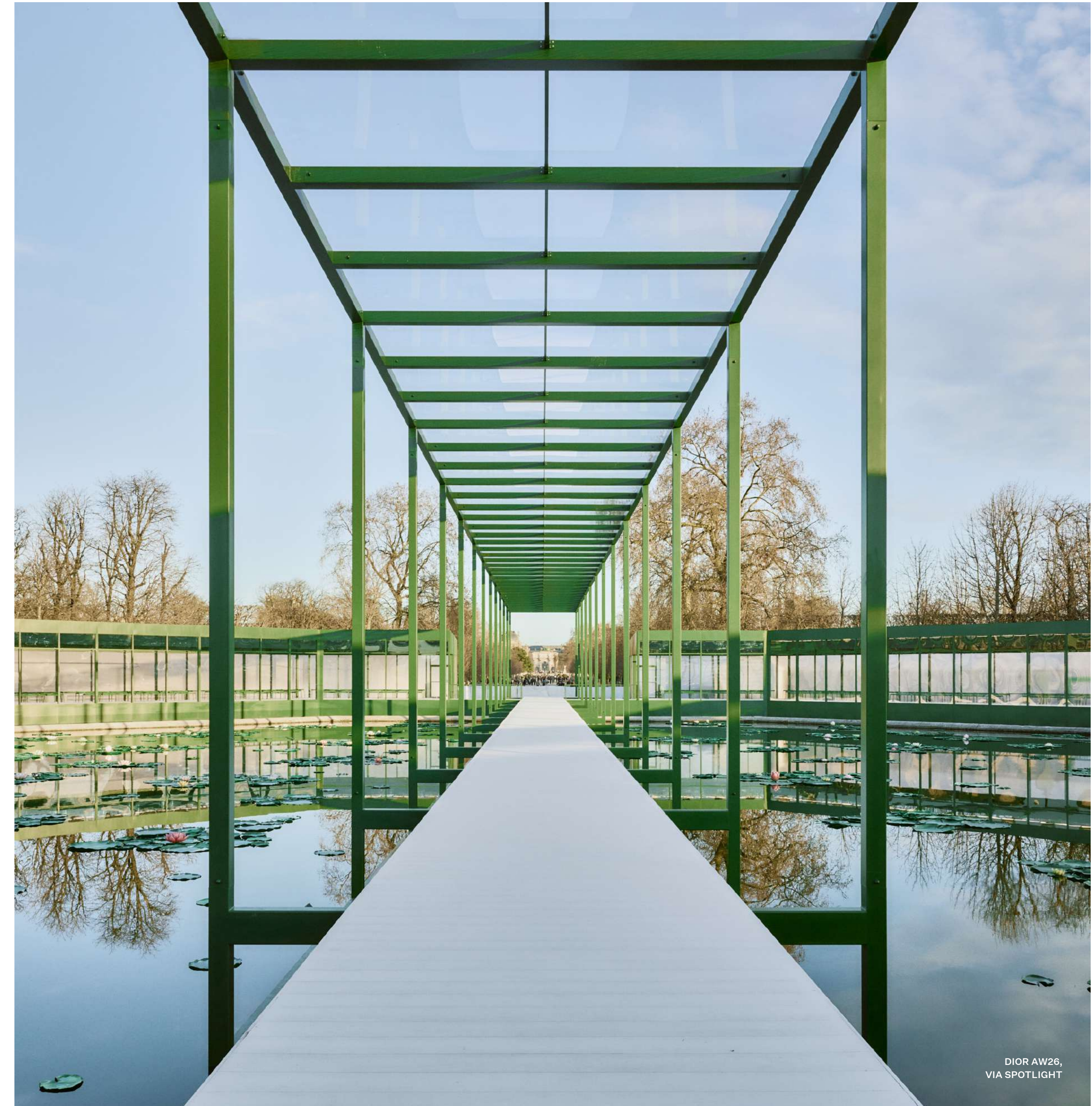
Yet, the overall decline in EMV underscores a more fundamental transformation: brands are no longer optimising solely for scale, but for resonance. Hyper-niche casting strategies activated micro-communities, while long-form storytelling reached smaller audiences but drove deeper, more meaningful engagement. Concurrently, the 'Social Commentator' ecosystem is fragmenting into specialised voices. Namely, 'Fashion Intellectuals', who operate across Substack, YouTube, Patreon and Discord, are reshaping the discourse with analyses, critiques and cultural context.

Our Insights teams at Karla Otto, Lefty, and CTZAR – partner agencies of The Independents – joined forces to identify the season's defining strategies.

\$754.5M
EMV, AW26

-3%
EMV DECREASE YOY

+21%
MFW SOV GROWTH SOS



AW26 By Numbers

SECTION

01



OFF-WHITE AW26,
VIA SPOTLIGHT

AW26 Data Cheat Sheet

AW26 EMV:

\$754.5M

CITY WITH BIGGEST GROWTH:

MFW

+21%

SOS EMV GROWTH

TOP INFLUENCERS BY CATEGORY:

01. ACTORS 43.5%

02. MUSICIANS 28.6%

03. INFLUENCERS 10.3%

CITY BY CITY SOV:

PFW	54%
MFW	34%
LFW	3%
NYFW	9%

ON WEIBO:

4.4

BILLION

TOTAL IMPRESSIONS ACROSS FASHION WEEK HOT TOPICS

REGIONAL SOV*:

APAC:	EUROPE:	NAM:	LATAM:
80.8%	8.09%	5.63%	5.3%

*ANALYSIS BASED ON TOP 200 INFLUENCERS AT AW26

NEW THAI DRAMA STARS TO KNOW: LENA LALINA AND MIU NATSHA OF ‘MY SAFE ZONE’

\$7.4M

#1 BRAND ON WEIBO

PRADA:

\$73M

READ OUR CITY-SPECIFIC ROUNDUPS HERE:

NYFW / LFW / MFW / PFW

#1 BRAND ON INSTAGRAM

DIOR:

\$88M

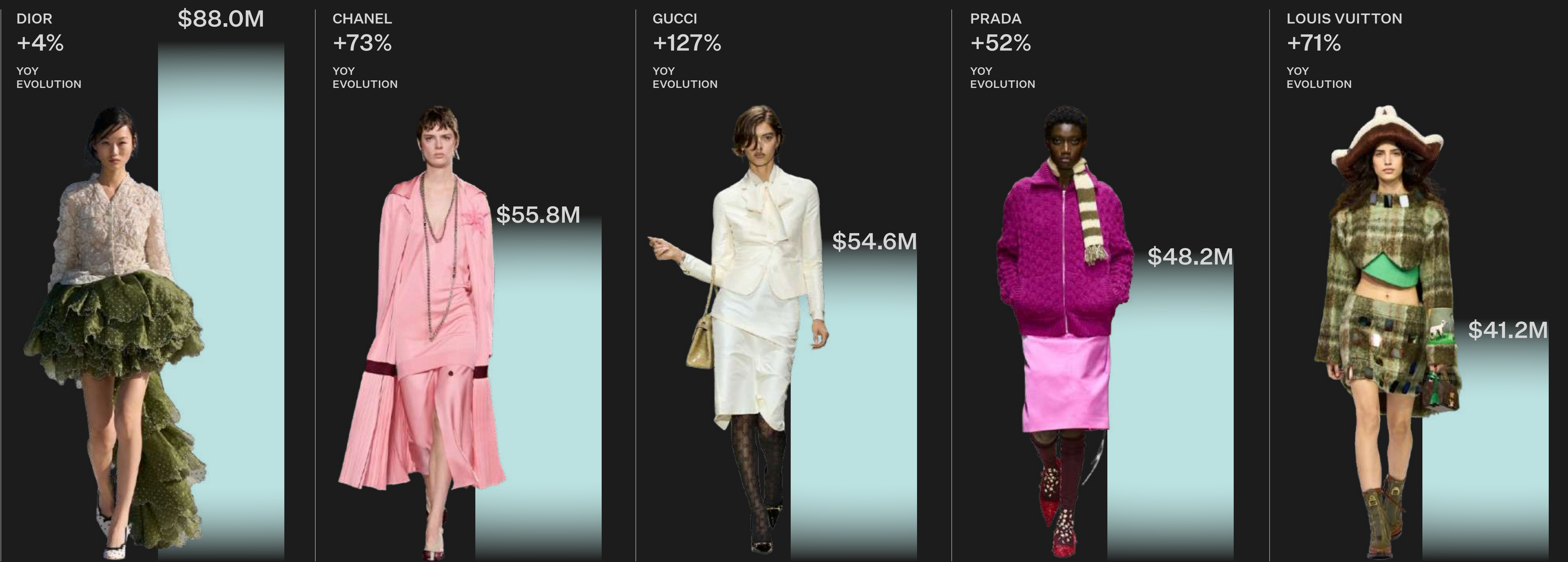
EMV

INFLUENCER COMPOSITION:

MEGA - 75%	
MACRO - 15%	
MID 6%	
MICRO 4%	

INSTAGRAM BRAND RANKINGS BY EMV:

Dior Keeps its Crown, While Demna's Gucci Spearheads Growth



CURIOUS TO SEE WHERE YOUR BRAND RANKS? CONTACT US TODAY

INSTAGRAM INFLUENCER RANKINGS BY EMV:

A Shift in the Spotlight: *Thai Drama Stars Break K-Pop's Streak*



01

ACTOR

EMV: \$21.0M
ENG. RATE: 43.01%
SHOWS: DIOR

@ORM.KORNNAPHAT



02

ACTOR

EMV: \$19.8M
ENG. RATE: 2.34%
SHOWS: HERMÈS +20 MORE

@IAMHEARTE



03

ACTOR

EMV: \$15.6M
ENG. RATE: 39.06%
SHOWS: DIOR

@LINGLINGKWONG



04

MUSICIAN

EMV: \$14.3M
ENG. RATE: 3.18%
SHOWS: CHANEL, CALVIN KLEIN

@JENNIERUBYJANE



05

MUSICIAN

EMV: \$14.1M
ENG. RATE: 7.39%
SHOWS: LOUIS VUITTON

@YONG.LIXX



DISCOVER WHO YOUR TOP INFLUENCERS ARE: REACH OUT TODAY.

AW26: Key Insights

SECTION

02



CHANEL AW26,
VIA SPOTLIGHT

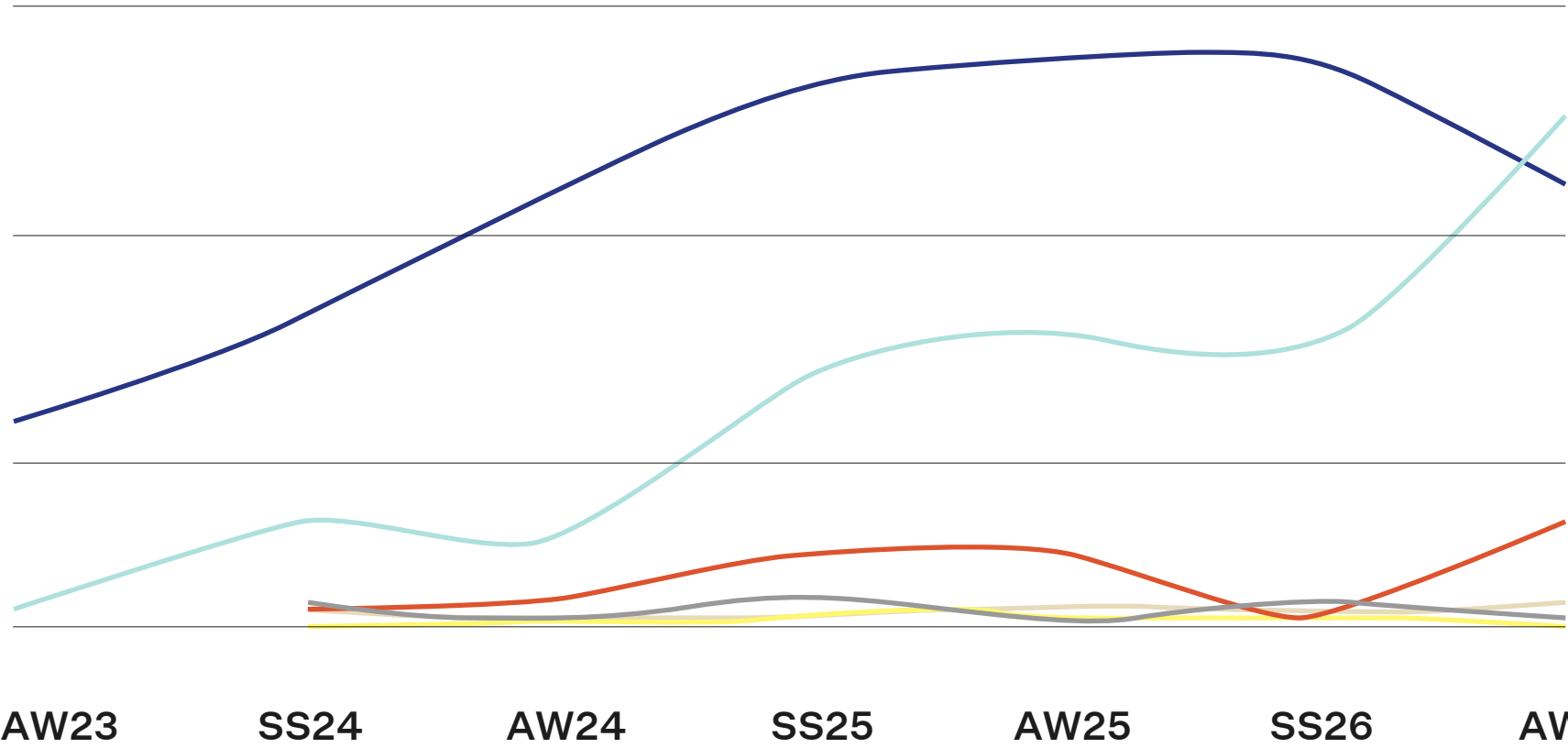
TALENT STRATEGY:

APAC Reaches a Turning Point

FOR THE FIRST TIME, THAI DRAMA STARS GENERATED MORE EMV THAN K-POP

Last season hinted at it; this season confirmed it: Thai Drama, the category we first called out in 2022, has officially taken over K-Pop as Fashion Month’s biggest media drivers. While Dior ambassadors Orm and Lingling continued to lead the charge, new names emerged, such as Lena Lalina and Miu Natsha, co-stars in the mini-series ‘My Safe Zone’ which finished airing in December 2025.

Other countries growing in impact include the Philippines, Singapore and China, suggesting brands are diversifying how they resonate across the region. We dive into China and Weibo specifically on the next page.



\$317M
TOTAL EMV GENERATED BY APAC STARS

47%
THAILAND SOV

41%
KOREA SOV

+85% THAILAND
-22% S.KOREA

+940% PJILLIPINES
+72% CHINA
-68% INDIA
-32% JAPAN



LENÁ LALINA AND MIU NATSHA OF ‘MY SAFE ZONE’ COLLECTIVELY GENERATED \$7.4M EMV FOR CHANEL’S AW26 SHOW. IMAGE VIA SPOTLIGHT

HOW SHOULD BRANDS WORK WITH APAC TALENT?

These stars bring more than buzz: they have incredibly engaged fandoms who have formed an emotional connection with the talent. The perfect pairing strikes the right balance between the personality of the talent and the values of the brand.

For instance, Fendi adopted a fresh, social-first approach with K-Pop stars Bang Chan and Huh Yunjin, allowing audiences to connect more organically to their show content.

MARKET STRATEGY:

Why Weibo Gains Traction in the Media Mix

KEY HOT TOPICS ACROSS CITIES:

NEW YORK



22M
IMPRESSIONS

#JENNIE高智感妈咪#

#JENNIEHIGHINTELLECTSOPHISTICATED
LOOKMOMMY#

#10 IN WEIBO'S
ENTERTAINMENT RANKING THAT WEEK

ASSOCIATED BRAND: CALVIN KLEIN

LONDON



16M
IMPRESSIONS

#50岁的陈坤24岁的张康乐#

#50YEAROLDCHENKUN24
YEAROLDZHANGKANGL#

#2 IN WEIBO'S
ENTERTAINMENT RANKING THAT WEEK

ASSOCIATED BRAND: BURBERRY

MILAN



36M
IMPRESSIONS

#肖战记录粉丝#

#XIAOZHANRECORDINGFANS#

#2 IN WEIBO'S
ENTERTAINMENT RANKING THAT WEEK

ASSOCIATED BRAND: GUCCI, TOD'S

PARIS



390M
IMPRESSIONS

#迪丽热巴 滞留迪拜#

#DILRABASTRANDEDINDUBAI#

#10 IN WEIBO'S
ENTERTAINMENT RANKING THAT WEEK

ASSOCIATED BRAND: DIOR

AS BRANDS DIVERSIFY THEIR APAC TALENT STRATEGIES, THE DIAL LANDS ON THE CHINESE MARKET

Often treated as secondary to Instagram when it comes to talent investment, Weibo delivered higher visibility for top players this season: Prada generated 51% more EMV on the Chinese platform than on Instagram, while Gucci generated 21% more. This aligned with Prada's steady growth in the APAC market, per the group's 2025 results, showcasing deliberate moves to rebuild resonance across this key consumer group.

Meanwhile, brands such as Tod's and Loewe also performed better on Weibo thanks to the platform's fandom ecosystem. For instance, Xiao Zhan's fan accounts posted 87 times about his presence at Tod's, driving \$1.5M EMV.

Across cities, influence played out differently: New York and London hinged on a handful of high-impact names, while Milan and Paris favoured a cross-regional mix of talent spanning athletes, K-pop and Thai stars – some of whom have started activating directly on Weibo.



CHEN DULING'S SHORT HAIRSTYLE DEBUTED AT LOEWE AW26 WENT VIRAL ACROSS WEIBO AND REDNOTE. VIA GETTY IMAGES

\$4.4B

TOTAL IMPRESSIONS ACROSS FASHION WEEK HOT TOPICS

+56%

EMV GROWTH SOS

\$431.4M

TOTAL EMV GENERATED ON WEIBO

WEIBO TOP PROFILES:



#1

@肖战
XIAO ZHAN
\$12.4M EMV
ATTENDED GUCCI,
TOD'S



#2

@王一博
WANG YIBO
\$5.5M EMV
ATTENDED LOEWE,
LACOSTE, CHANEL

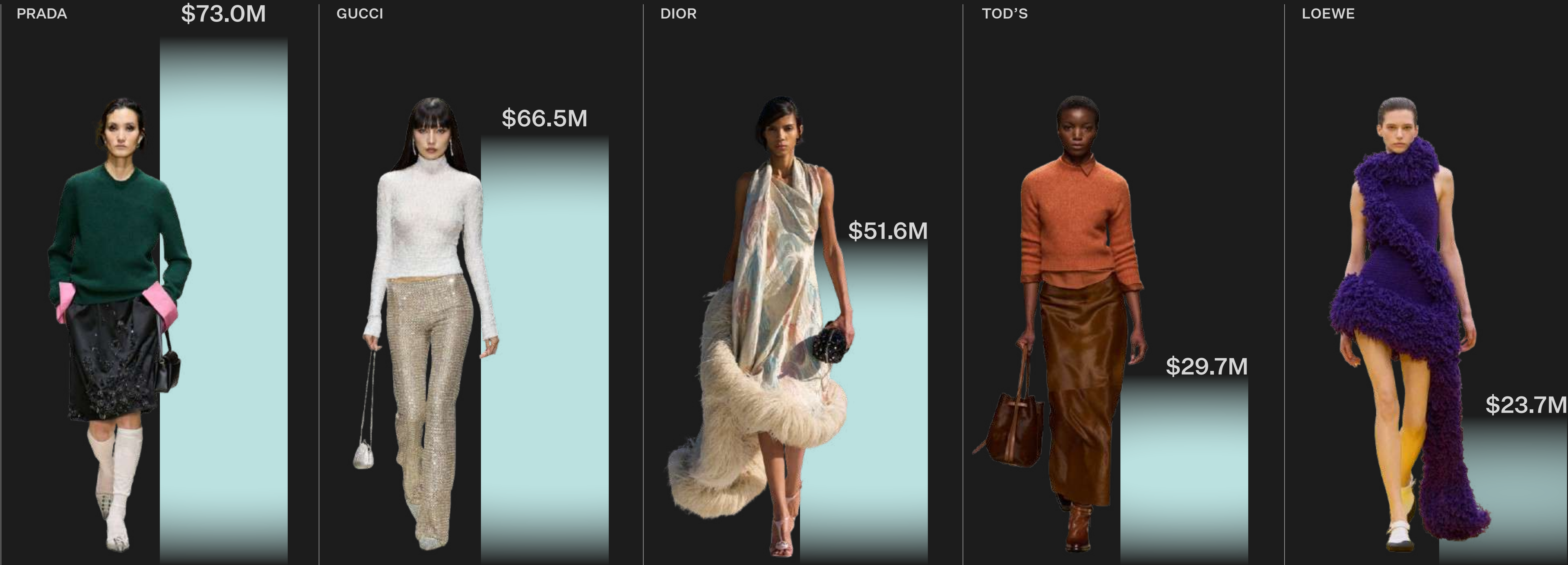


#3

@苏新皓
SU XINHAO
\$4.5M EMV
ATTENDED PRADA

WEIBO BRAND RANKINGS BY EMV:

Prada Leads as Tod's and Loewe Build China Momentum



CONTACT US TO LEARN ABOUT OUR LOCAL STRATEGIES.

TALENT STRATEGY:

Niche Casting Becomes the New Norm



'LOOKSMAXXER' BRADEN ERIC PETERS, AKA CLAVICULAR, FOR ELENA VELEZ AW26



BIOHACKER BRYAN JOHNSON ON THE MATIÈRES FÉCALES AW26 RUNWAY



RAPPER FAKEMINK FOR GUCCI AW26: \$167.6K EMV | 26.17% ENG RATE



MUSICIAN RHIAN TEASDALE OF WET LEG WALKED ANN DEMEULEMEESTER AW26

INFLUENCE MOVES FROM REACH TO RELEVANCE, AS DIGITAL MICRO STARS DOMINATE DISCOURSE

As the internet continues to fracture into a microcosm of subcultures, stunt casting seeks out increasingly niche figures to capture attention and stir conversation. While this trend has been present previously, this season's casting directors – such as industry titan Piergiorgio Del Moro or up-and-coming Tanguy Gavignet – seemed to dive even further into the muck of social media to unearth cult figures of the digital sphere, in some cases courting controversy.

In New York, Elena Velez launched a swarm of think pieces with her decision to cast Clavicular, a contentious online streamer and 'looksmaxxer' who endorses a doctrine of bone smashing and peptide injections. In Paris, Matières Fécales invited Bryan Johnson, the tech entrepreneur biohacking his way to longevity, to walk the show.

Perhaps no show wielded the power of casting micro talent to drive engagement more than Demna's Gucci debut, where Nettspend and Fakemink, emerging rappers deeply embedded in the underground, were slotted between a parade of muscular male models and supermodels. Though neither artist is likely to drive high EMVs, they symbolise that the brand has eyes on subculture. In a world where the broadness of social media has had an almost flattening effect on culture, leaning into niche has become a new kind of currency.

THE SOCIAL TAKE

Gucci's casting strategy was part of a broader masterclass in how to create conversation. On the runway, models stumbling or Fakemink texting mid-walk left viewers questioning what was intentional.



317K
VIDEO VIEWS

COMMUNICATIONS STRATEGY:

Going Deep with Long-Form



#BOOKTOK INFLUENCER @KIMMYBOOKSS
AT COACH AW26



NOVELIST CONSTANCE DEBRÉ WALKS
FOR GIVENCHY AW26

PODCASTS. BOOK CLUBS. VIDEO ESSAYS.
BRANDS ARE OPTING FOR SUBSTANCE
OVER EMV

Transient flashes of star power are no longer enough to retain relevance at Fashion Month: audiences are craving deeper, more intentional storytelling and want to immerse themselves in a brand world beyond aesthetics alone. This sentiment is echoed by the growth of new media platforms such as Substack and the resurgence of YouTube.

Coach brought the book club to its FROW via mini-book bag charms, part of a collaboration with Penguin Random House, sported by celebrities and #booktok influencers such as @kimmybookss. In London, CompletedWorks commissioned Laura Waldren to write a satirical performance exploring identity and materialism, all set within a hyper-stylised, televised dinner party. Both these examples show how brands can tackle layered narratives – such as those explored in literature – which need time and thinking to unpack, sustaining conversation well beyond the show itself.

On the talent front, there was an increasing number of Substackers at shows – such as Liv Perez of Let’s Get Dressed at Tory Burch or Ro Brahmand of Fixated at Michael Kors – as brands start to recognise the growing influence of these voices. Going a step further, Givenchy leveraged talent deeply ingrained in the world of literature, inviting novelist Constance Debré to walk its runway. And throughout the month, fashion analysts and essayists continued to unpack collections with an increasingly analytical eye – read on as we dive into some of these key profiles on the next page.

STANDOUT STRATEGY

Ahead of the show, Dior staged an interview with long-form authority Bella Freud, known for her Fashion Neurosis series. Beyond building anticipation, it signalled the brand’s focus on standout voices in the space, leveraging their

@DIOR



JONATHAN ANDERSON IN
CONVERSATION WITH BELLA FREUD

\$649K EMV | 2.14% ER

5.52M

REACH

TALENT STRATEGY:

Meet The Fashion Intellectuals

THE SOCIAL COMMENTATORS WE FIRST IDENTIFIED IN SS23 ARE SHARPENING THEIR SPECIALIST KNOWLEDGE

As online audiences increasingly battle brain rot and the onslaught of marketing content crowding algorithms, intellect itself is emerging as a social currency – fuelling the rise of profiles we’re dubbing ‘Fashion Intellectuals.’ Making up 10% of social and cultural discourse within the AW26 ecosystem, these voices don’t just share opinions on collections, but add depth and context. In connecting collections to broader fashion history or market insights, these takes can help brands transcend short-term runway buzz and secure a place in the cultural canon.

\$7.8M

COLLECTIVE EMV GENERATED BY COMMENTATORS DURING AW26

5.26%

‘FASHION INTELLECTUALS’ HAD A HEALTHY AV. ENG RATE DURING AW26

‘Back in 2021, short-form video content rooted in trend forecasting and fashion analysis didn’t really exist outside of YouTube. Over time, I helped shape that niche. My focus has always been on trend analysis, which I see as a mirror into culture – I love dissecting this bridge for my audience.’ *Mandy Lee, @oldloserinbrooklyn*

THE INTELLECTUAL’S TAKE:

Prada made headlines with a stripped-back cast of just 15 models – including Bella Hadid – who delivered 60 looks, each walking four times. A pioneer of the short-format fashion deep-dive, Mandy Lee framed the collection’s layering as both a design strategy and cultural signal, offering her audience an expert lens through which to understand the collection’s significance.



TUBA AVALON

@TUBAVALON
AW26 ENG. RATE: 3.38%
DISCORD, YOUTUBE, INSTAGRAM

‘Discord is one of the most untouched and organic spaces in fashion today. With only a handful of fashion-focused Discord servers existing worldwide, it functions as an underground hub for fashion commentary.’



TIMOTHY CHERNYAEV

@RELAXITSONLYFASHION
TIKTOK PROFILE ENG. RATE: 12.58%
TIKTOK, INSTAGRAM

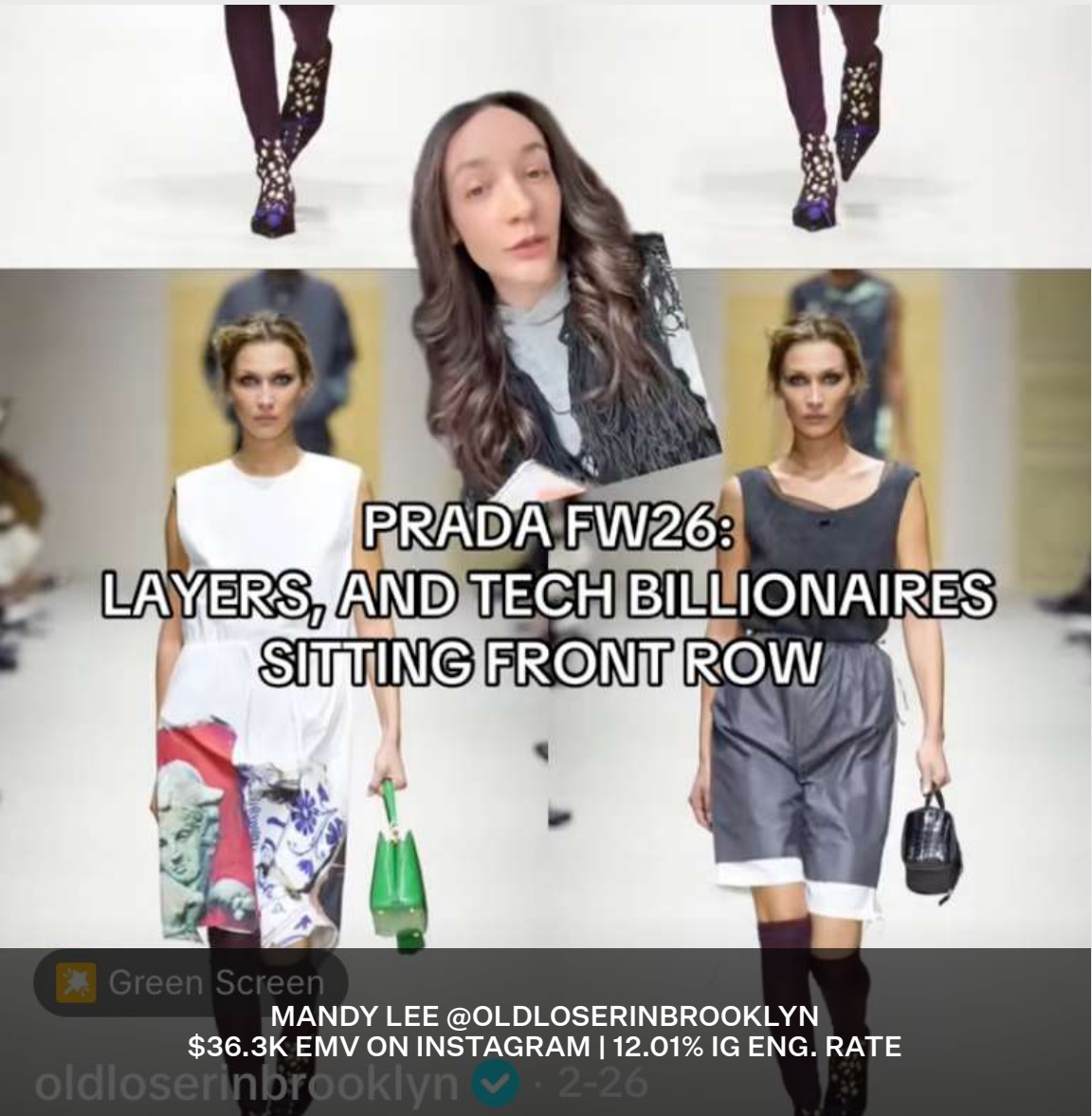
‘Fashion history or anything with a tie-in to culture performs well on social media because it takes the focus away from shopping. People want to learn about fashion and design in a low-pressure way that doesn’t end in a call to action or point of sale.’



UNDERSTITCH,

@UNDERSTITCHCOMMA
YOUTUBE: 140K SUBSCRIBERS
INSTAGRAM, YOUTUBE, TIKTOK

‘For understitch, and underskin, videos are evergreen; they continue to get hundreds and thousands of views years after posting because the value they provide literally never dies. Understanding that value is smart.’



TALENT STRATEGY:

The Pop Culture Snapshot



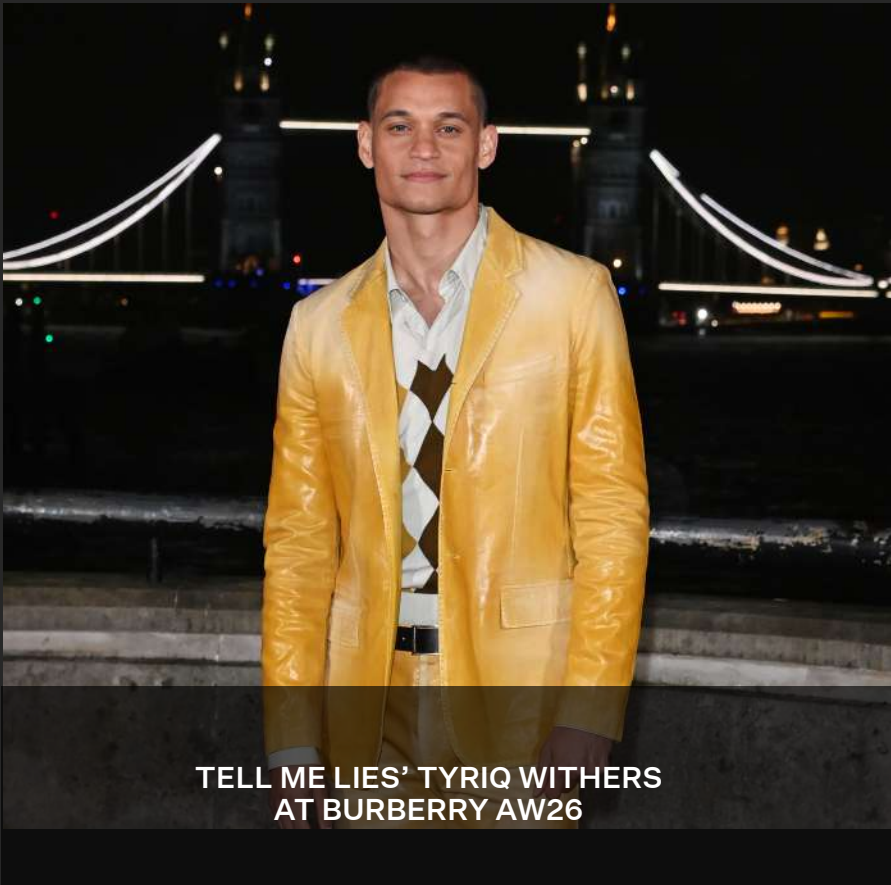
HEATED RIVALRY'S HUDSON WILLIAMS
AT BALENCIAGA AW26:
\$1.1M EMV | 30.08% ENG RATE



LOVE STORY'S SARAH PIDGEON
AT PRADA AW26



MARTY SUPREME'S ODESSA A'ZION
AT COACH AW26:
\$290.6K EMV | 13.58% ENG RATE

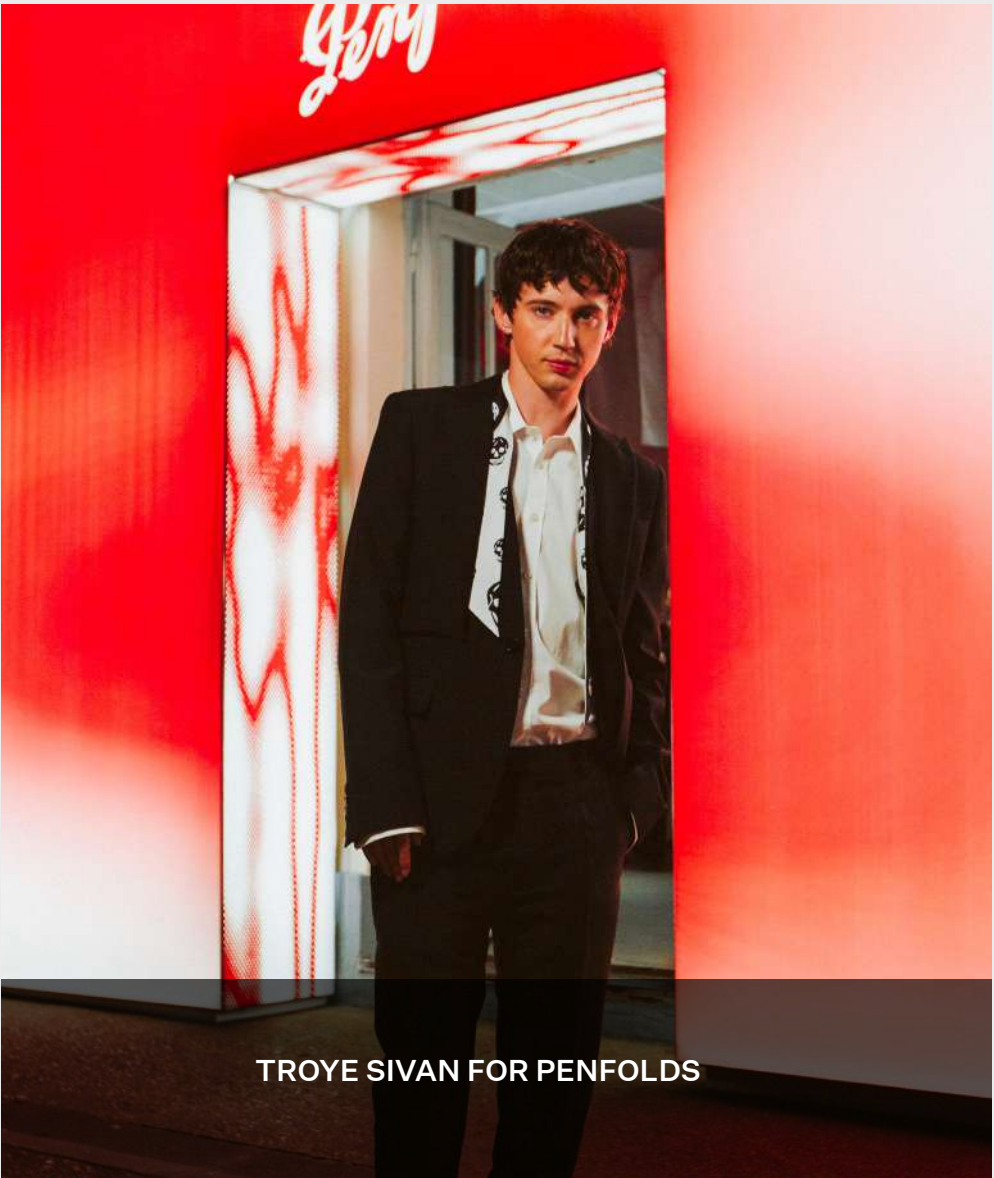


TELL ME LIES' TYRIQ WITHERS
AT BURBERRY AW26

STANDOUT STRATEGY

Penfolds launched its ultra-rare Bin 389 bottle with Creative Partner Troye Sivan at a dinner hosted during PFW. The result of a year-long cross-functional work by Karla Otto teams, the night saw his inner circle, including Gabbriette and Fai Khadra, come to celebrate.

The event landed coverage across key publications with wine woven into the story as culture, not product. On social, Sivan's announcement drove widespread praise, with fans expressing admiration and excitement, demonstrating how his cultural influence extended the positioning beyond industry to a broader audience tuned in to the singer's every move.



TROYE SIVAN FOR PENFOLDS

\$257M

TOTAL EMV GENERATED BY ACTORS

+18%

SOS GROWTH IN EMV FROM ACTORS

\$168.9M

TOTAL EMV GENERATED BY MUSICIANS

BRANDS CONTINUED TO TAP THE NAMES ON EVERYONE'S LIPS TO ESTABLISH RELEVANCE

Entertainment has become a key component of the narrative of fashion month, and aligning with stars from pop culture is a surefire way of telling your consumer that you see what they see. This season, we saw several stars from recent streaming sensations, such as Heated Rivalry, Love Story and Tell Me Lies.

This trend isn't exclusive to Western audiences. Some brands capitalised on the mini-series craze growing across the APAC region: Givenchy tapped short-form actress and Douyin creator Yue Yuting, who garnered \$22.9K EMV on Weibo for the brand.

This also manifested via production: Louis Vuitton's uncanny landscape was conceived by Severance production designer Jeremy Hindle, while Balenciaga collaborated with Euphoria's Sam Levinson to bring the show's iconic visual language to life on the runway. Though more subtle, these additional touches provide a layer of storytelling for audiences, and especially fan communities, to decode and obsess over.

SOCIAL TRENDS:

How AW26 Manifested on Social



#1 The Return of Vlogs

ABOUT THE TREND:

Vlogs are resurging as a dominant format, reframing high-fashion access through the lens of everyday storytelling.

KEY EXAMPLES:

THE LONDON DAILY VLOGS

During LFW, a surge of ‘spend a day with me’ content stitched together coffee runs, fittings, Tube commutes and front row moments, seamlessly folding the exceptional into the everyday.

CHANEL: ‘COME BUY MY DREAM BAG WITH ME’

Influencers and VICs documented journeys of up to 30 hours to secure Matthieu Blazy’s first Chanel collection. Strategically timed with Fashion Week, the SS26 launch amplified hype around the AW26 show.



#2 Humanaising Designers

ABOUT THE TREND:

Designers are being reframed through a more human lens, creating authenticity-driven narratives that resonate on socials.

KEY EXAMPLES:

WOMEN CAN DO IT ALL

For Cult Gaia’s NYFW debut, designer Jasmin Hekmat closed with an intimate family moment, which fuelled admiration amongst online audiences.

THE ANDERSONS AT DIOR

After Dior, Johnathon Anderson’s dad was captured gushing with pride over his son’s achievements. With the whole family in attendance, audiences raved over the wholesome moment.



#3 Social-First Sets

ABOUT THE TREND:

Brands prioritised social-ready sets, while getting creative with production to drive conversation.

KEY EXAMPLES:

AVAVAV TURNED THE TABLES

At AVAVAV, attendees found themselves walking the runway while models flanked either side. Subverting expectations made the show into a shareable moment, while requiring little production on the brand’s side.

BURBERRY: A LONDON TROMPE-L’ŒIL

Produced by Bureau Betak, Burberry’s set featured rain-slicked floors and a fragmented Tower Bridge, transforming London into a visual narrative that read instantly on social.



#4 Decentralising Shows

ABOUT THE TREND:

Beyond runways, community-led experiences and parodies let audiences participate, boosting Fashion Week’s impact.

KEY EXAMPLES:

LA WATCH PARTY REACHES NEW HEIGHTS

La Watch Party filled the Théâtre du Châtelet in Paris, this time hosting guerrilla runways for Zomer and UNIFORM. This showcased how smaller designers have started to leverage Lya’s growing community.

TAKING TO THE STREETS

Demna’s runway debut for Gucci was awash with viral fodder, down to the quirky way models strutted down the runway. People took to socials to film themselves imitating the unique ‘Gucci Walk’ in their own cities.

Our Services

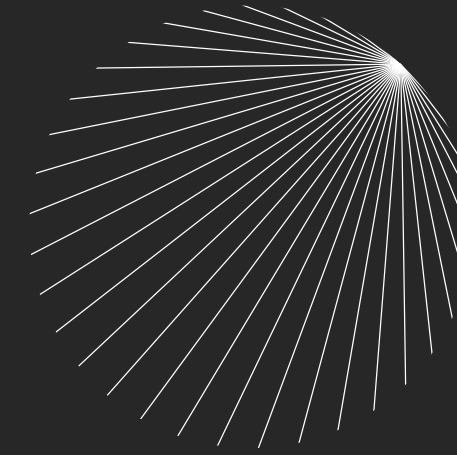
SECTION

03



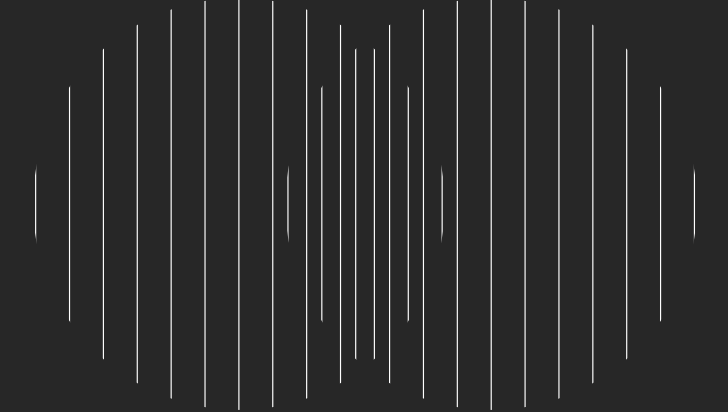
MARNI AW26,
VIA SPOTLIGHT

Decode the Cultural Signals Shaping Luxury with Insights by Karla Otto



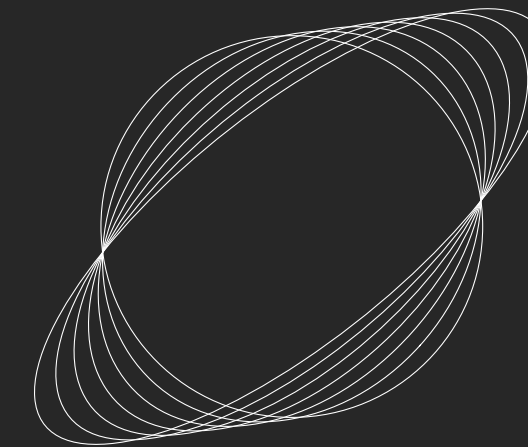
FUTURES STRATEGY

Market Intelligence
Trend Forecasting
Semiotic Studies
Thought-Leadership



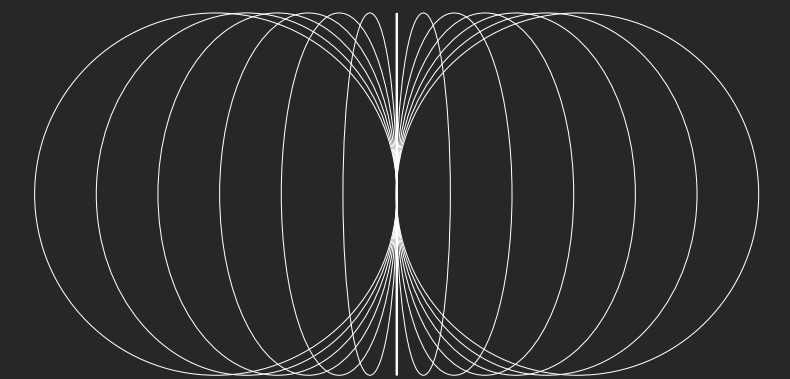
AUDIENCE RESEARCH

Ethnography
Audience segmentation
Qualitative & quantitative
discoveries



PERFORMANCE ANALYSIS

Sentiment analysis
Social listening
Event impact analysis
Competitor benchmarking
Brand health check



THINK TANK

Bespoke white papers
In-house workshops
Discovery webinars
Seminars & events

[DISCOVER OUR SERVICES](#)

Fuel Brand Awareness and Drive Sales Through Influencer Marketing with Lefty

lefty

Cover all your influencer marketing needs in one platforms across global social networks

• Discovery & Recruitment

• Campaign Management

• Competitive Analysis

• Product Seeding

• Reporting & Analytics

• Influencer Payment

• Influencer Affiliation

• Influencer Casting

→ Discover more

Overview

Last 12 months

Active influencers

626

+2.62% from previous 365 days

Influencer average posts

7.4

+2.58% from previous 365 days

Impressions

1.1B

+19.27% from previous 365 days

EMV

\$105M

+4.3% from previous 365 days

+ Add data

RFM scoring distribution

from all time

A 1%

B 15%

C 28%

D 16%

E 1%

F 40%

C

avg. score

Community retention

0%

Influencer retained

218

21.4%

Influencer lost

392

38.5%

New influencers

408

40.08%

leftyinsights

Transform data into strategic wins with Lefty's consulting services

• Activation Reports

• Strategic Analysis

• Community Assesment

• Industry Reports

• Influencer Casting

→ Discover more

Report

Best Practices

Activation 1

Influencer brand ambassadors brings credibility and reached highly engaged sport communities.

Activation 2

Collaborating with athletes as brand ambassadors brings credibility and reached highly engaged sport communities.

Activation 3

Talent or Instagram coverage of games or tournaments brings credibility and reached highly engaged sport communities.

Activation 4

Real-time influencer coverage of games or tournaments engages audiences and boosts instant interaction for brands.

The Partnerships

30%

Energy drinks

Influencers keep brands culturally in tune by highlighting new trends, showcasing local perspectives, rocking nostalgic moments, and supporting meaningful causes.

Talent Analysis

@influencer 1

\$450k

@influencer 1

\$670k

@influencer 1

\$225k

@influencer 1

\$312k

Yearly EMV Evolution Brand

• Total

• Activations

EMV \$

2021 2022 2023 2024 2025



CTZAR IS A CREATIVE AGENCY WITH A SOCIAL-FIRST APPROACH & AN IN-HOUSE PRODUCTION STUDIO.

We help luxury and lifestyle brands grow through social media (owned & paid), influence (earned & paid), and content creation, building standout campaigns that drive results.

Follow us on instagram: [@ctzar](https://www.instagram.com/ctzar)
Contact us: business@ctzar.com

KARLA OTTO CTZAR lefty