BoF

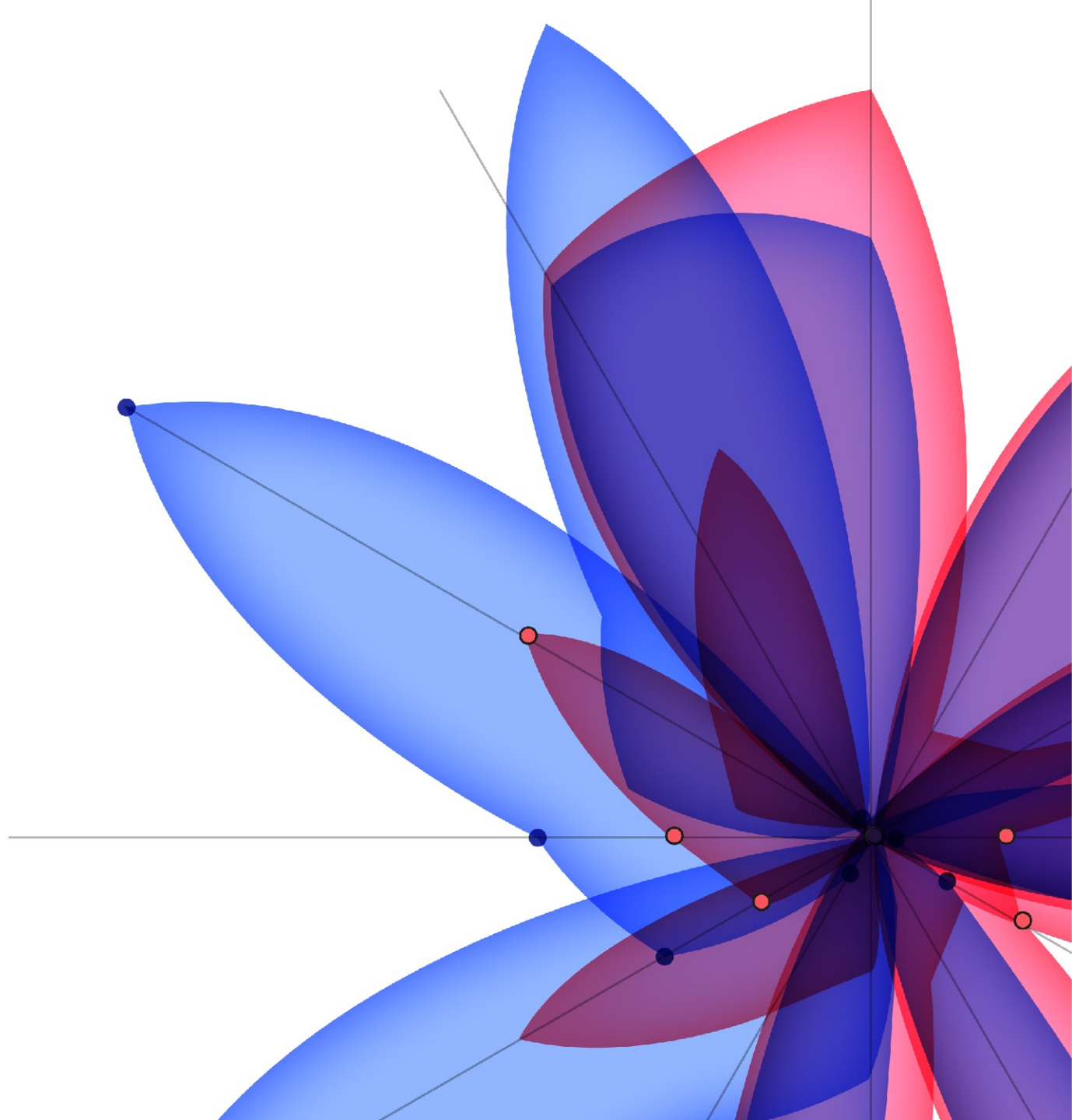# Introducing The BoF Brand Magic Index

*Powered by Quilt.AI

BoF Insights and Quilt.AI co-created The BoF Brand Magic Index to measure the alignment between the way customers see a brand and the way a brand sees itself. The Index quantifies and ranks 50 global luxury and fashion labels using AI-driven analysis of tens of thousands of social media posts by brands and their customers.

BoF INSIGHTS **QUILT.AI**

SEPTEMBER 2023

B⊘F

BoF

Letter From the Editor

Dear BoF Community,

In 2007, BoF began as a blog in the same year that the iPhone launched and just as social media was about to explode into the global consciousness. BoF took part in a wave of innovation that irrevocably transformed the way we connect, communicate and engage with each other — and with the brands that we love. Now, we are on the cusp of another wave of innovation, spurred by the rise of ChatGPT, Dall-E, Midjourney and other generative AI tools. But there is so much more to AI than this.

BoF Insights is pleased to share its first experiment in using AI to solve a set of industry problems that we have been thinking about a lot. As the industry continues its inexorable shift from analogue to digital marketing channels, new challenges — and opportunities — are emerging for fashion brands who are spending more on marketing but are still lacking the right measurement tools.

The BoF Brand Magic Index offers a novel, quantifiable and trackable metric to evaluate a brand's marketing efforts by measuring the distance between brands and their customers. The Index is powered by proprietary AI models from Quilt.AI that are trained on hundreds of millions of cultural expressions to evaluate content shared by brands and their customers on social media.

For our first iteration of this analysis, we have quantified that alignment in the form of a Brand Magic score for 50 global luxury and fashion brands. See that extensive analysis in this report, along with a detailed methodology documenting our approach.

If you find these insights to be thought-provoking, and wish to work with BoF Insights and Quilt.AI, contact insights@businessoffashion.com.
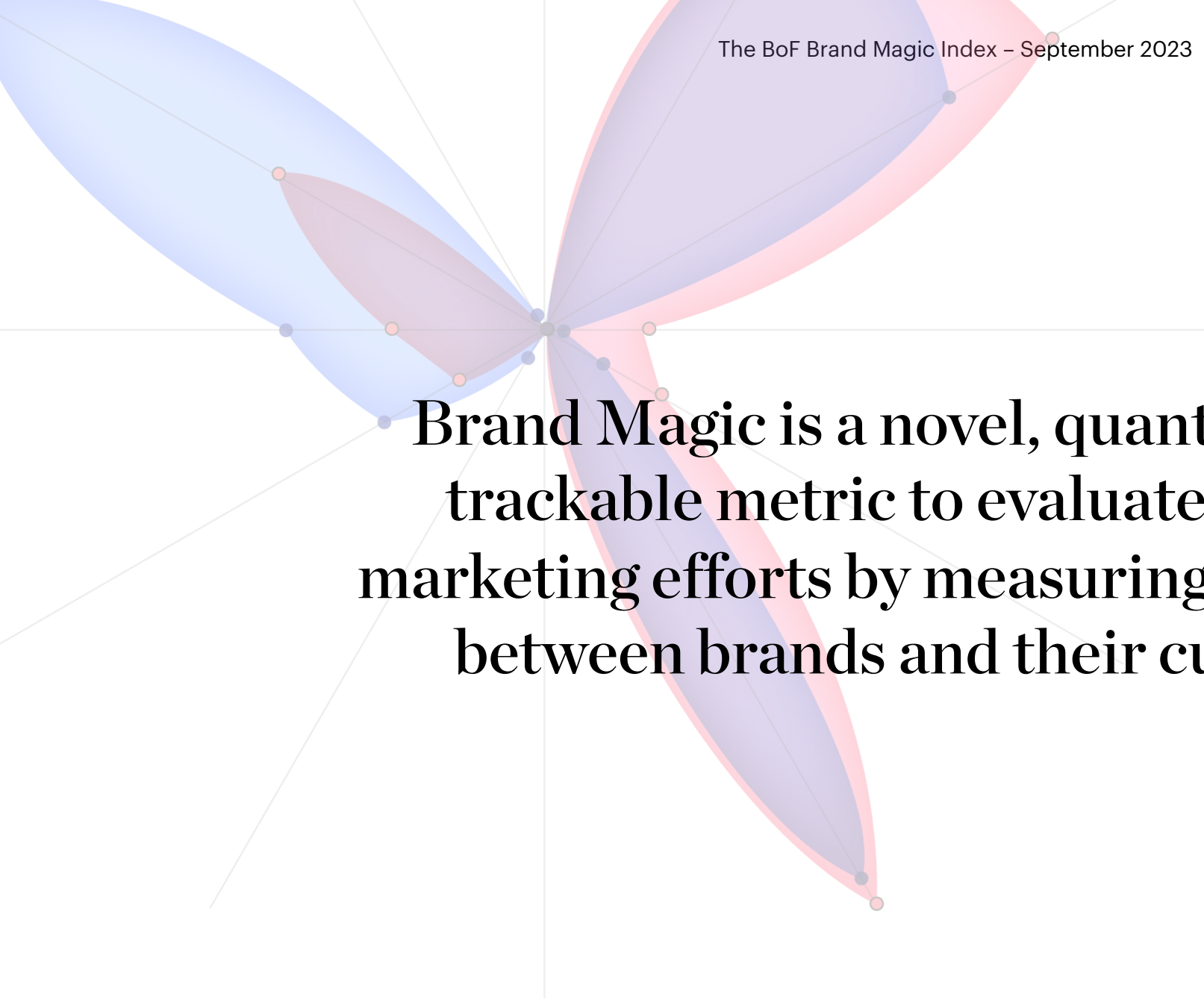
Imran Amed,
Founder & CEO

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Image courtesy of Getty Images

BoF

Brand Magic is a novel, quantifiable and trackable metric to evaluate a brand's marketing efforts by measuring the distance between brands and their customers.

Three shifts are creating new marketing challenges — and opportunities — for brands

1. Marketing spend is increasing, but measurement tools are still insufficient:

Fashion brands are spending more on digital marketing, but the tools they are using are unable to assess how this marketing resonates with customers as well as the quality of the ensuing social conversation.

2. Brands are communicating across a growing number of channels:

The number of channels that brands are using to reach customers around the world continues to grow, making it harder to measure impact and success.

3. Customers have a higher share of voices in determining brand narratives:

Brands once unilaterally controlled their brand narratives. Today, brands engage in a multi-directional dialogue that is often driven by customers themselves across a variety of social media platforms.


Image courtesy of Getty Images

To address these shifts, BoF Insights and Quilt.AI created a new concept, Brand Magic, which leverages the classical Jungian archetype framework
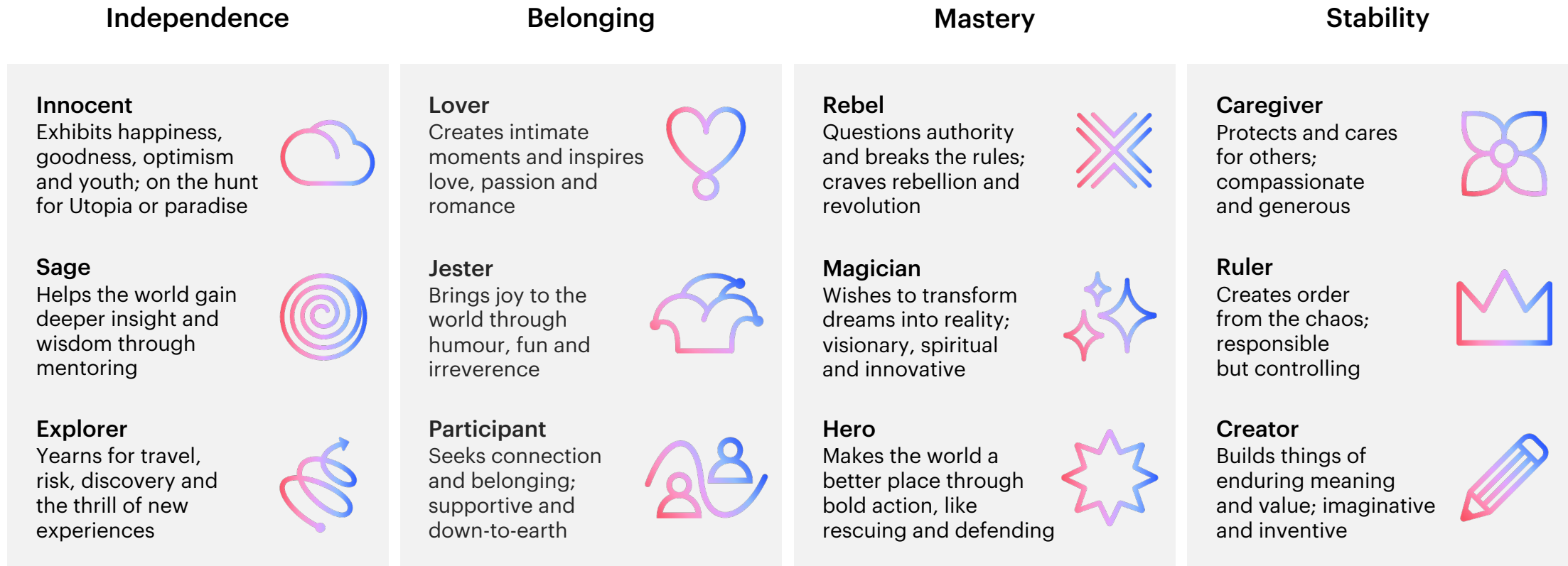
Carl Jung first conceptualised this archetype framework as part of his exploration of universally recognised symbols and themes present in human storytelling and experiences across cultures. He distilled 12 archetypes.

- **The 12 archetypes encapsulate discrete ideals and values:**

  These archetypes are frequently used in brand literature to capture the essence of brand and customer identities.

  They symbolise the purpose and value of brands while conveying the motivations of customers and their preferences around engagement.

- **The archetypes are organised by their underlying motivations:**

  Each archetype has a unique core value that captures the essence of its desires and behaviours.
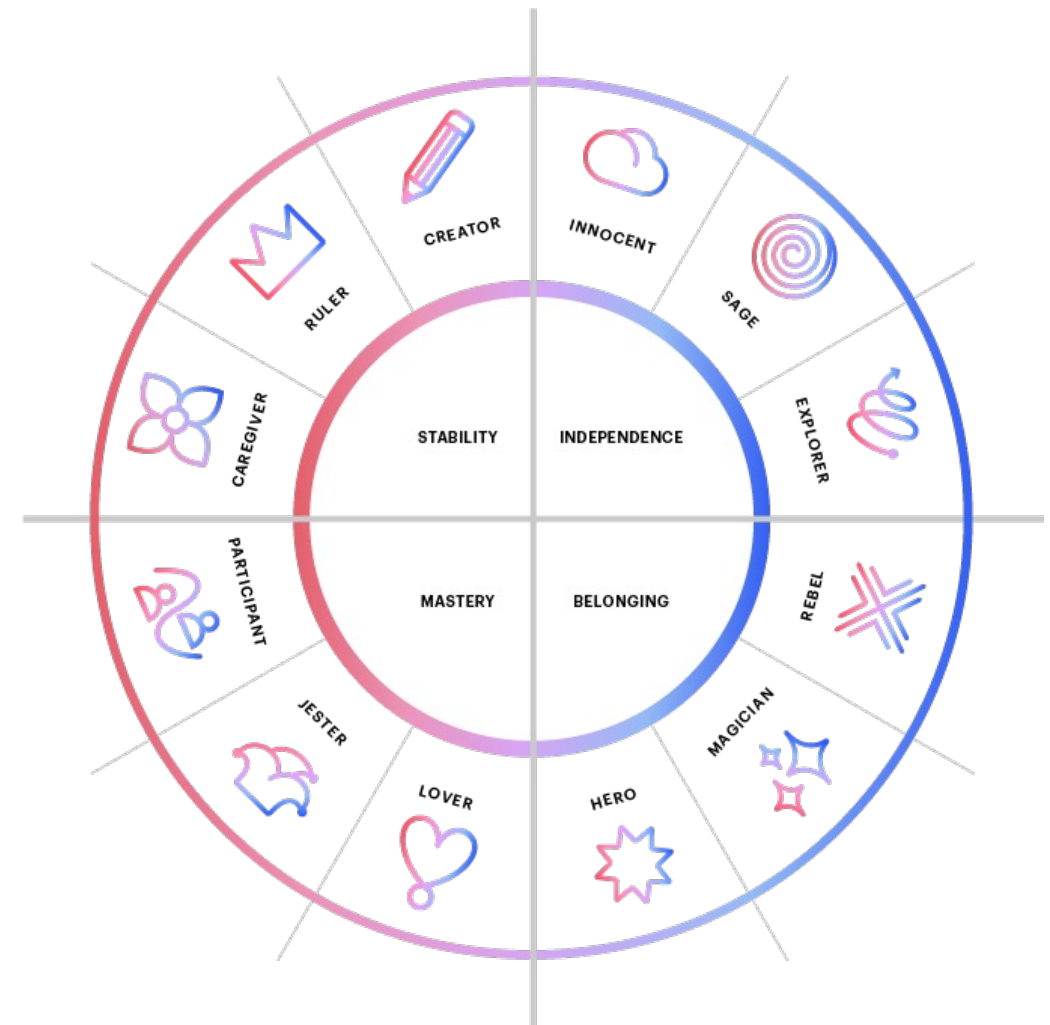
Each archetype represents different behaviours and motivations

The archetypes are typically grouped into four quadrants based on similar needs for independence, belonging, mastery and stability

Independence

Innocent
Exhibits happiness, goodness, optimism and youth; on the hunt for Utopia or paradise

Sage
Helps the world gain deeper insight and wisdom through mentoring

Explorer
Yearns for travel, risk, discovery and the thrill of new experiences

Belonging

Lover
Creates intimate moments and inspires love, passion and romance

Jester
Brings joy to the world through humour, fun and irreverence

Participant
Seeks connection and belonging; supportive and down-to-earth

Mastery

Rebel
Questions authority and breaks the rules; craves rebellion and revolution

Magician
Wishes to transform dreams into reality; visionary, spiritual and innovative

Hero
Makes the world a better place through bold action, like rescuing and defending

Stability

Caregiver
Protects and cares for others; compassionate and generous

Ruler
Creates order from the chaos; responsible but controlling

Creator
Builds things of enduring meaning and value; imaginative and inventive

Using these archetypes, Brand Magic quantitatively measures how aligned brands are with their customers

Example: Miu Miu's Brand Magic
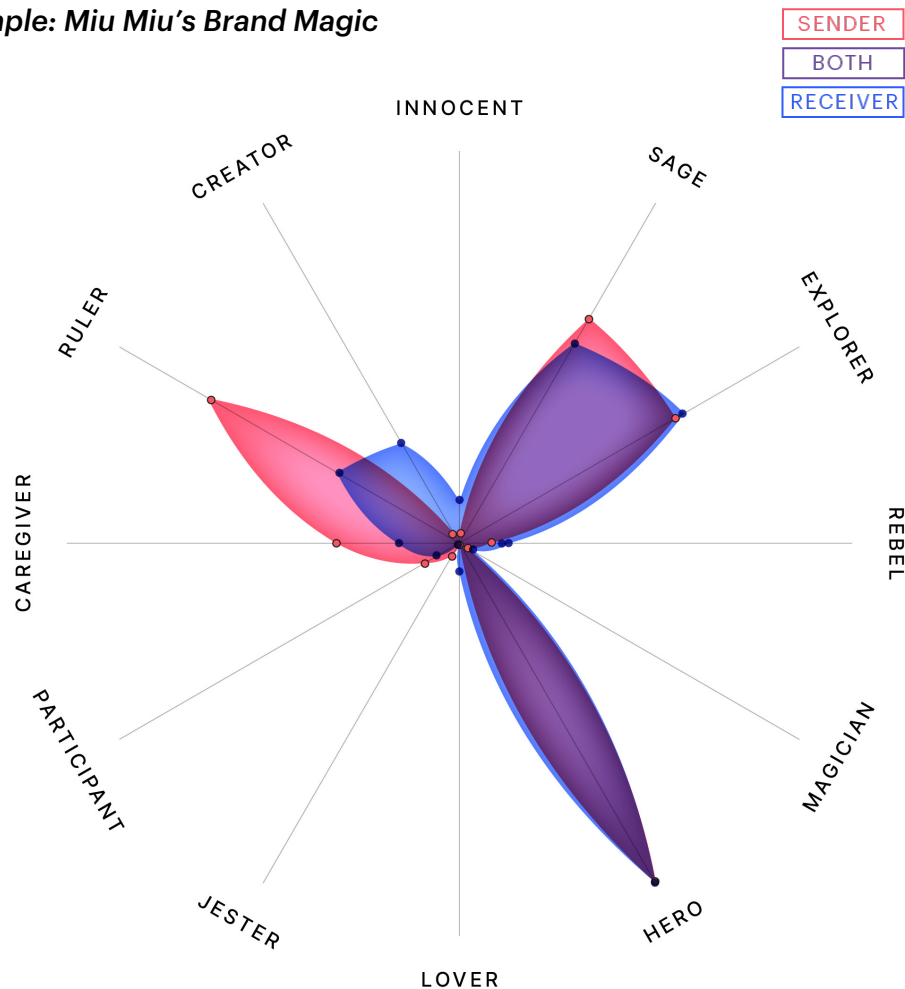
- **Brand Magic is powered by proprietary AI models**

  Brand Magic uses proprietary AI models created by Quilt.AI and trained on hundreds of millions of cultural expressions to evaluate content shared by brands and their customers on social media.

- **Brand Magic tells us if customers see a brand the way a brand sees itself**

  Brand Magic assesses the ideals and values that a brand sends in its marketing as exemplified across Carl Jung's 12 archetypes. It then analyses if and how customers receive those ideals and values based on their social media posts about that brand.

- **We can detect multiple archetypes in each piece of marketing collateral and/or social media content**

  We use a multi-classification approach in which we can detect multiple archetypes. We also determine the most dominant archetype for a particular brand in its own content and that of its customers who are posting about the brand.

- **We express Brand Magic through spider charts**

  We use spider charts to plot the archetypes expressed by brands and their customers. The overlapping purple area in these charts indicates where a brand is finding alignment with its customers.

A few notes on The BoF Brand Magic Index

- **The Brand Magic Index is a global analysis that spans customer demographics across social platforms:**
  We analysed over 70,000 data points across Instagram, TikTok, YouTube and Weibo, including customer posts from around the world and from customers of all ages and genders.

- **The Index measures a specific period from May 1st to July 31st, 2023:**
  We consider brand content and corresponding customer engagement over a three-month period. Focusing on a discrete window enables us to account for the seasonal nature of fashion and evaluate brand and customer alignment against a point-in-time cultural backdrop.

- **Each brand has an 'alignment score' where 100 = 'perfectly aligned':**
  We quantitatively measure alignment using the Mean Squared Error (MSE). MSE measures the distance between a brand's intended archetype projection and the actual customer perception to deliver an alignment score. The alignment scores are based on the relative presence of all 12 archetypes.

- **The results of the Index are dynamic by design:**
  Alignment is not fixed. Brands can reshape their marketing and reposition themselves in the eyes of their customers.

- **The Index is a leading indicator of performance:**
  The results in the Index are a forward-looking view into how a brand will perform based on the degree to which customers are playing back the positioning that a brand is espousing. Our thesis is that most aligned brands will outperform over the long-term.

- **We assess some brands at the level of their Men's and Women's collections if those collections have different creative directors.**
  Brands with different creative directors for Men's and Women's often have different identities and positionings for those collections.

The BoF Brand Magic Index

SENDER RECEIVER

DECREASING LEVEL OF ALIGNMENT →

#	BRAND	ARCHETYPE (Sender / Receiver)	SCORE
1	MIU MIU	HERO / HERO	95
2	GIORGIO ARMANI	RULER / HERO	92
3	BOSS	PARTICIPANT / PARTICIPANT	92
4	DIOR - WOMEN'S	RULER / HERO	90
5	CHLOÉ	RULER / HERO	88
6	MARNI	PARTICIPANT / PARTICIPANT	88
7	CHANEL	HERO / HERO	87
8	GIVENCHY	RULER / HERO	87
9	BRUNELLO CUCINELLI	CAREGIVER / PARTICIPANT	86
10	DIOR - MEN'S	RULER / EXPLORER	86
11	LOUIS VUITTON - WOMEN'S	RULER / RULER	86
12	MONCLER	EXPLORER / HERO	86
13	PRADA	RULER / HERO	86
14	TOMMY HILFIGER	RULER / HERO	86
15	SAINT LAURENT	RULER / HERO	86
16	THOM BROWNE	CAREGIVER / PARTICIPANT	85
17	COACH	PARTICIPANT / PARTICIPANT	83
18	HERMÈS - MEN'S	RULER / HERO	83
19	HERMÈS - WOMEN'S	RULER / HERO	83
20	SALVATORE FERRAGAMO	RULER / HERO	83
21	JIL SANDER	RULER / RULER	82
22	ISABEL MARANT	RULER / RULER	81
23	STELLA MCCARTNEY	RULER / HERO	81
24	FENDI - WOMEN'S	RULER / HERO	80
25	TOD'S	RULER / LOVER	80
26	BOTTEGA VENETA	CAREGIVER / CREATOR	79
27	CALVIN KLEIN	PARTICIPANT / PARTICIPANT	79
28	LORO PIANA	CAREGIVER / PARTICIPANT	79
29	BURBERRY	RULER / HERO	78
30	RALPH LAUREN	PARTICIPANT / PARTICIPANT	78
31	BALENCIAGA	RULER / HERO	76
32	LOUIS VUITTON - MEN'S	RULER / RULER	76
33	CELINE	SAGE / HERO	75
34	MARC JACOBS	RULER / HERO	75
35	BALMAIN	RULER / HERO	74
36	JACQUEMUS	RULER / CREATOR	74
37	VERSACE	SAGE / HERO	74
38	DOLCE & GABBANA	RULER / HERO	73
39	FENDI - MEN'S	HERO / HERO	73
40	TORY BURCH	PARTICIPANT / CREATOR	71
41	ALEXANDER MCQUEEN	RULER / CREATOR	70
42	MAISON MARGIELA	RULER / HERO	70
43	ZEGNA	EXPLORER / PARTICIPANT	70
44	LOEWE	RULER / HERO	69
45	TOM FORD	RULER / HERO	69
46	VALENTINO	RULER / LOVER	69
47	LANVIN	RULER / HERO	62
48	MICHAEL KORS	EXPLORER / PARTICIPANT	62
49	GUCCI	RULER / CREATOR	58
50	DIESEL	HERO / PARTICIPANT	56

Note: The archetypes depicted here are the dominant archetypes for each brand and its customers; for the complete archetype scoring, see the brand profiles on pages 22-71

The scale of a brand's following does not correlate with alignment, which is why Brand Magic focuses on the quality of the conversation that a brand and its followers are having

Low Alignment; High Follower Count

High Alignment; High Follower Count

Follower Count

Gucci

Michael Kors

Versace

Louis Vuitton Women's

Chanel

Dior Women's

Calvin Klein

Prada

Valentino

Dolce & Gabbana

Burberry

Fendi Women's

Tommy Hilfiger

Givenchy

Balenciaga

Tom Ford

Marc Jacobs

Hermès Women's

Chloé

Miu Miu

Alexander McQueen

Balmain

Ralph Lauren

Coach

Saint Laurent

Lanvin

Stella McCartney

Moncler

Hugo Boss

Loewe

Celine

Jacquemus

Tod's

Salvatore Ferragamo

Armani

Tory Burch

Diesel

Maison Margiela

Isabel Marant

Marni

Zegna

Bottega Veneta

Thom Browne

Loro Piana

Jil Sander

Brunello Cucinelli

55   60   65   70   75   80   85   90   95

Low Alignment; Low Follower Count

High Alignment; Low Follower Count

Brand Magic Alignment Score

Note: Follower count on the y-axis is the cumulative following across Instagram, TikTok, and Weibo and is shown on a log scale; Dior Men's, Fendi Men's, Hermès Men's and Louis Vuitton Men's are not shown here to simplify the visualisation; Jil Sander and Brunello Cucinelli plot just below the x-axis as drawn here; they have been placed on the x-axis to also simplify the visualisation

Three interesting key takeaways from The BoF Brand Magic Index

The most aligned brands are in lockstep with their customers.

- **Miu Miu (Score = 95)** has experienced a growth spurt after Miuccia Prada injected new creativity into the brand, exuding individuality and confidence that has translated well on social media. Sales were up 50 percent year over year in H2 2023.

- **Giorgio Armani (Score = 92)** remains under the steady creative leadership of its founder, with a brand image that has remained understandable to his customers. Although Armani is not a 'hot' brand, it is unfailingly consistent in its brand expression.

- **Boss (Score = 92)** is amid a significant turnaround being led by CEO Daniel Grieder. He has clarified the positioning of its two brands, Boss and Hugo, while leaning into a successful influencer-led strategy to drive awareness. The company raised its 2023 guidance for the second time in August.

The least aligned brands are in transition.

- **Lanvin (Score = 62)** is still searching for a new identity post Alber Elbaz. Bruno Sialelli, who replaced Elbaz, left last year. The search is on for a new creative director.

- **Michael Kors (Score = 62):** The "jet set" brand known for its charismatic and energetic founder has become over-reliant on discounting, diluting the brand's appeal.

- **Gucci's (Score = 58)** performance has flatlined following the exit of Alessandro Michele, who oversaw an unprecedented growth spurt. Customers are awaiting a new creative vision from Sabato de Sarno, who debuts his first collection in September 2023.

- **Diesel (Score = 56)** has created buzz with industry insiders who are taken with Glenn Martens' designs and ideas, but our data suggests customers have not caught up with his new vision, reinforcing the fact that evolution takes time.

Most brands signal Ruler as the dominant archetype — and customers Hero.

- Brands are focused on universe-building, defining worlds that they want their customers to desire to inhabit. This ambition aligns to the motivations of the Ruler, who seeks to create order from the chaos. Customers, on the other hand, are asking how they as individuals could or should inhabit that world. This goal aligns to the motivations of the Hero.

- The challenge for brands is how to bridge this gulf — and to otherwise create differentiation versus other brands by leaning into other archetypes.

BoF Insights and Quilt.AI can work with your brand to create Brand Magic

Fashion brands spend billions on marketing each year. But the CEOs and CMOs responsible for this spend have insufficient data at their disposal to understand:

- How culturally relevant is my brand? How does it connect with the zeitgeist?
- How does the way I see my brand match with the way my customers see my brand?
- Is my marketing working? Am I maximising the ROI of my spend?
- How does my brand and marketing performance compare to that of my competitors?

Brand Magic is an innovative tool for leading brands to assess, on an ongoing basis, how far away they are from being in lockstep with their customers — and how they can get there.

BoF Insights, in partnership with Quilt.AI, works with brands to deliver proprietary and AI-driven analysis of brand and customer behaviour as expressed across thousands of data points on social media. Our analysis is broken down by geography, demography and social media platform — and extends to identifying the right influencers who are quantitatively aligned with a brand's outlook.

If you are interested in working with BoF Insights on such analysis, please reach out to insights@businessoffashion.com.

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Image courtesy of Getty Images

Detailed Methodology

Step 1. Brand Content Acquisition

Quilt.AI extracted content from the most influential social media platforms: Instagram, TikTok, YouTube and Weibo. From each brand's official pages, we pulled a large volume of posts from the past three months, encompassing images, captions, and other relevant metadata. This provided a snapshot of the brand's recent messaging, visual aesthetics, and engagement trends.

Step 2. Customer Engagement Analysis

We collected all customer posts and tags related to the 50 brands. To ensure the quality of our data, we employ Natural Language Processing (NLP) and image recognition techniques to filter out spam, marketing and irrelevant content. The purpose of this is to ensure that we get "actual owners" of the various brands.

Once the consumer posts are gathered, they are converted into permanent image URLs suitable for analysis. This refined dataset is then prepared for archetype classification, ensuring each image is mapped to the relevant brand.

Our total sample analysed over 70,000 posts across the various social media platforms. Almost 30% of posts came from North America, 23% Europe, 21% Asia (ex China), 9% China and 17% Rest of the World.

Step 3. Visual Archetype Modelling

We ran our proprietary archetype model on the visual content collected from both the brand and customer. This model identifies the dominant archetypes present in the imagery, providing insights into the brand's intended identity and the customers' perception of the brand.

Our model is trained on the 12 archetypes established by psychologists in the early 20th century, and then elaborated upon by brand and marketing experts, as well as academics over the past 50+ years. They are also the underlying framing for many brand equity and analysis models.

It is trained on over a billion data points, and the space of the archetypes is delimited in these data points. To enhance the accuracy of our model, we supplement it with additional image training data for each archetype. We then test the distribution of these archetypes through mathematical representations, ensuring a robust and reliable foundation for the subsequent steps of our analysis.

Source: Quilt.AI

Detailed Methodology

Step 4. Gender AI Integration

Incorporating Gender AI into our methodology adds a nuanced layer of understanding, allowing us to discern how gender perceptions and biases might influence brand-consumer interactions.

For our analysis, we leveraged Amazon's gender-based AI model (Amazon Rekognition), a sophisticated tool trained on vast datasets to recognize gender cues in content. Amazon Rekognition's gender detection feature can analyse an image or video and predict the gender of detected faces. It typically returns a label (either "Male" or "Female") along with a confidence score indicating the model's certainty about its prediction. We used this approach to detect the gender of brand and consumer content for brands with separate Creative Directors for men's and women's fashion.

Amazon Rekognition has been trained on vast datasets, which means it generally offers high accuracy. However, like all AI models, it's not infallible and can occasionally make incorrect predictions.

It's essential to approach Gender AI with sensitivity and ethical considerations. While it's a powerful tool, it's crucial to ensure that the insights derived don't perpetuate harmful stereotypes or biases. Our methodology prioritises ethical AI practices, ensuring that our insights are both accurate and respectful.

Step 5. Statistical Calculations

Using the data processed in the previous steps, we first determine the archetypal makeup of each brand. This involves analysing the frequency of each archetype in the brand's content, and comparing this with the frequency of archetypes in consumer content to understand how consumers perceive the brand.

Once we have a clear understanding of the brand's archetypal landscape, we quantitatively measure alignment by calculating a "alignment score" using the Mean Squared Error (MSE).

MSE measures the distance between the brand's intended archetype projection and the actual customer perception. This measures the average squared differences between the brand's projected archetypes and the consumers' perceived archetypes. A lower MSE indicates better alignment.

Source: Quilt.AI

Frequently Asked Questions

- **What is Brand Magic?** Brand Magic is the degree of alignment between how a brand presents itself in the world via its marketing and how a customer plays back the brand in their own content about the brand.

- **Is this Index global?** Yes, The BoF Brand Magic Index is global. We conducted analysis across geographies, including content from customers from around the world.

- **How does Brand Magic correlate with a brand's financial performance?** Over the long-term, we believe that Brand Magic is a leading indicator of financial performance. Brands that are consistently aligned with their customers will outperform brands that are consistently misaligned with their customers.

- **How did you select the 50 premium and luxury brands in the Index?** We referenced a variety of quantitative and qualitative factors to decide which brands to include in this iteration of the Index. We primarily focused on brands that generate at least $300M in annual revenue and those that drive a high volume of online fashion conversation.

- **What time period did you analyse?** For each brand, we analysed social media data over a three-month period beginning in May 2023 and ending in July 2023. We focused on a three-month period because fashion is a seasonal business, and campaign messaging and imagery (and the implicit brand positioning therein) varies over the course of a year.

- **What data did you use in the analysis that underpins the Index?** Brand and customer posts from Instagram (73%), TikTok (16%), YouTube (5%) and Weibo (6%) form the underlying dataset.

- **What content media did we analyse?** We analysed images and videos.

Frequently Asked Questions

- **How did you choose the 12 archetypes to analyse?** The noted psychologist Carl Jung conceptualised the archetype framework we used in this analysis. We used this framework given its ubiquity in brand marketing.

- **How do you account for marketing nuances in different geographies and across different demographics?** Quilt.AI's proprietary AI models are trained on global datasets that can account for the nuances of expression across geographic and demographic cultures. The receiver data has also been collected on a global scale. Country-specific archetype expressions vary in degree but not in kind – a deeper look into the archetype per brand and per country can be made upon request.

- **How do you account for differences in follower size and post frequency?** First, we ensured that each brand included in the Index had a minimally viable sample of data in our dataset. More broadly, we refer readers to page 11 in which we analysed the scale of a brand's social media following versus its Brand Magic alignment. We did not observe a clear correlation between the scale of a brand's social following and alignment, and this is why Brand Magic focuses on the quality of the conversation that a brand's followers are having.

- **Why did you break some brands into two but not others?** We disaggregated brands that have separate creative directors for their Men's and Women's collections. For those brands, we appreciate that these separate creative directors drive different visual identities and brand positionings. Accordingly, we sought to analyse those brands at the level of those collections. We refer readers to page 15-16 for more detail on our methodology.

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Contents

Image courtesy of Getty Images

We represent Brand Magic using spider diagrams

Sender: The sender data is content created by the brand itself. The points on the spider diagram indicate the strength of expression from brands' social posts against each of the 12 archetypes.

Receiver: The receiver data is content from customers that reference the brand. The points on the spider diagram indicate the strength of expression from customers' social posts against each of the 12 archetypes.
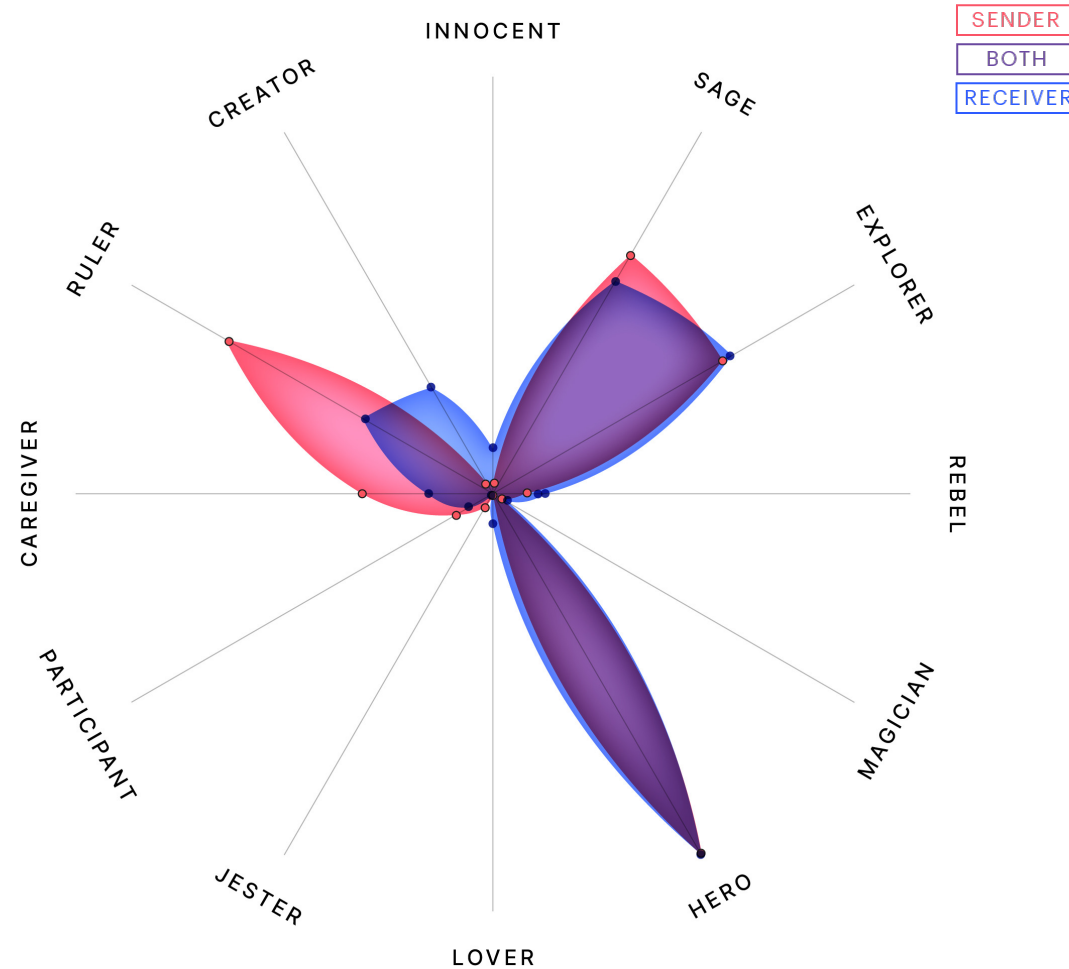
Sender & Receiver (Both): This plot indicates the overlap between sender and receiver data. It is the degree of alignment between brand content and customer content on social media, as it relates to which archetypes are being expressed by brands and customers, respectively.

We have created a profile page for each brand in our ranking

Dominant sender archetype indicates the strongest expression of an archetype by a brand.

Dominant receiver archetype indicates the strongest expression of an archetype by customers.

Alignment score indicates the degree of alignment between sender and receiver archetypes. This score is normalised such that 100 represents perfect alignment.

3. Brand Profiles

The BoF Brand Magic Index – September 2023

BoF

MIU MIU

HERO · HERO · 95 SCORE

Miu Miu currently has the strongest alignment with its customers. The spider diagram illustrates a very high overlap, especially on the dominant Hero archetype.

SENDER
BOTH
RECEIVER

INNOCENT
CREATOR
SAGE
RULER
EXPLORER
CAREGIVER
REBEL
PARTICIPANT
MAGICIAN
JESTER
HERO
LOVER

Source: Proprietary Quilt.AI analysis on behalf of BoF Insights. Please note that images were provided by our data partner from publicly available social media. Should you wish to be credited, please contact us at insights@businessoffashion.com.

BoF INSIGHTS · QUILT.AI

22

Illustrative social media images matched to dominant **sender** archetype

Illustrative social media images matched to dominant **receiver** archetype

MIU MIU

HERO HERO **95** SCORE

Miu Miu currently has the strongest alignment with its customers. The spider diagram illustrates a very high overlap, especially on the dominant Hero archetype.

SENDER
BOTH
RECEIVER

INNOCENT
CREATOR
SAGE
RULER
EXPLORER
CAREGIVER
REBEL
PARTICIPANT
MAGICIAN
JESTER
HERO
LOVER

GIORGIO ARMANI

RULER | HERO

92
SCORE

While Giorgio Armani and its customers do not overlap significantly on Ruler, there is high alignment on other key archetypes like Sage, Explorer and Hero.
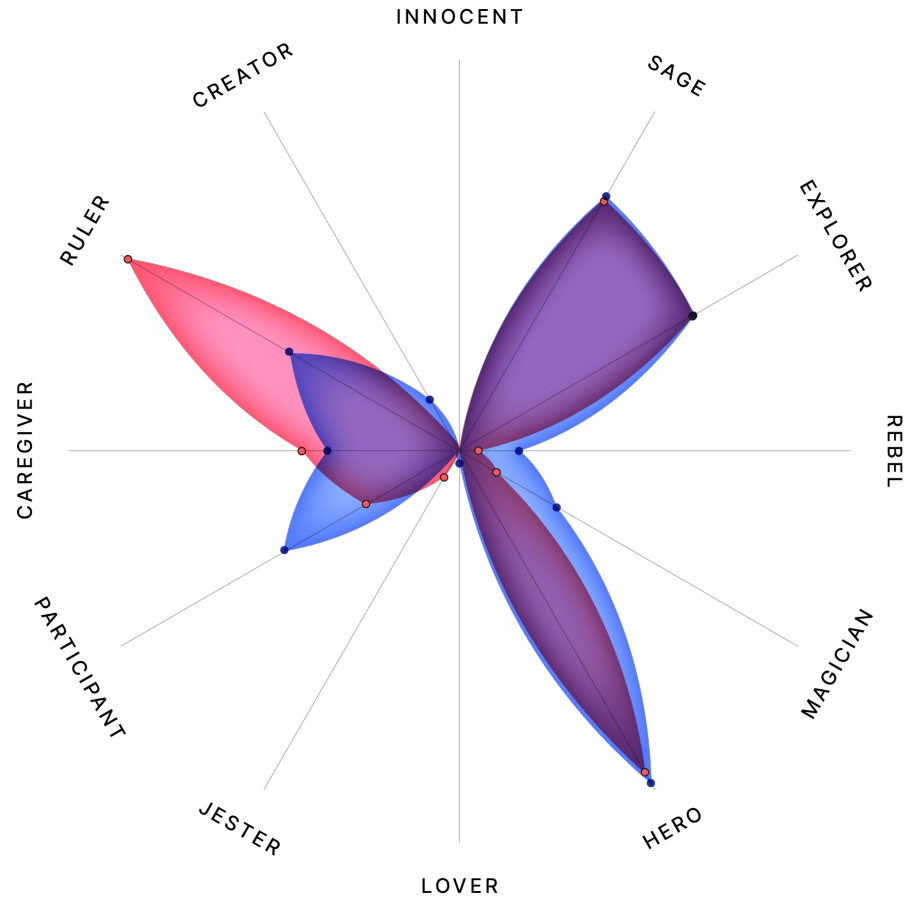
SENDER
BOTH
RECEIVER
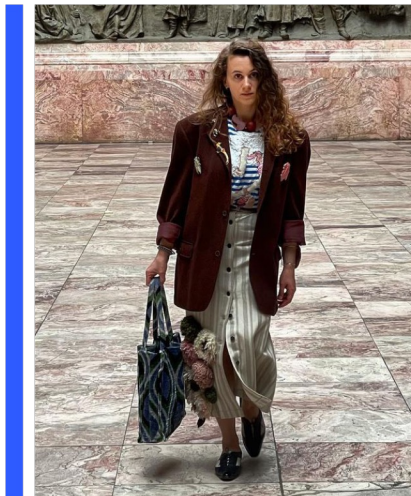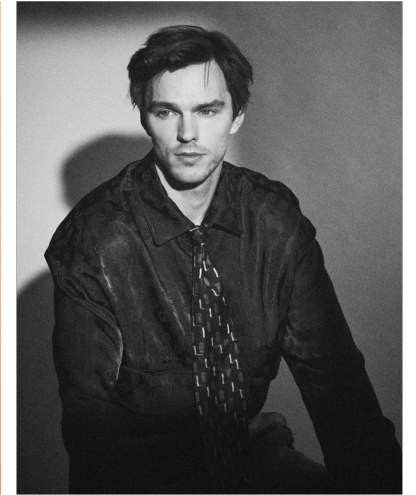
BOSS

PARTICIPANT   PARTICIPANT   **92** SCORE

Boss is not only highly aligned with its customers on the dominant archetype of Participant, but also on the Creator and Lover archetypes.
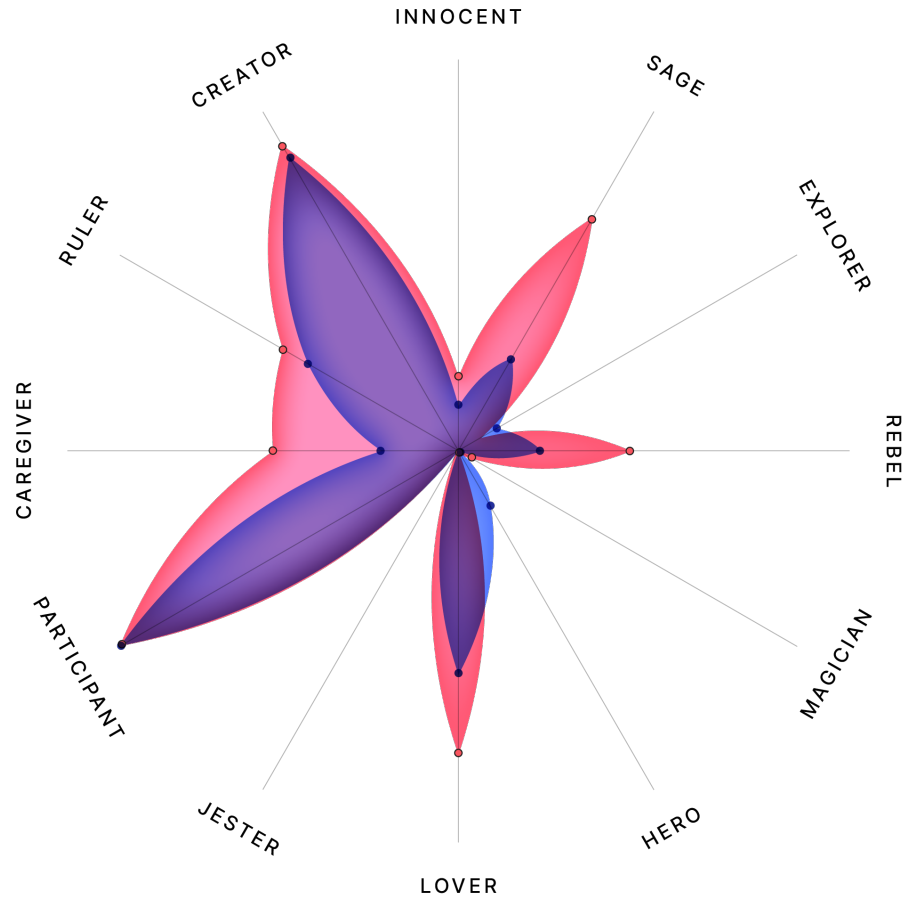
SENDER
BOTH
RECEIVER

DIOR (WOMEN'S)

RULER	HERO	**90** SCORE

Dior Women's has a slightly higher score than Dior Men's, due to the alignment across multiple archetypes like Ruler, Hero and Explorer.
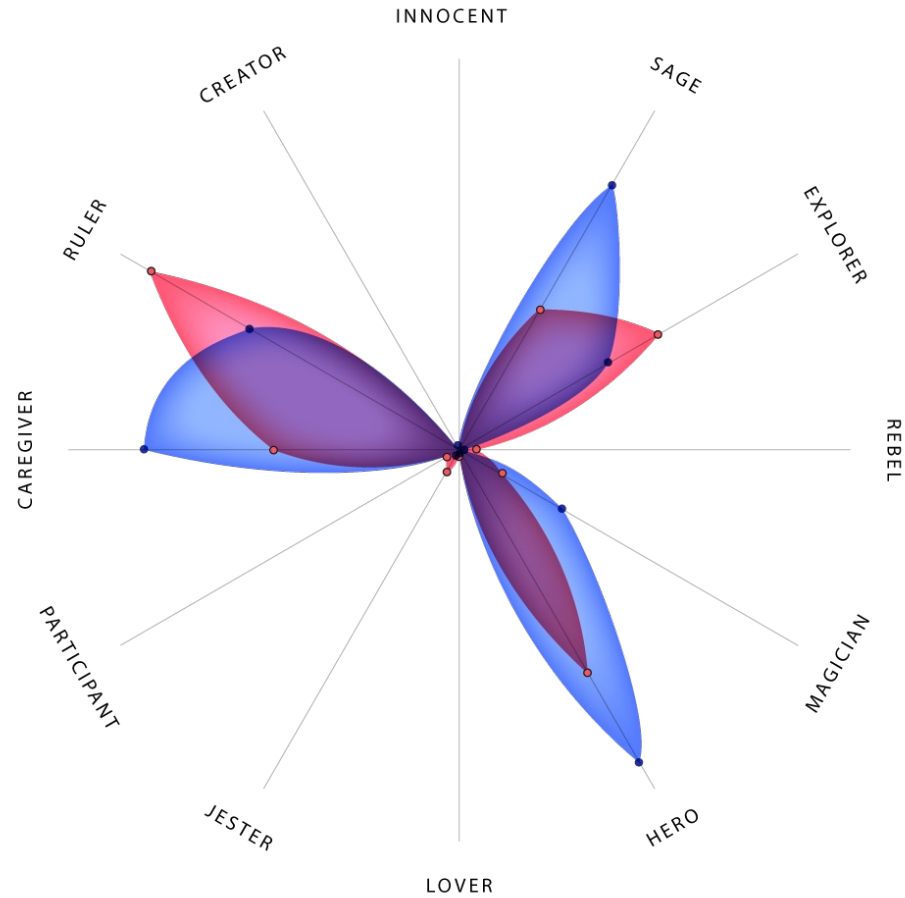
SENDER
BOTH
RECEIVER
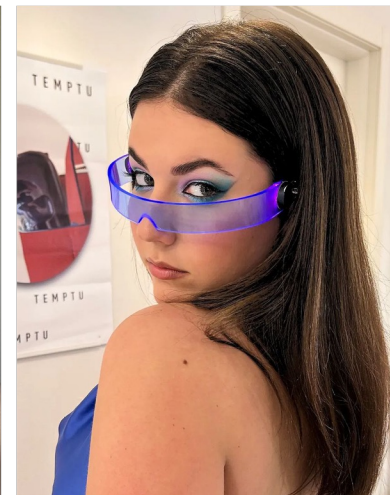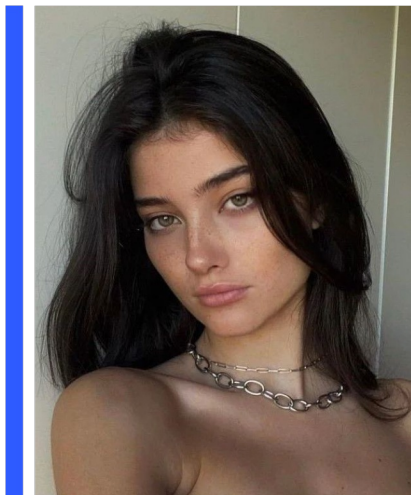
Chloé

RULER

HERO

88
SCORE

Chloé has a very high alignment with its customers on the Hero archetype, but there is a marketing opportunity to further deploy the Innocent archetype.

SENDER
BOTH
RECEIVER

INNOCENT

CREATOR

SAGE

EXPLORER

RULER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER

HERO

LOVER

M A R N I

PARTICIPANT

PARTICIPANT

88
SCORE

Marni is highly aligned not only on the dominant archetype of Participant, but also on Ruler and Caregiver, as well as Sage and Creator to lesser extents.
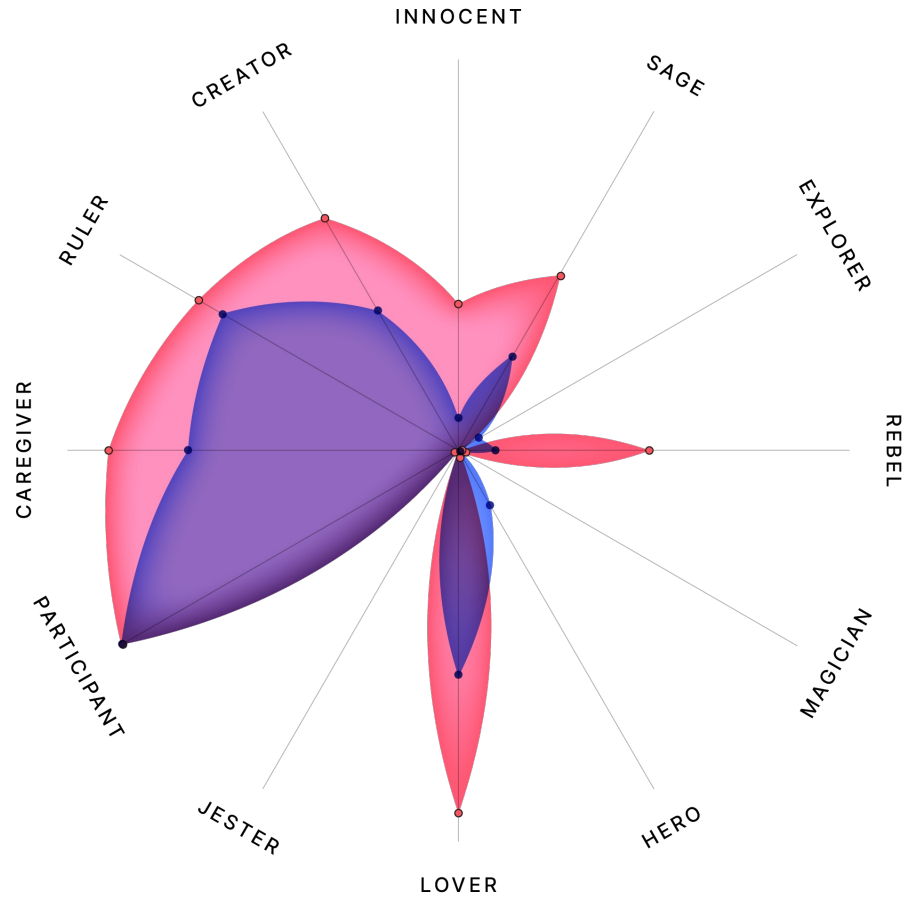
SENDER
BOTH
RECEIVER

CHANEL

⭐ HERO ⭐ HERO

87 SCORE

Chanel is highly aligned with its customers on Hero, Ruler and Sage. However, customers feature Lover, which is underutilised by Chanel today.
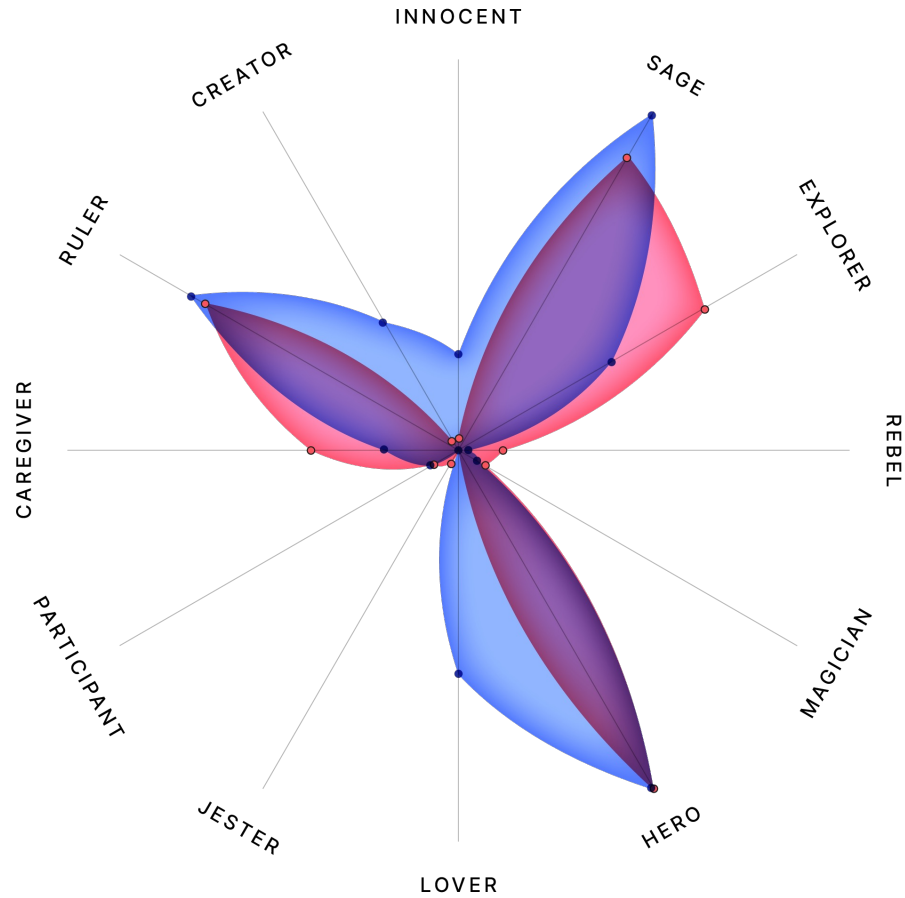
SENDER
BOTH
RECEIVER
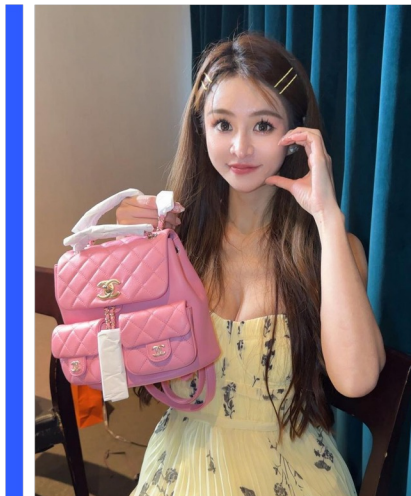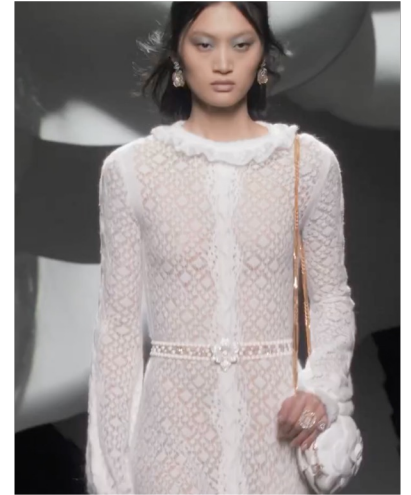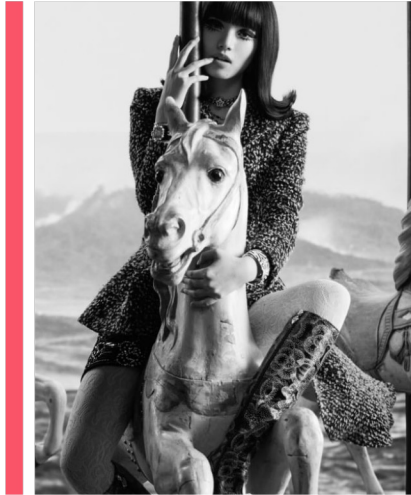
GIVENCHY

RULER · HERO

87
SCORE

Givenchy indexes highly on the Ruler archetype, but the brand is more closely aligned with customers on the Hero and Sage archetypes.
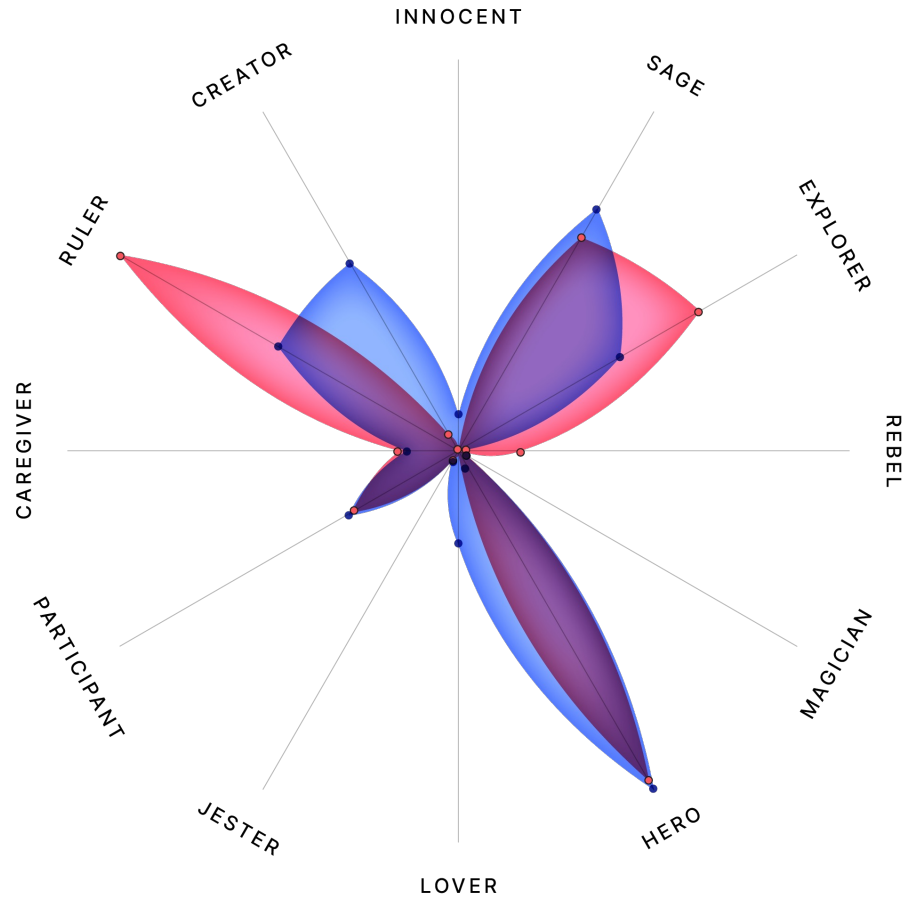
SENDER
BOTH
RECEIVER

BRUNELLO CUCINELLI

CAREGIVER

PARTICIPANT

86
SCORE

Brunello Cucinelli is primarily projecting the Caregiver archetype, but the greatest alignment with customers is seen in Participant, Lover and Creator.
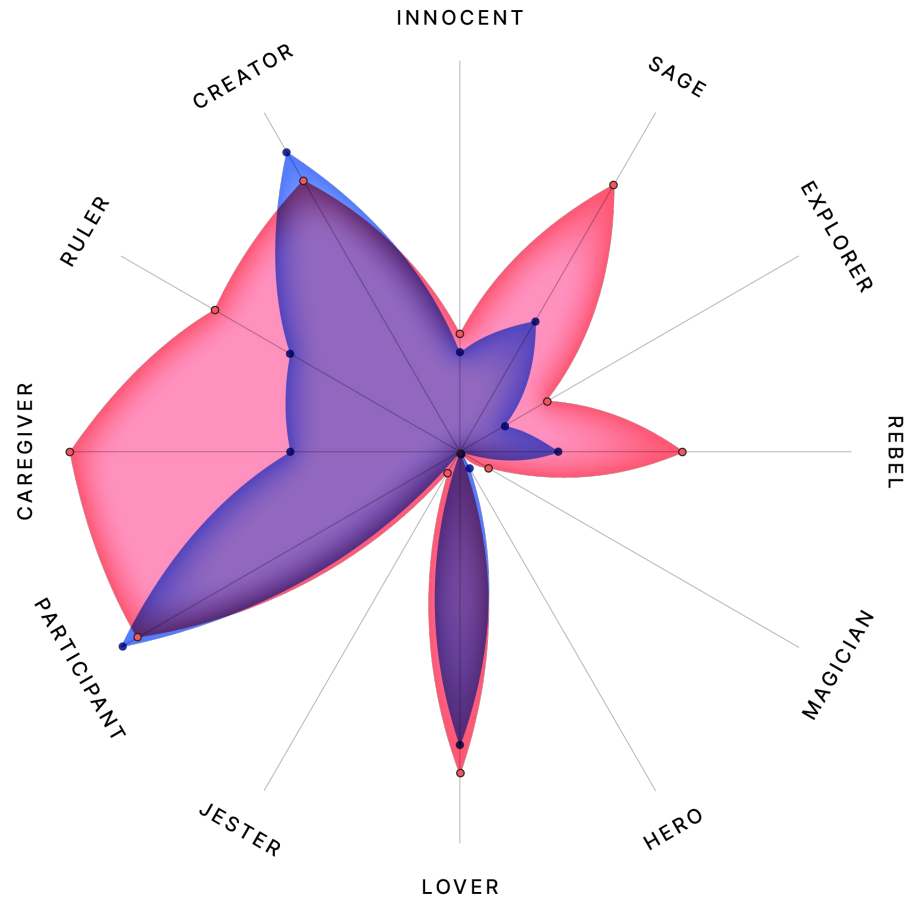
SENDER
BOTH
RECEIVER

DIOR (MEN'S)

RULER

EXPLORER

86
SCORE

Dior Men's has strong alignment with its customers across key archetypes, but the exception is that customers also frequently project Rebel.
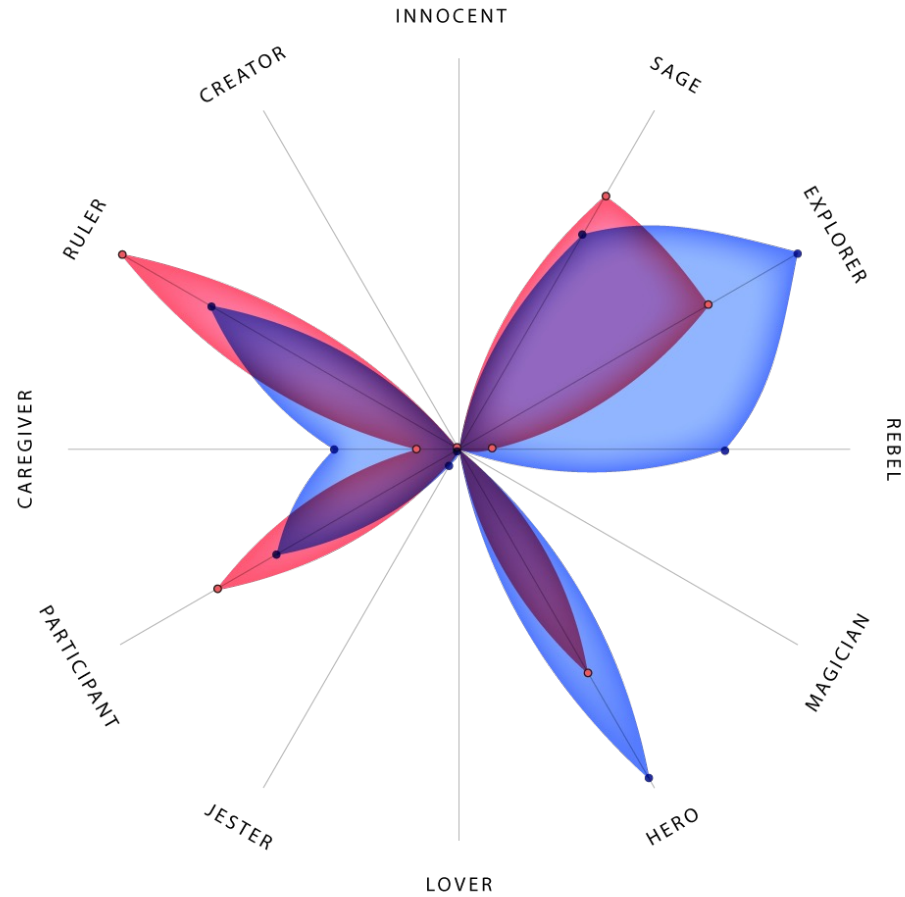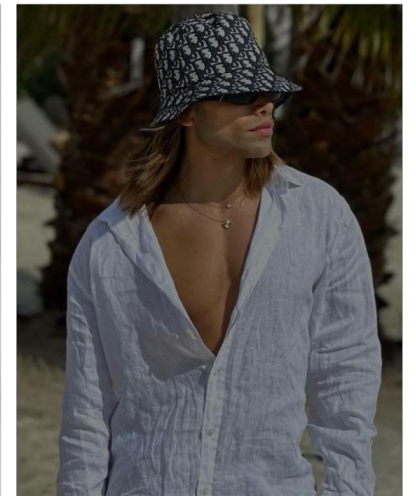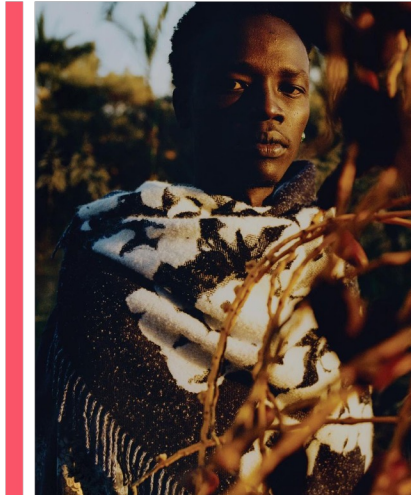
LOUIS VUITTON (WOMEN'S)

RULER

RULER

86
SCORE

Louis Vuitton Women's overlaps with customers on Ruler and Hero, but projects Explorer in a way that customers currently do not.
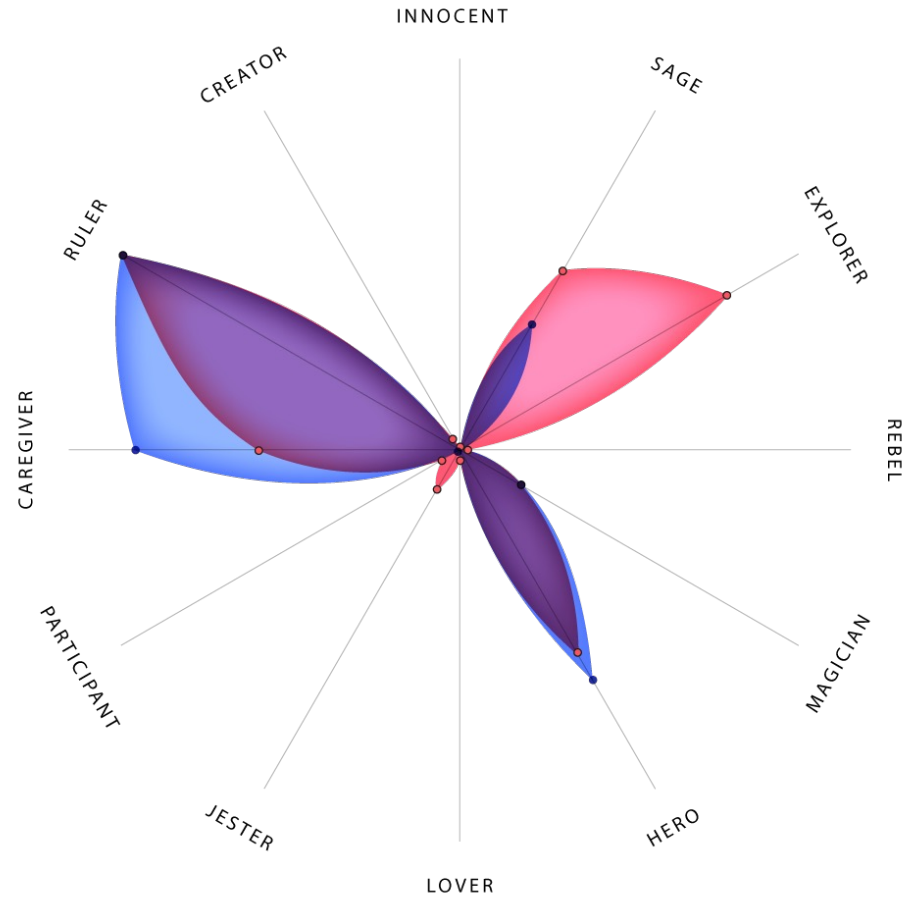
SENDER
BOTH
RECEIVER
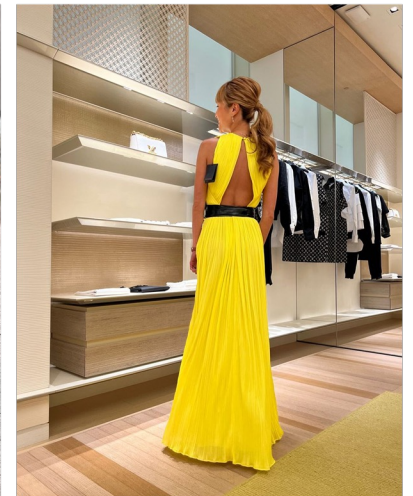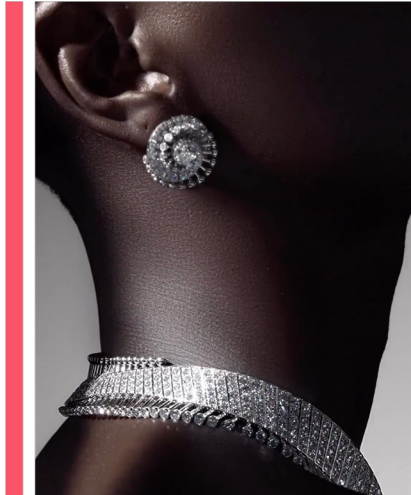
MONCLER

EXPLORER

HERO

86
SCORE

Moncler has strong overall alignment, but the brand over-indexes on Ruler and Explorer, while customers tend to express Hero and Creator instead.

SENDER
BOTH
RECEIVER

INNOCENT

CREATOR

SAGE

RULER

EXPLORER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER
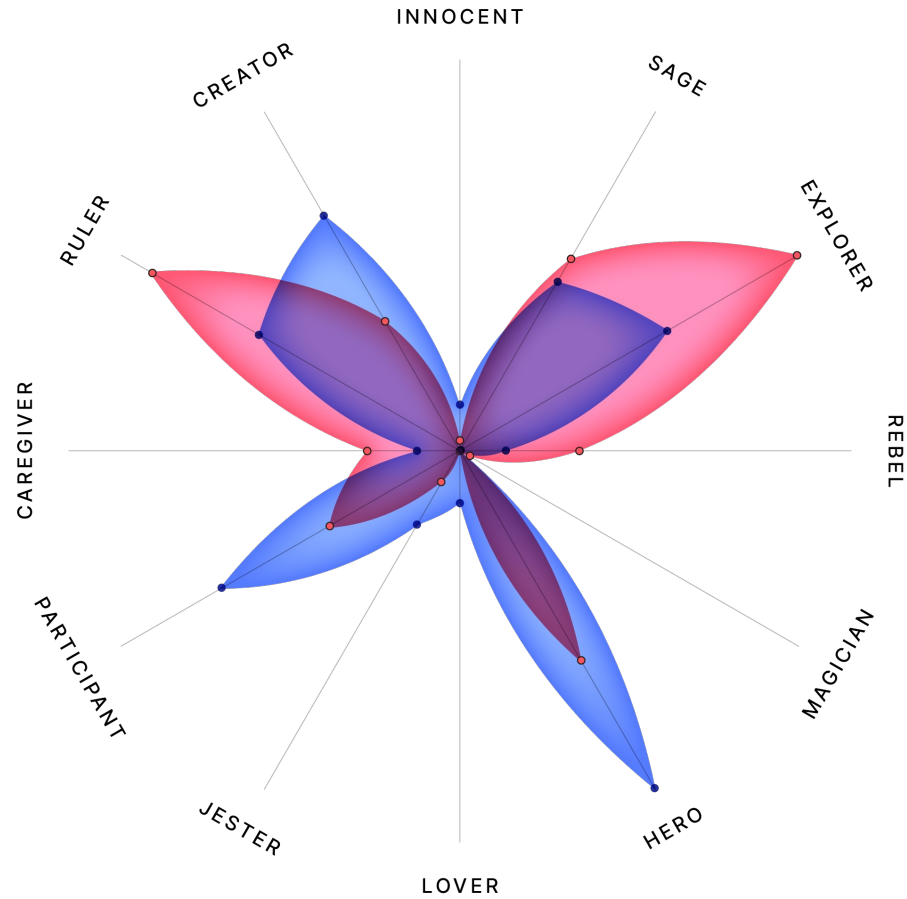
HERO

LOVER
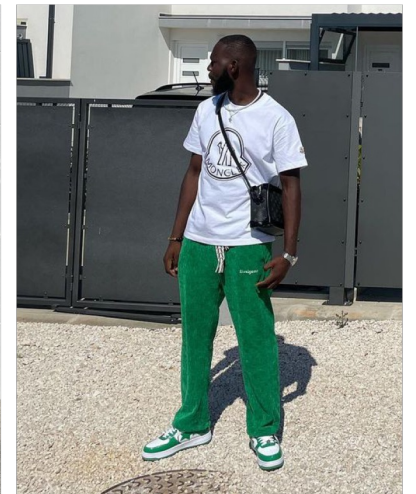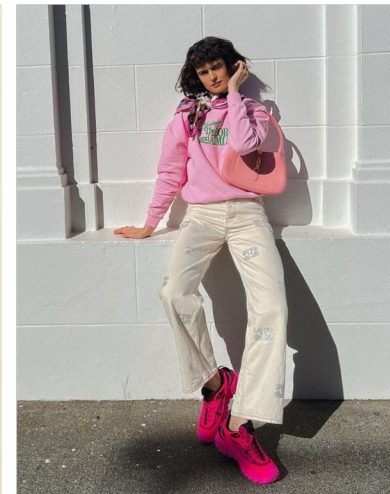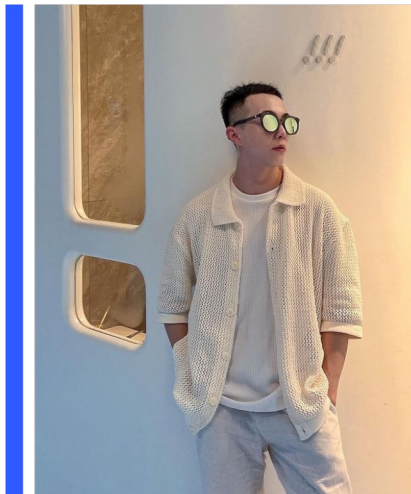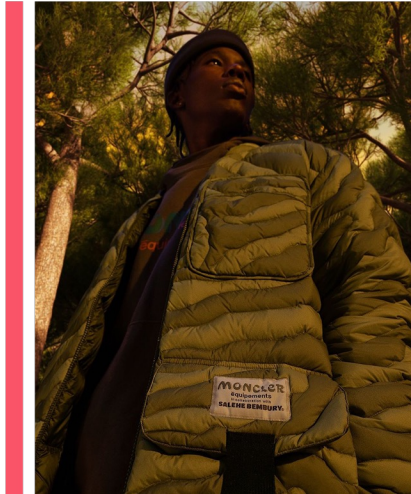
PRADA

RULER | HERO

86
SCORE

Prada is highly aligned with its customers on the Hero archetype. But Prada's dominant Ruler archetype is overextended while Creator is underexplored.

INNOCENT
CREATOR
SAGE
EXPLORER
RULER
REBEL
CAREGIVER
MAGICIAN
PARTICIPANT
JESTER
HERO
LOVER
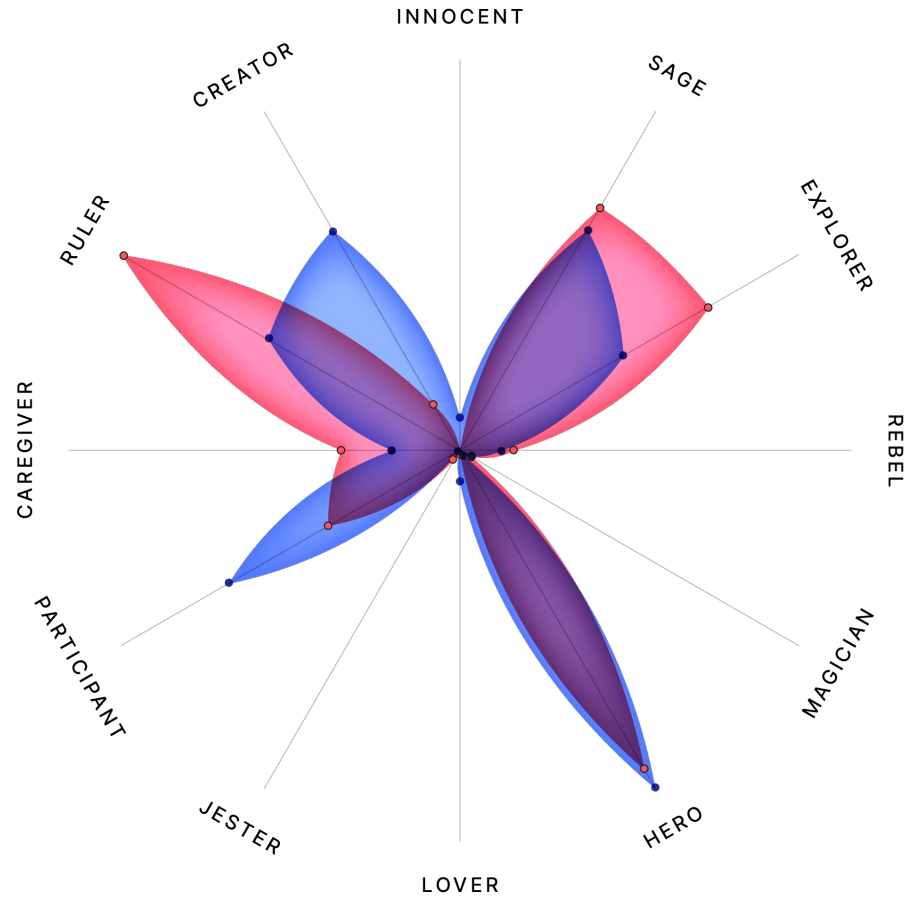
SENDER
BOTH
RECEIVER
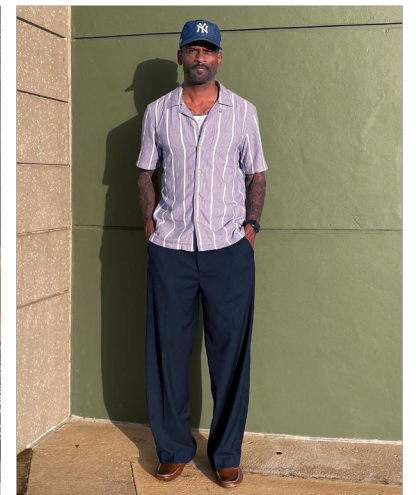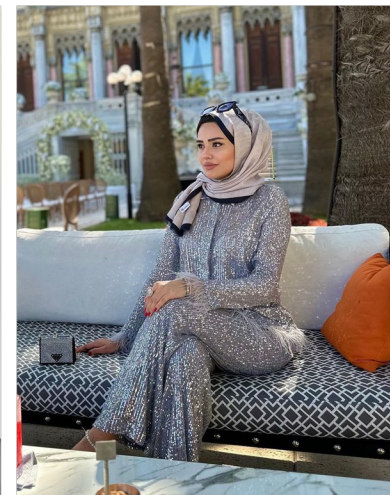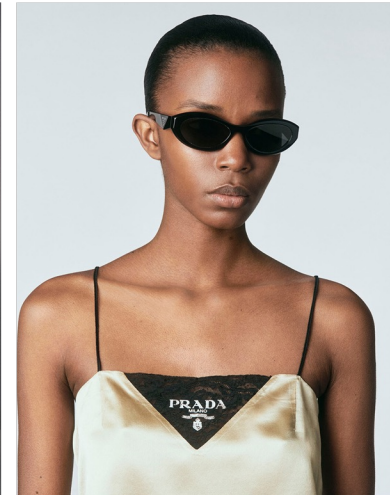
TOMMY HILFIGER

RULER

HERO

86
SCORE

Tommy Hilfiger currently has strong overall alignment with its customers, but some gaps exist in Ruler, Participant, Sage and Explorer.
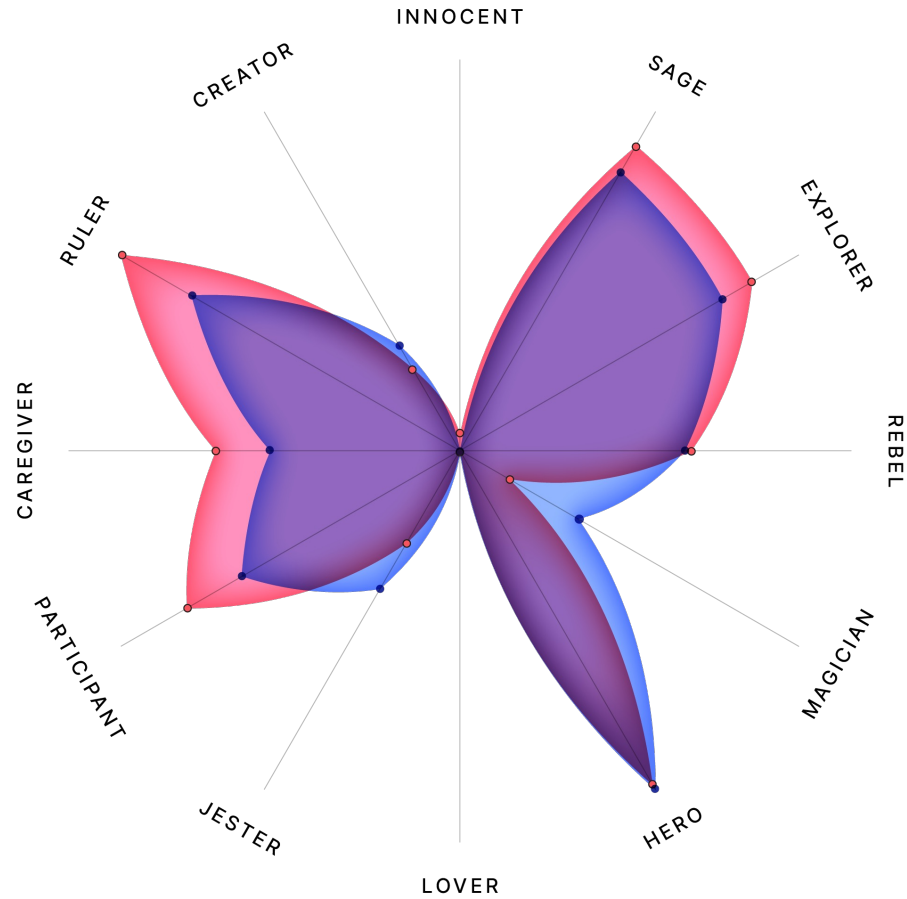
SENDER
BOTH
RECEIVER

SAINT LAURENT

RULER

HERO

86
SCORE

Saint Laurent has strong alignment on key archetypes like Sage, Explorer, Hero and Ruler. However, customers also significantly express Lover and Creator.
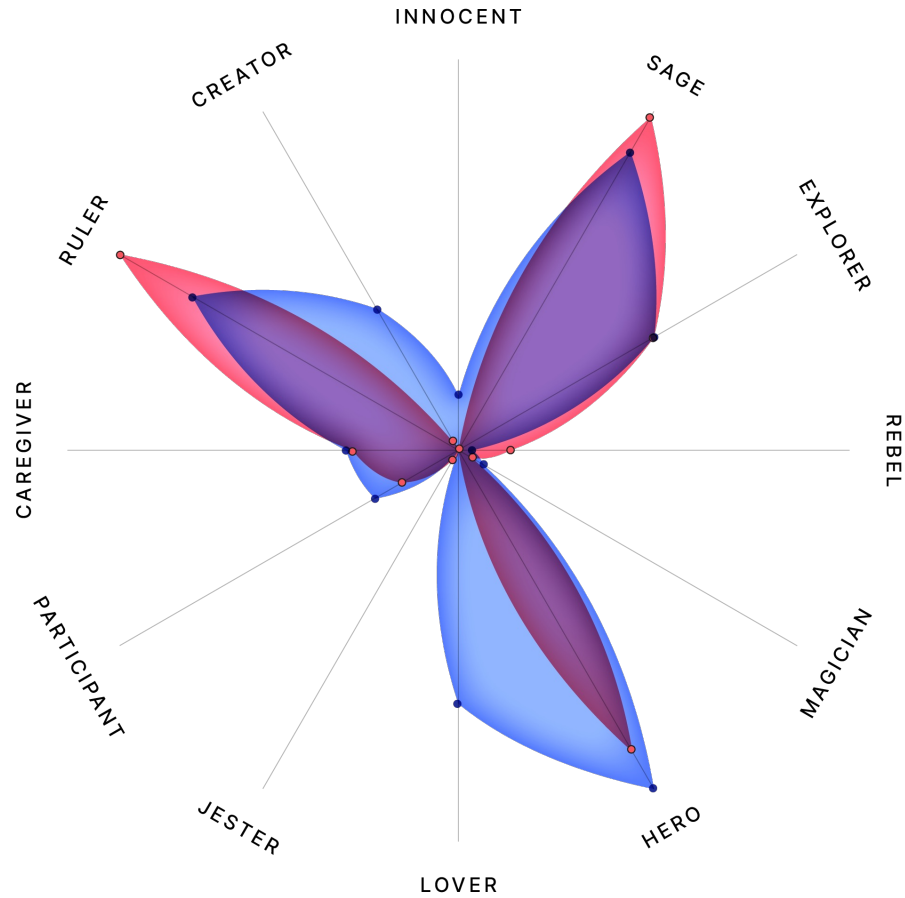
SENDER
BOTH
RECEIVER

THOM BROWNE.
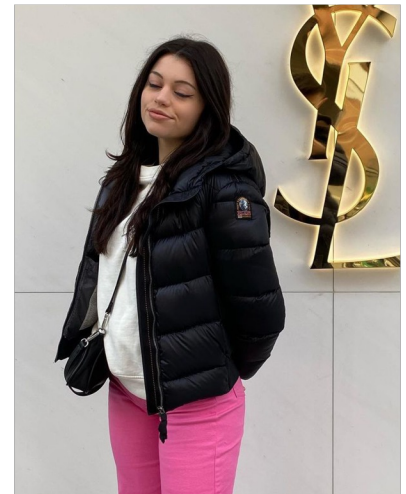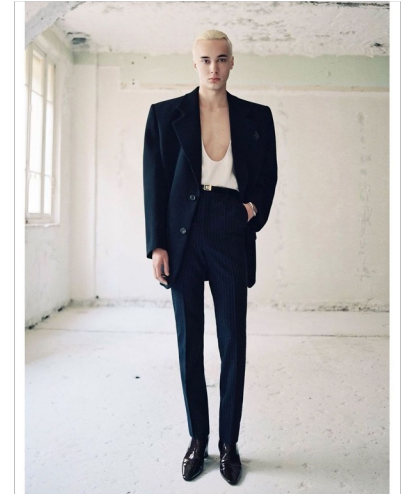
CAREGIVER

PARTICIPANT

85
SCORE

Thom Browne's dominant archetype of Caregiver is reflected to a lesser extent by customers; however, there is overlap on Ruler, Participant, Lover and Creator.

SENDER
BOTH
RECEIVER
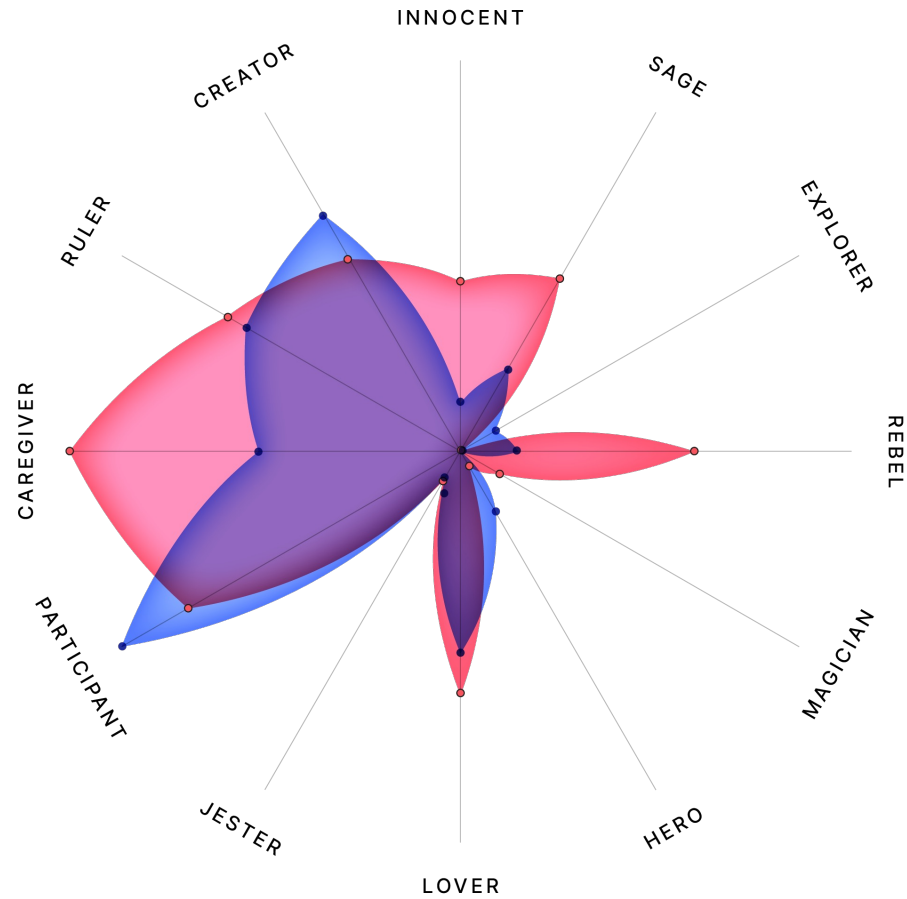
COACH

PARTICIPANT   **PARTICIPANT**

83
SCORE

Coach is very aligned with customers on the dominant archetype of Participant. But customers also significantly favour the Creator archetype.
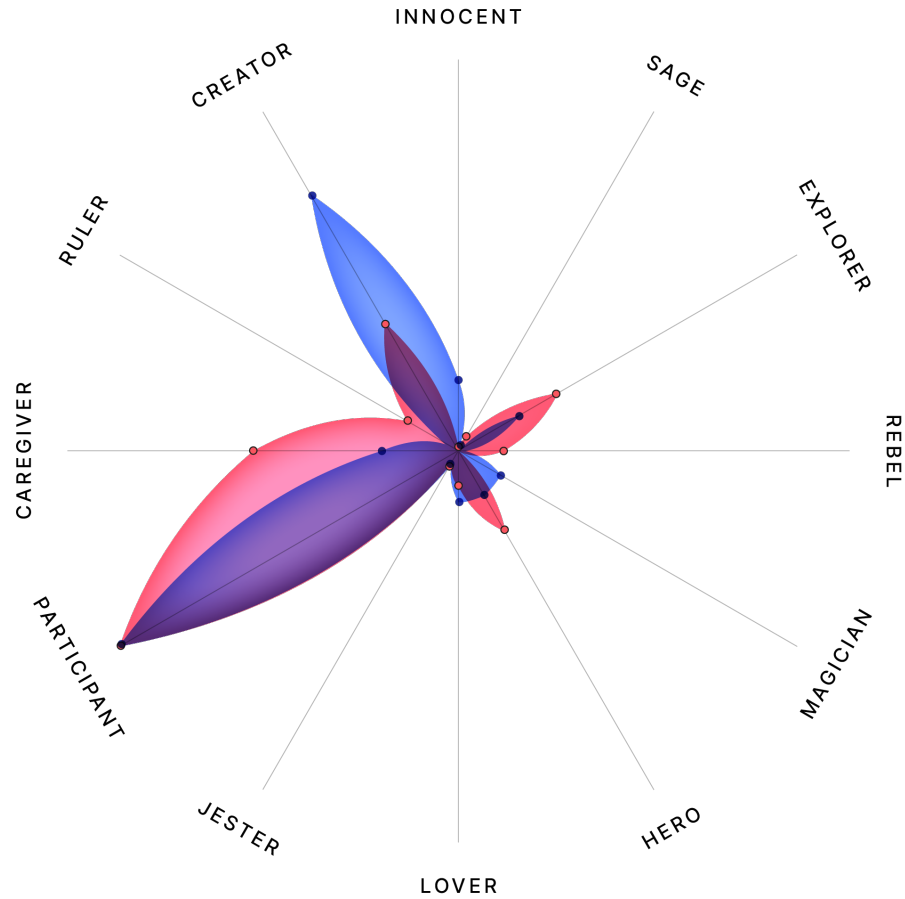
SENDER
BOTH
RECEIVER

HERMÈS (MEN'S)

RULER

HERO

83
SCORE

Hermès Men's has the highest overlap with customers on the Explorer archetype. However, Hermès over-indexes on Ruler and Sage.

Radar chart axes: INNOCENT, SAGE, EXPLORER, REBEL, MAGICIAN, HERO, LOVER, JESTER, PARTICIPANT, CAREGIVER, RULER, CREATOR
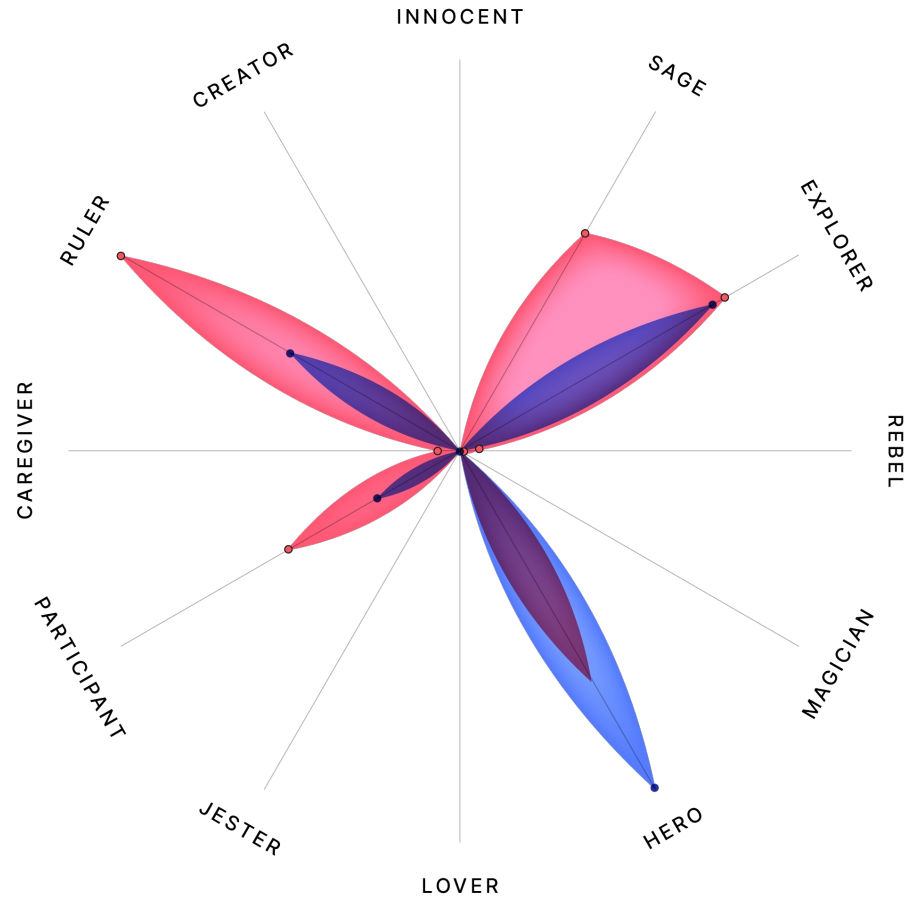
SENDER
BOTH
RECEIVER
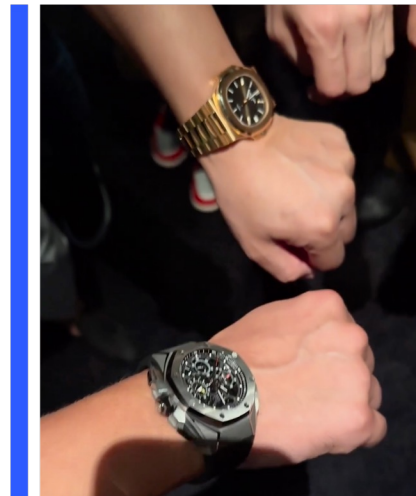
HERMÈS (WOMEN'S)

RULER

HERO

83
SCORE

Hermès Women's has high alignment with customers on Ruler, but gaps exist elsewhere — Caregiver, Explorer and Sage — where the brand over-indexes.

SENDER
BOTH
RECEIVER
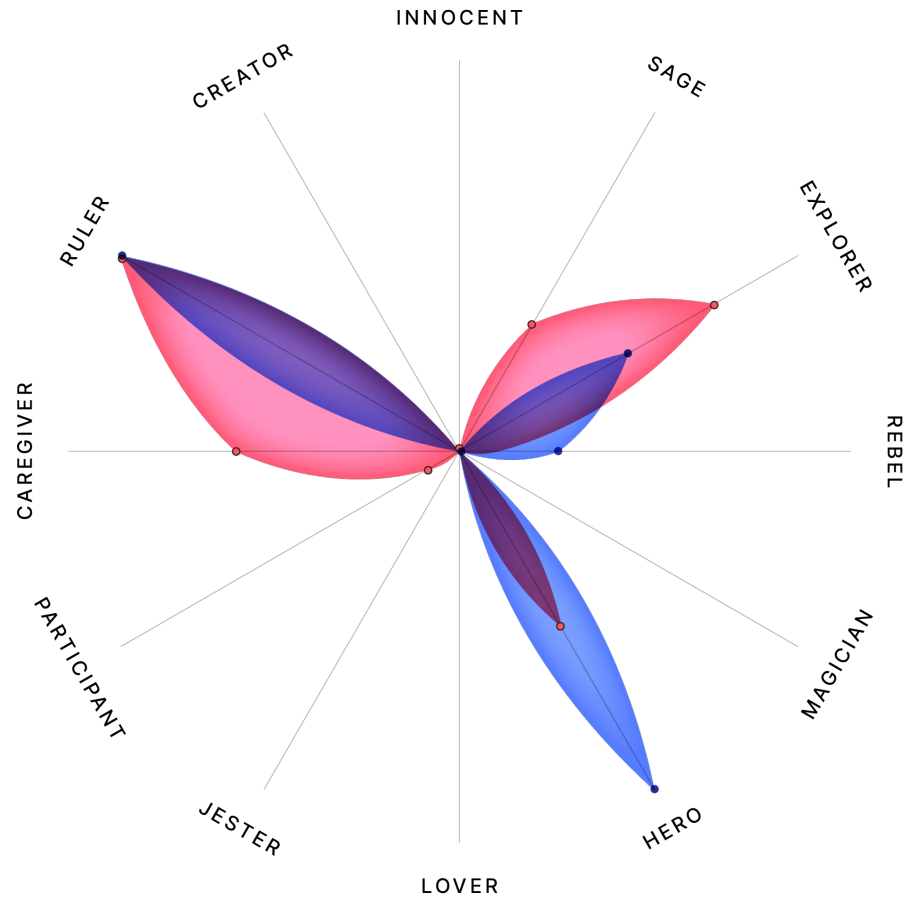
INNOCENT
CREATOR
SAGE
EXPLORER
RULER
CAREGIVER
REBEL
PARTICIPANT
MAGICIAN
JESTER
HERO
LOVER
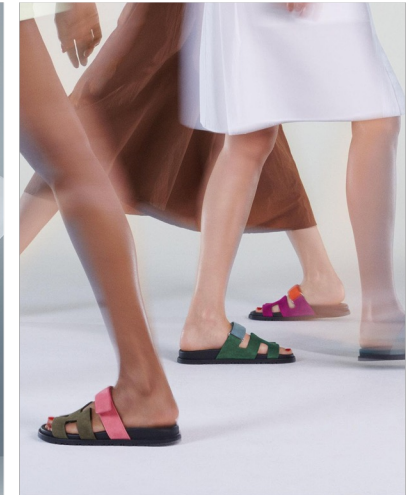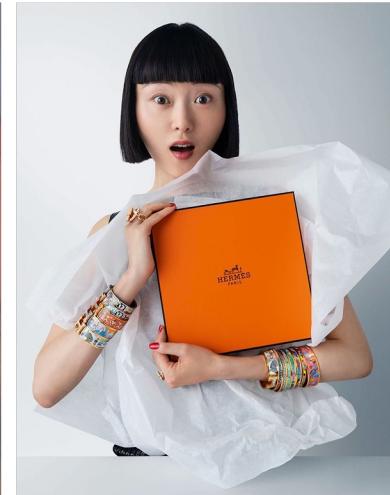
FERRAGAMO

RULER

HERO

83
SCORE

Overall, Ferragamo has relatively high alignment with its customers, but the brand may be over-indexing on Ruler while under-expressing Creator.

INNOCENT

CREATOR

SAGE

RULER

EXPLORER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER

HERO

LOVER
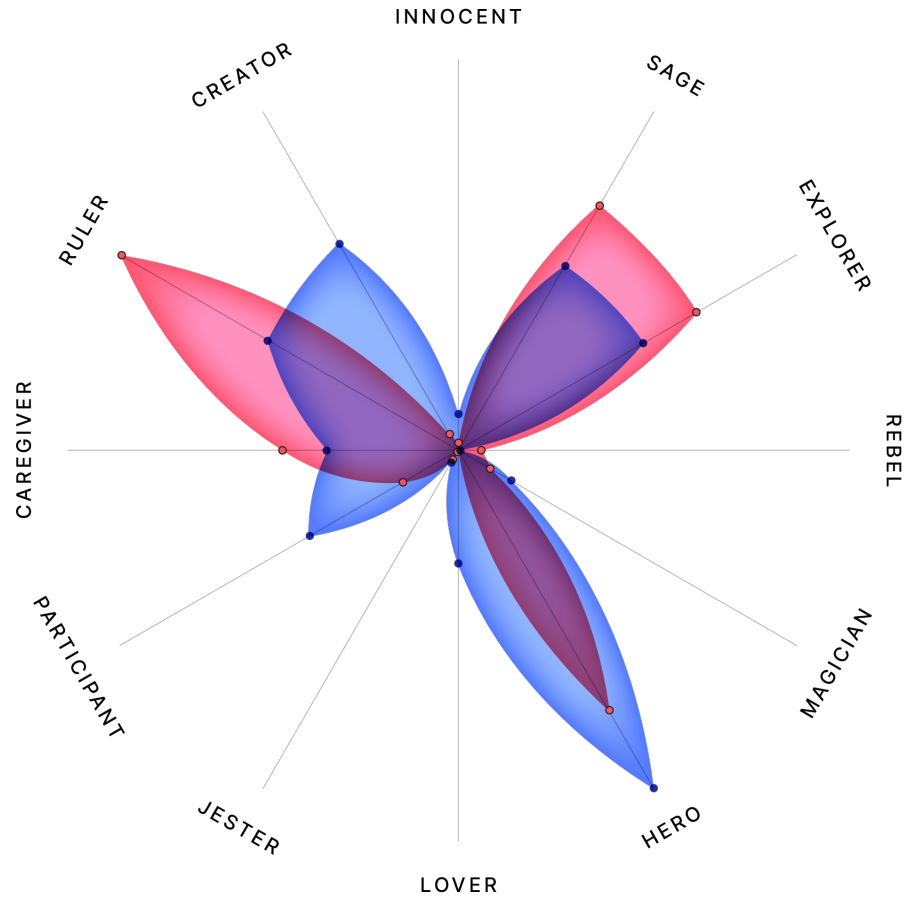
SENDER
BOTH
RECEIVER
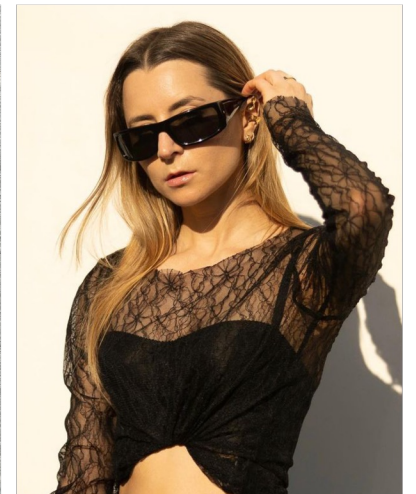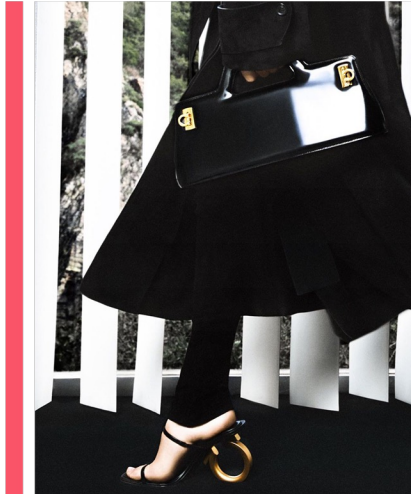
JILSANDER

RULER | RULER

82
SCORE

Jil Sander has high alignment with customers on Ruler and Participant archetypes, but customers are not responding to Caregiver, Sage and Rebel in the same way.
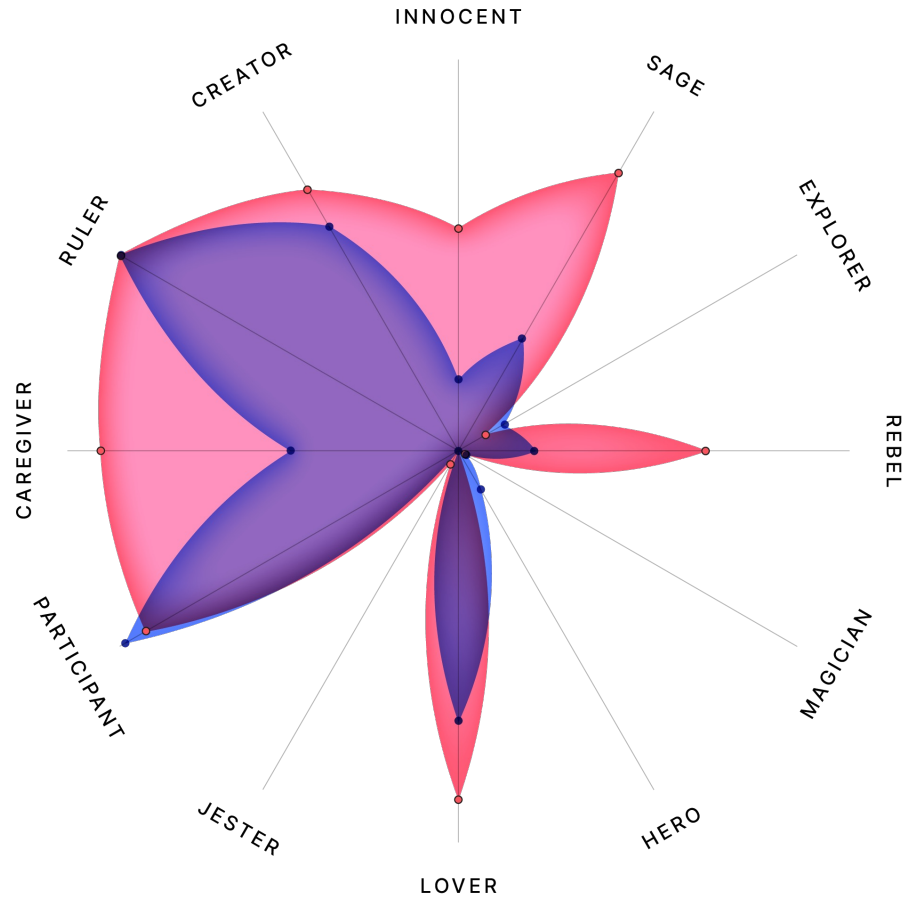
SENDER
BOTH
RECEIVER
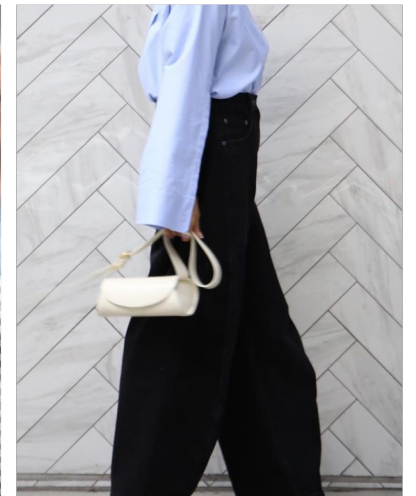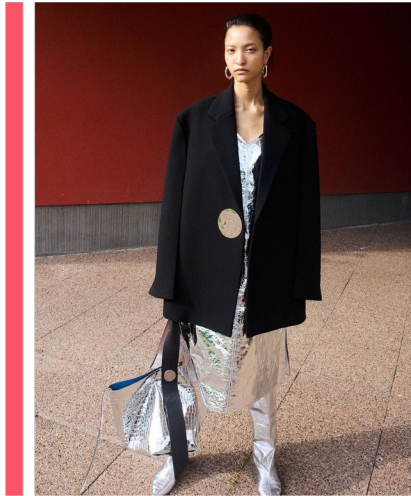
ISABEL MARANT

RULER   RULER

81
SCORE

Isabel Marant is very aligned on Ruler, Participant and Lover, but the brand also projects Caregiver, Sage, Rebel and Innocent more than its customers.
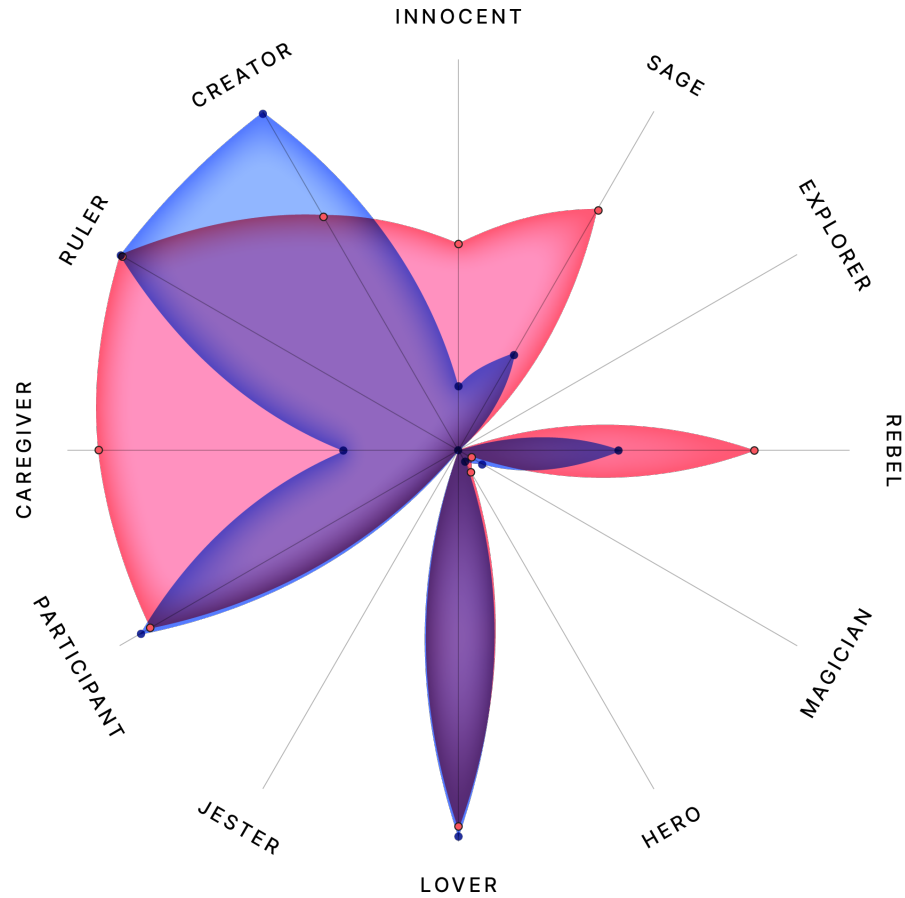
SENDER
BOTH
RECEIVER
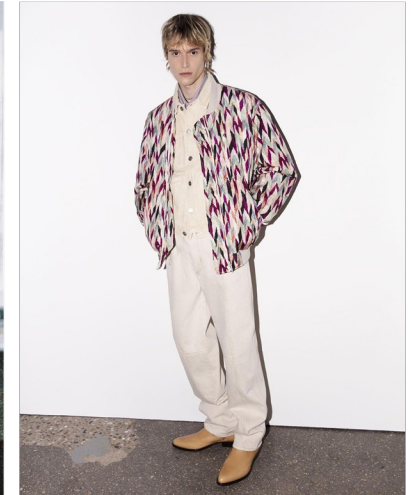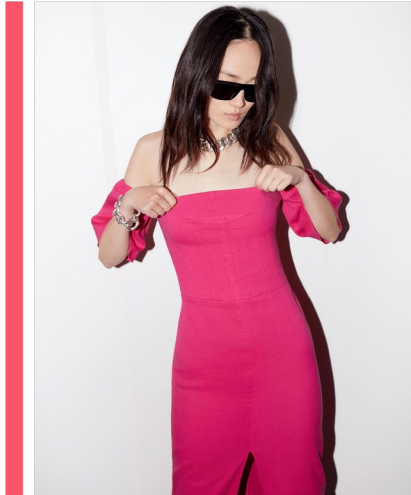
STELLAMcCARTNEY

RULER

HERO

81
SCORE

Stella McCartney is aligned on archetypes like Sage and Explorer, but the dominant archetypes are slightly misaligned, with greater misalignment on Creator.

SENDER
BOTH
RECEIVER

INNOCENT

CREATOR

SAGE

RULER

EXPLORER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER
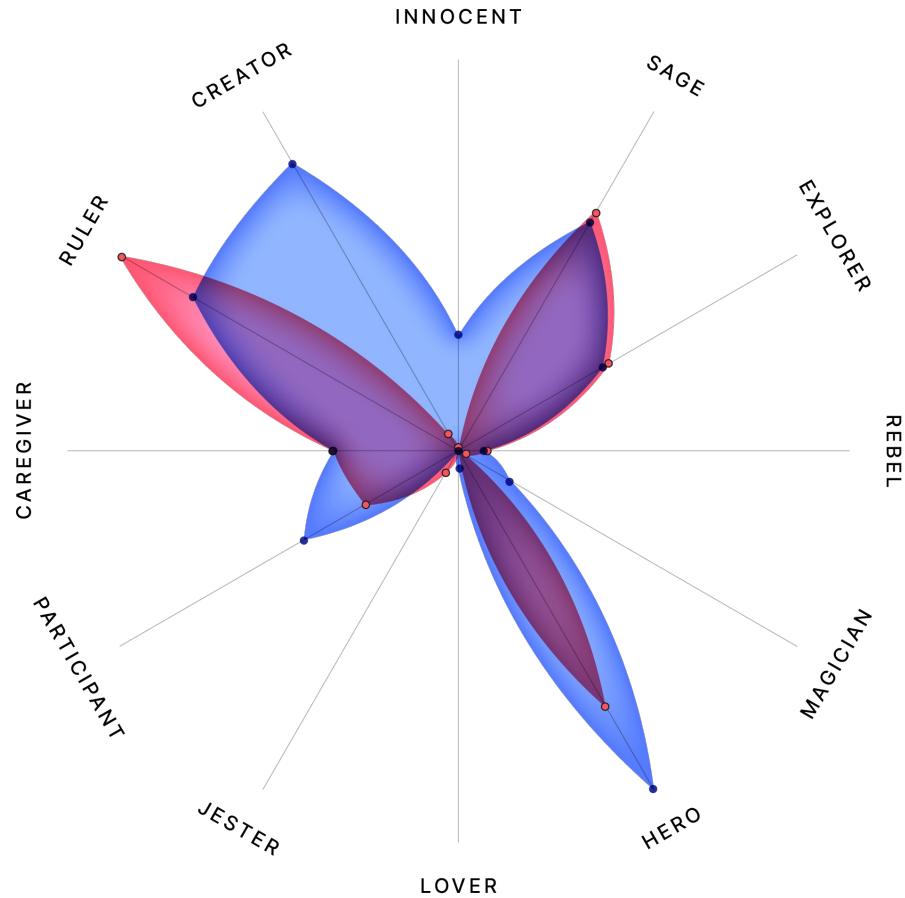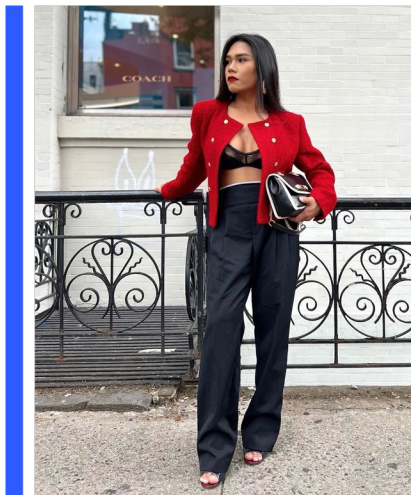
HERO

LOVER

FENDI (WOMEN'S)

RULER

HERO

80
SCORE

Fendi Women's is aligned on archetypes like Sage, Explorer and Hero; however, it is significantly misaligned with customers on Ruler.
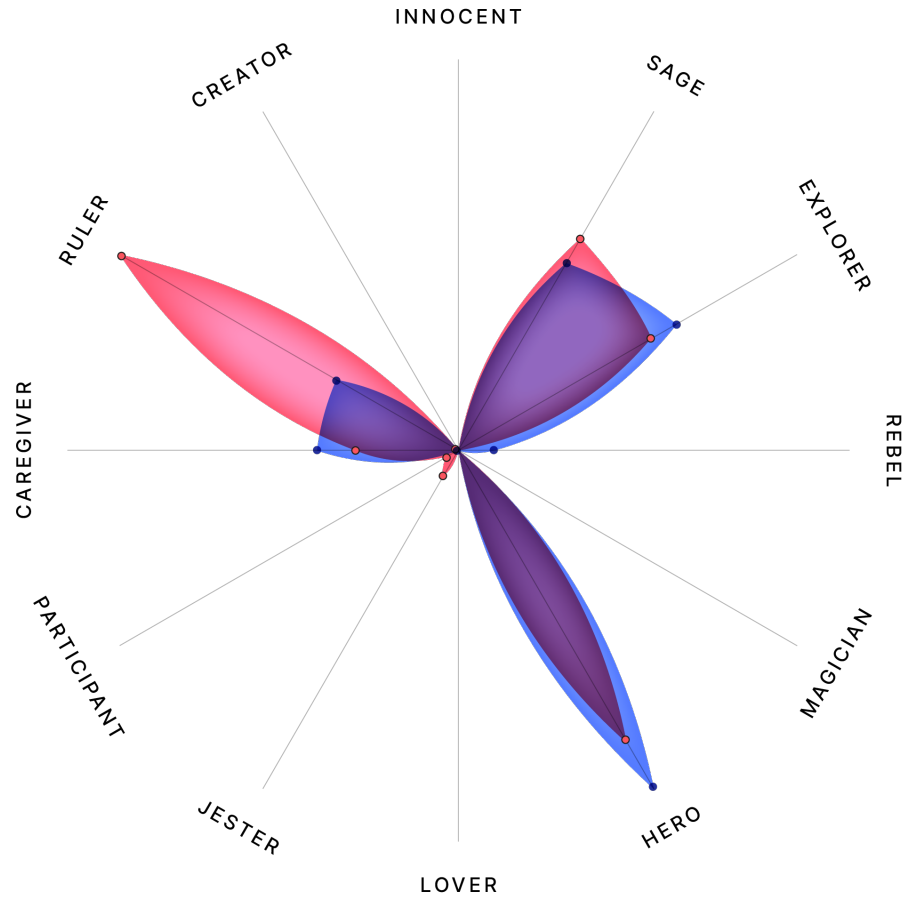
SENDER
BOTH
RECEIVER
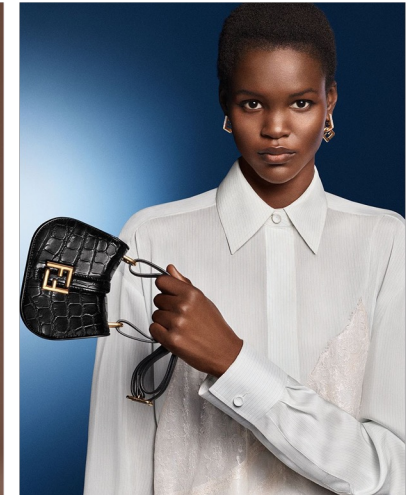
TOD'S

RULER · LOVER

80
SCORE

Tod's over-indexes on Ruler, while customers significantly display Participant, Lover and Creator in ways that are currently underrepresented by the brand.
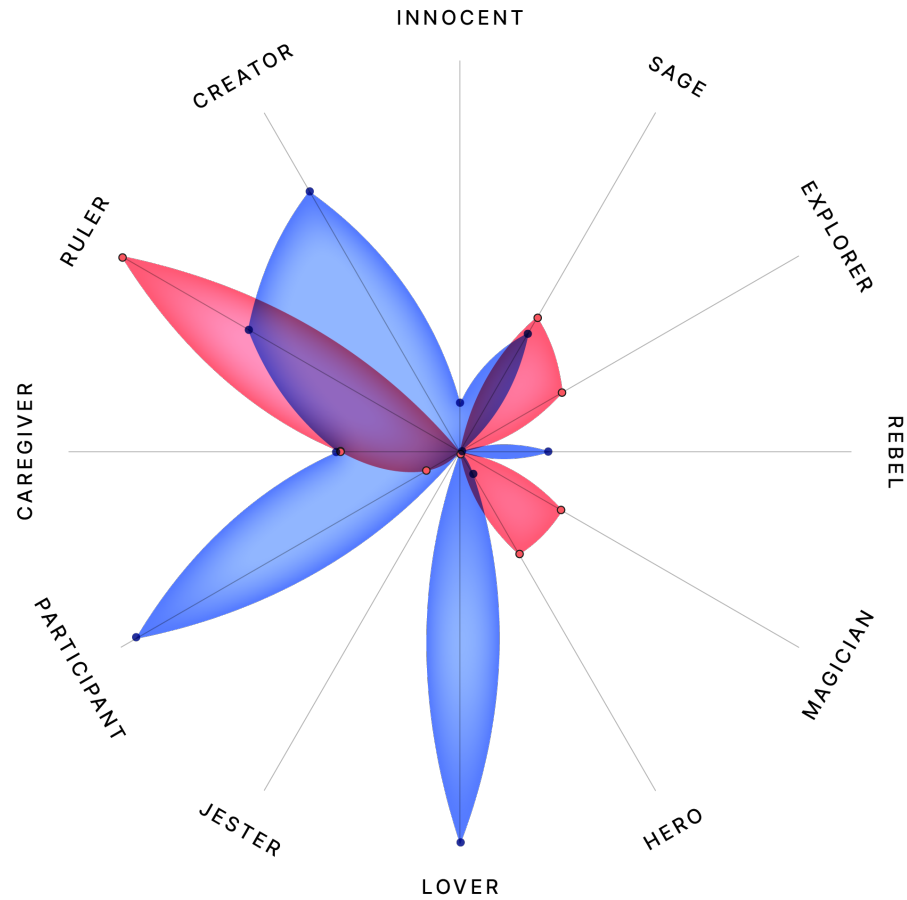
SENDER
BOTH
RECEIVER

BOTTEGA VENETA

CAREGIVER | CREATOR
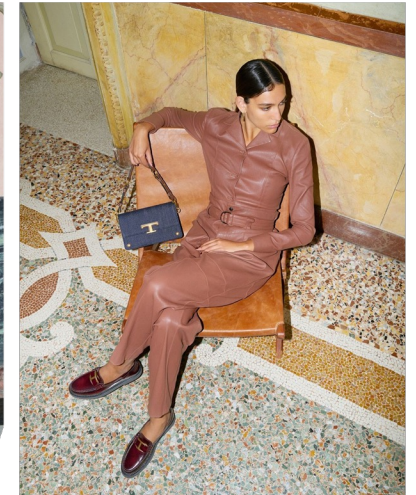
79
SCORE

Bottega Veneta has high alignment with customers on Participant and Lover. However, unlike its customers, the brand over-indexes on Caregiver.
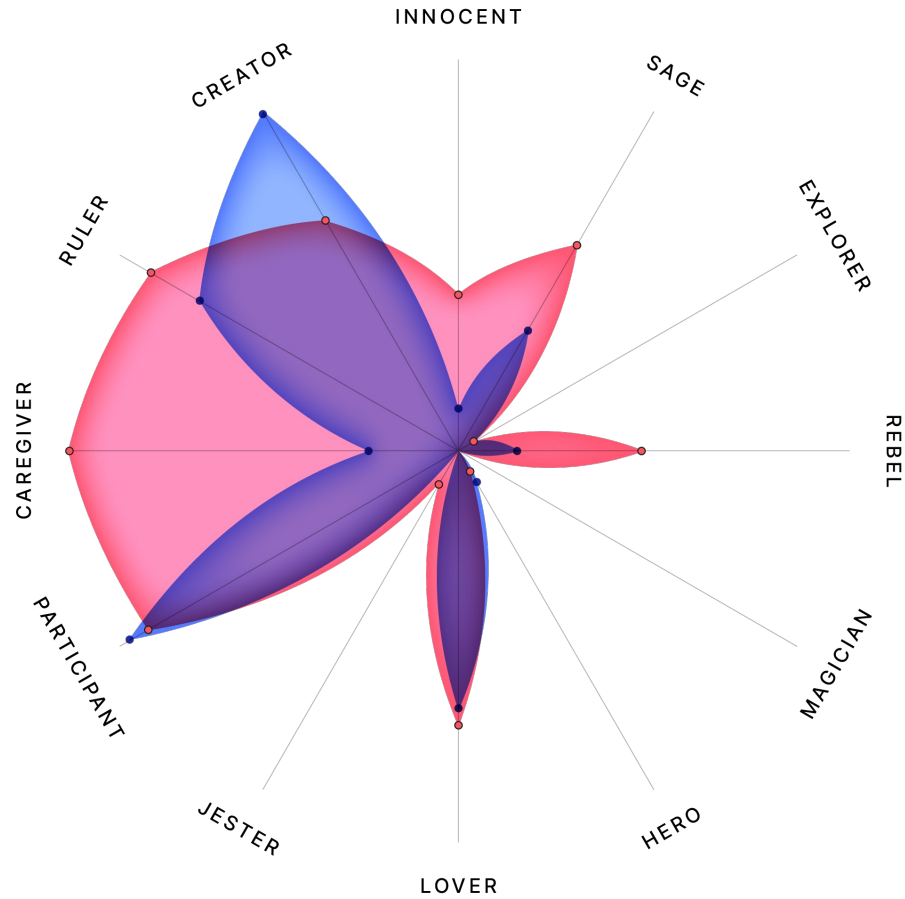
SENDER
BOTH
RECEIVER

INNOCENT
CREATOR
SAGE
RULER
EXPLORER
CAREGIVER
REBEL
PARTICIPANT
MAGICIAN
JESTER
HERO
LOVER

Disclaimer: Please note that the original Instagram posts used in our Brand Magic analysis have been deleted. However, the selection of sender images is representative of the brand's archetypal identities.

Calvin Klein

PARTICIPANT | PARTICIPANT

79
SCORE

Calvin Klein has high alignment on the dominant archetype of Participant. However, the brand projects Lover and Caregiver in ways not reflected by customers.
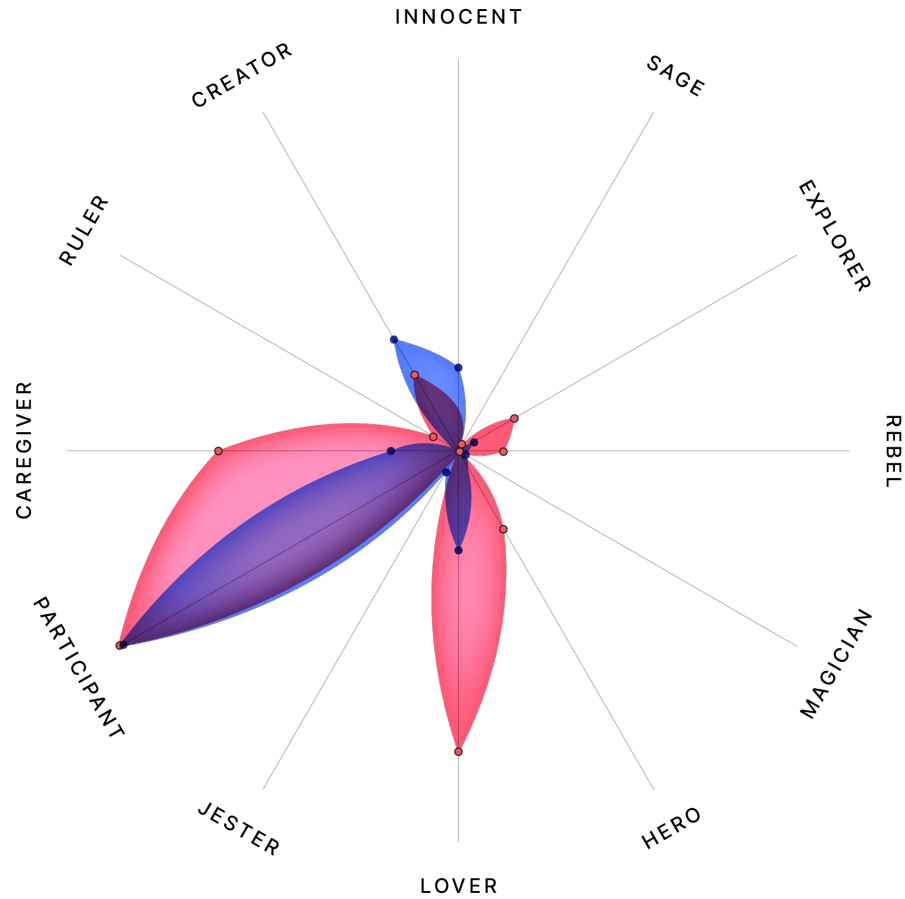
SENDER
BOTH
RECEIVER

Loro Piana

CAREGIVER **PARTICIPANT**

79
SCORE

Loro Piana has high alignment on Lover and Participant, but the brand significantly expresses Caregiver in a way that is not reflected by customers.
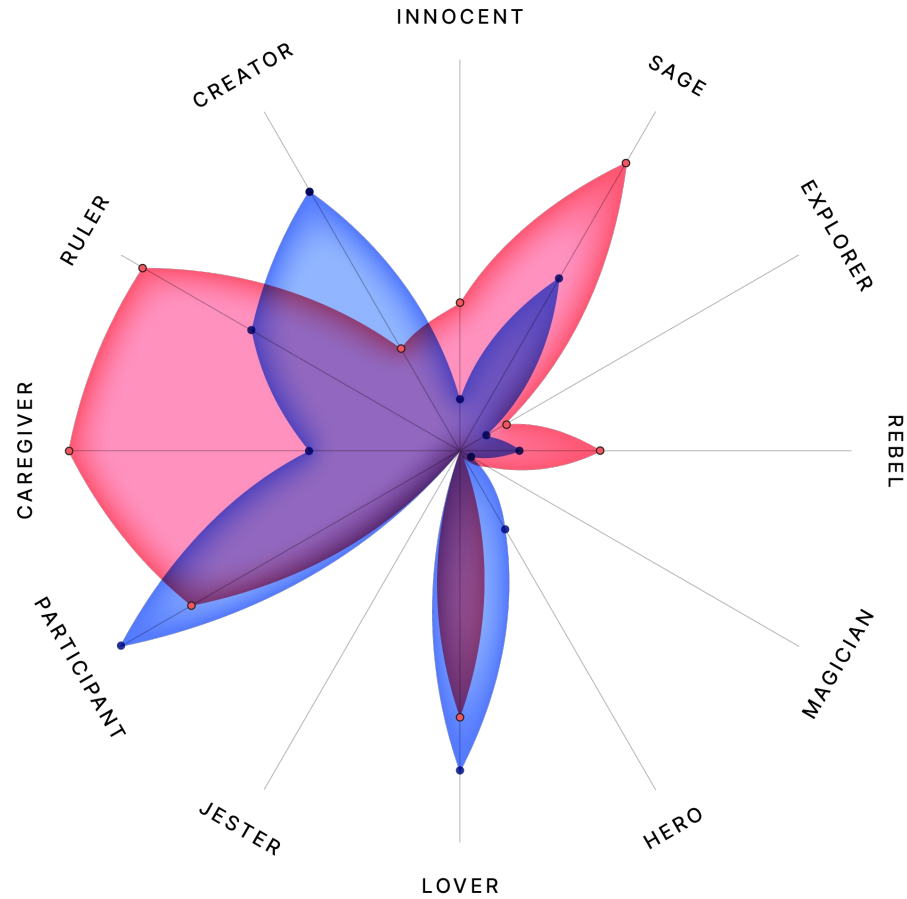
SENDER
BOTH
RECEIVER

BURBERRY

RULER · HERO · **78** SCORE

Burberry aligns with customers on archetypes like Sage, Participant and Hero. But the brand's dominant Ruler archetype is not reflected by customers.
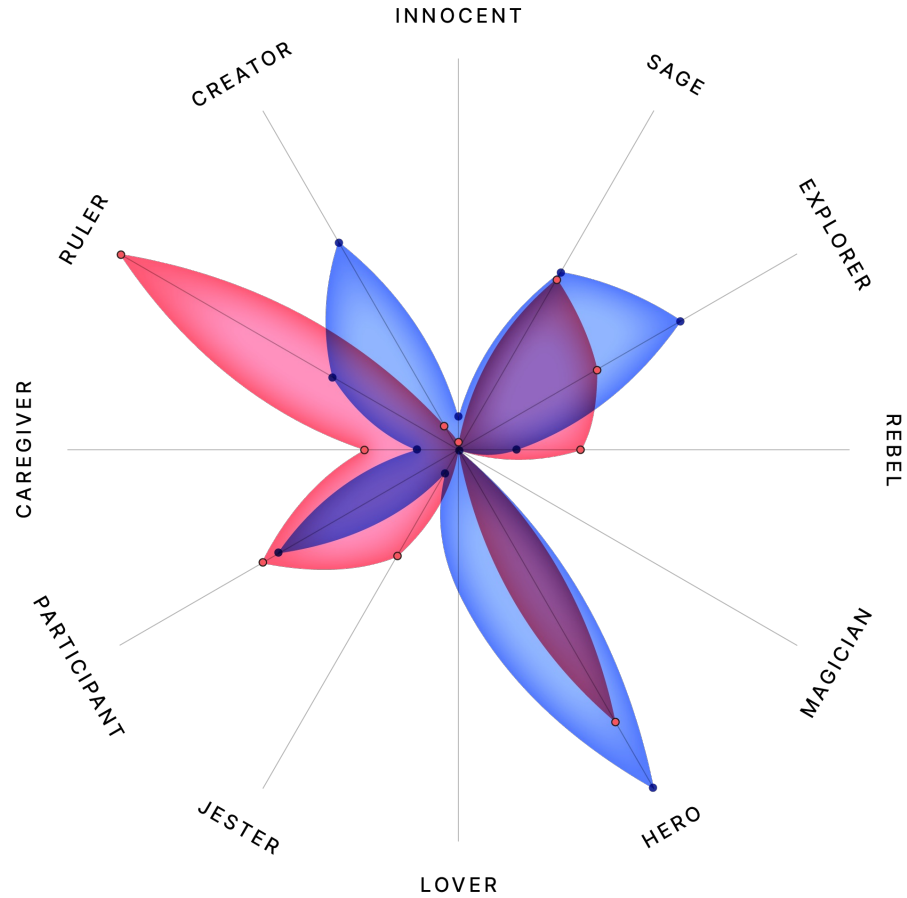
RALPH LAUREN

PARTICIPANT | PARTICIPANT

78
SCORE

Ralph Lauren is very aligned with customers on the dominant archetype of Participant. However, it is less aligned elsewhere, from Caregiver to Explorer.
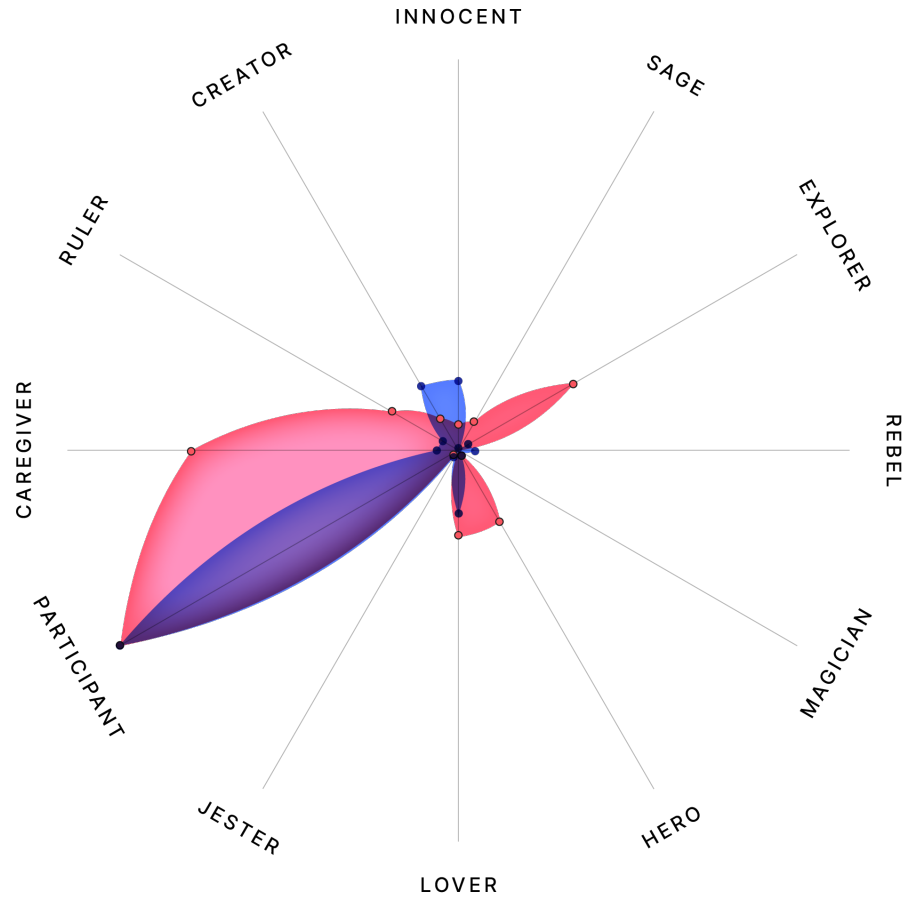
SENDER
BOTH
RECEIVER

BALENCIAGA

RULER · HERO · **76** SCORE

Balenciaga is very aligned on the Hero archetype, but the brand also expresses Ruler and Participant while customers are projecting Creator.
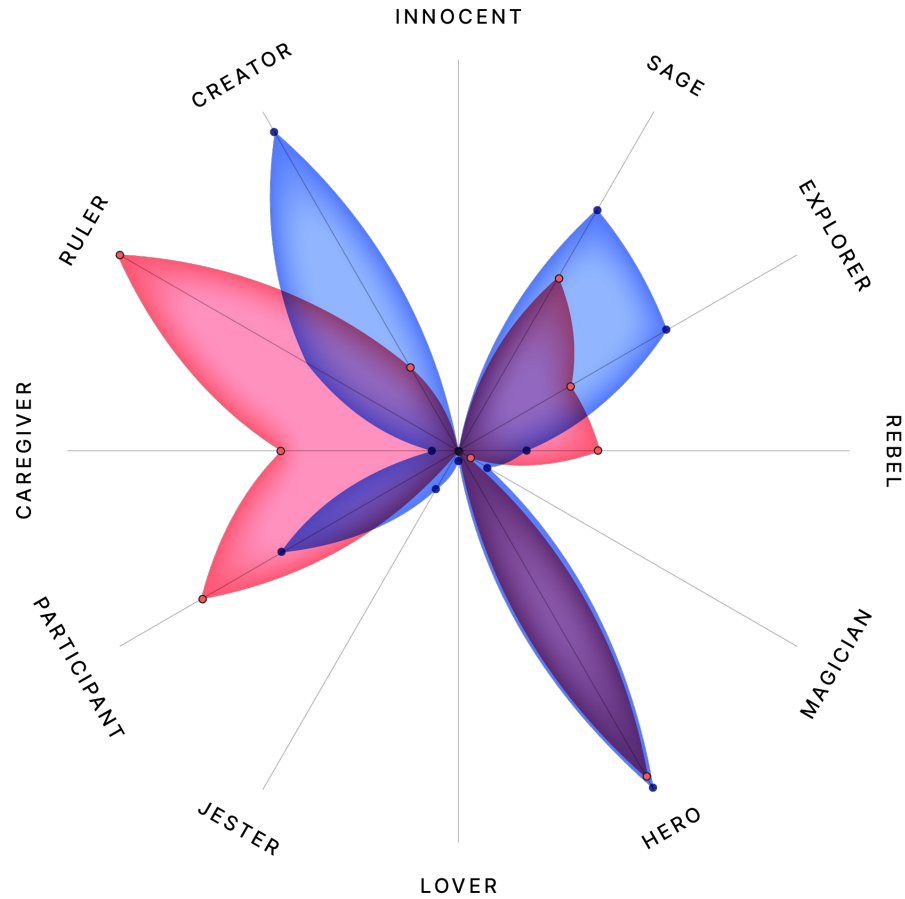
SENDER
BOTH
RECEIVER
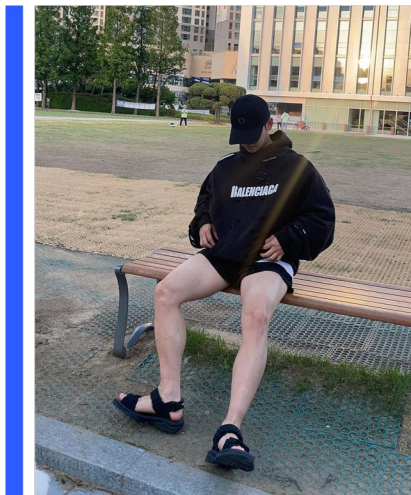
Disclaimer: Please note that the original Instagram posts used in our Brand Magic analysis have been deleted. However, the selection of sender images is representative of the brand's archetypal identities.

LOUIS VUITTON (MEN'S)

RULER

RULER

76
SCORE

Louis Vuitton Men's aligns well with customers on Ruler and Hero, but there are large misalignments on Explorer, Sage and Participant.
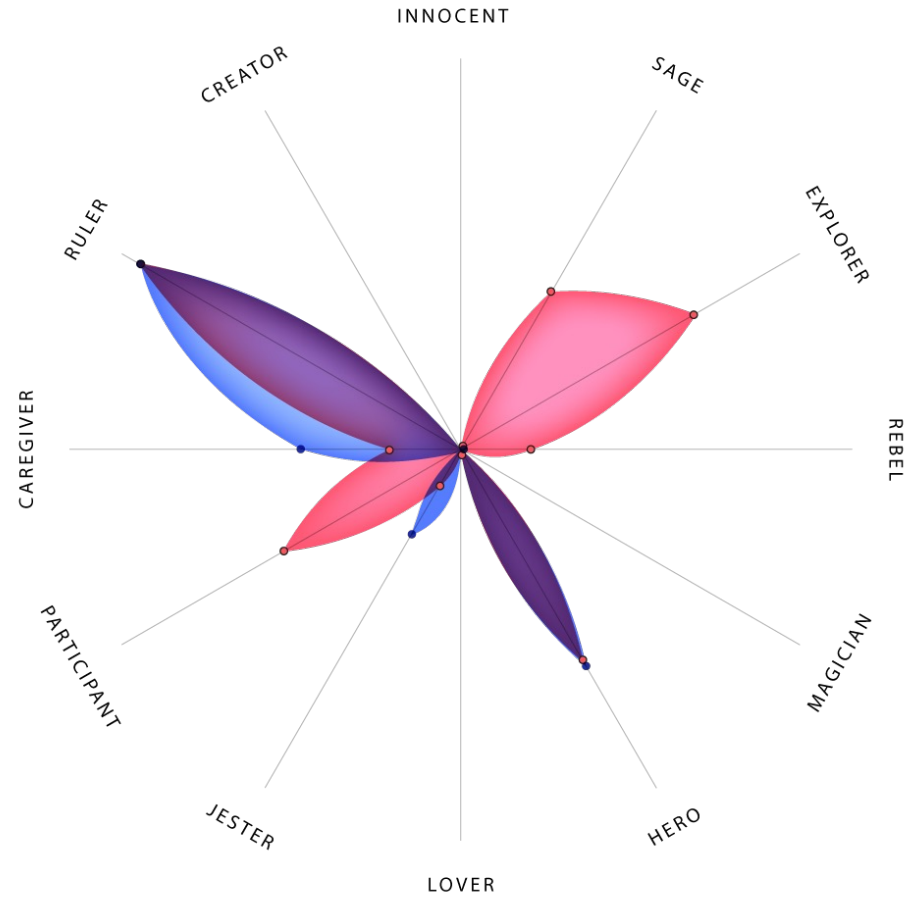
SENDER
BOTH
RECEIVER
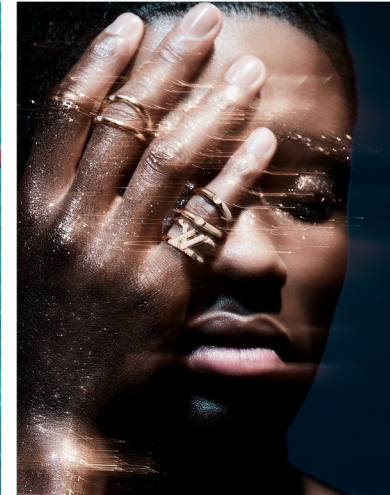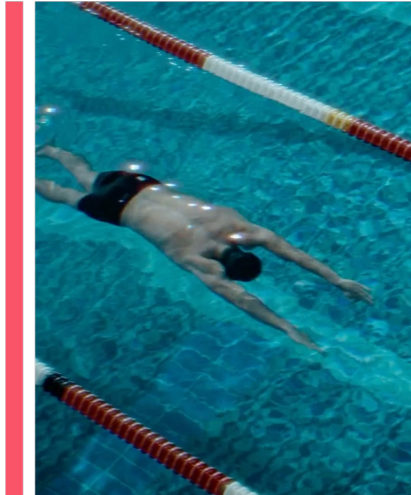
CELINE

SAGE

HERO

75
SCORE

Celine over-indexes on Sage, while customers significantly express Hero and Lover — the latter of which may be under-explored by Celine.
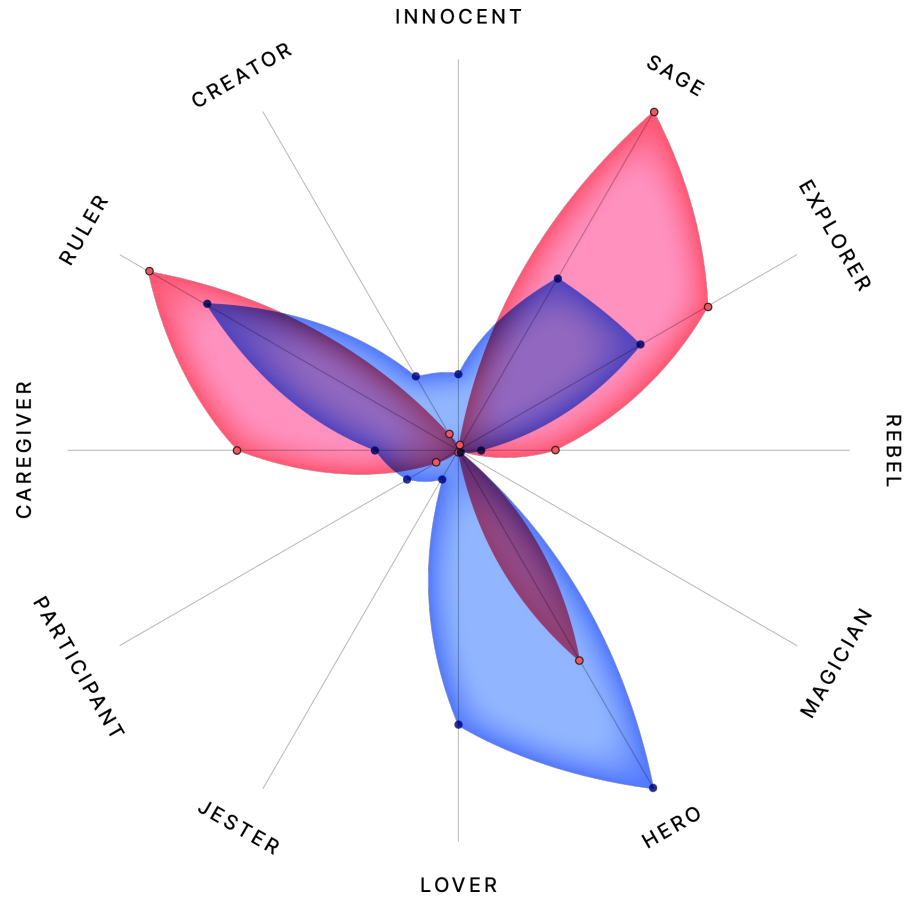
SENDER
BOTH
RECEIVER
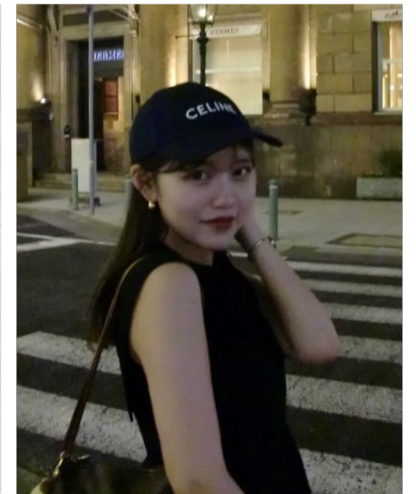
MARC JACOBS

RULER · HERO · **75** SCORE

Marc Jacobs over-indexes on Ruler. In contrast, customers identify with Sage, Hero and Creator to greater extents than the brand currently displays.
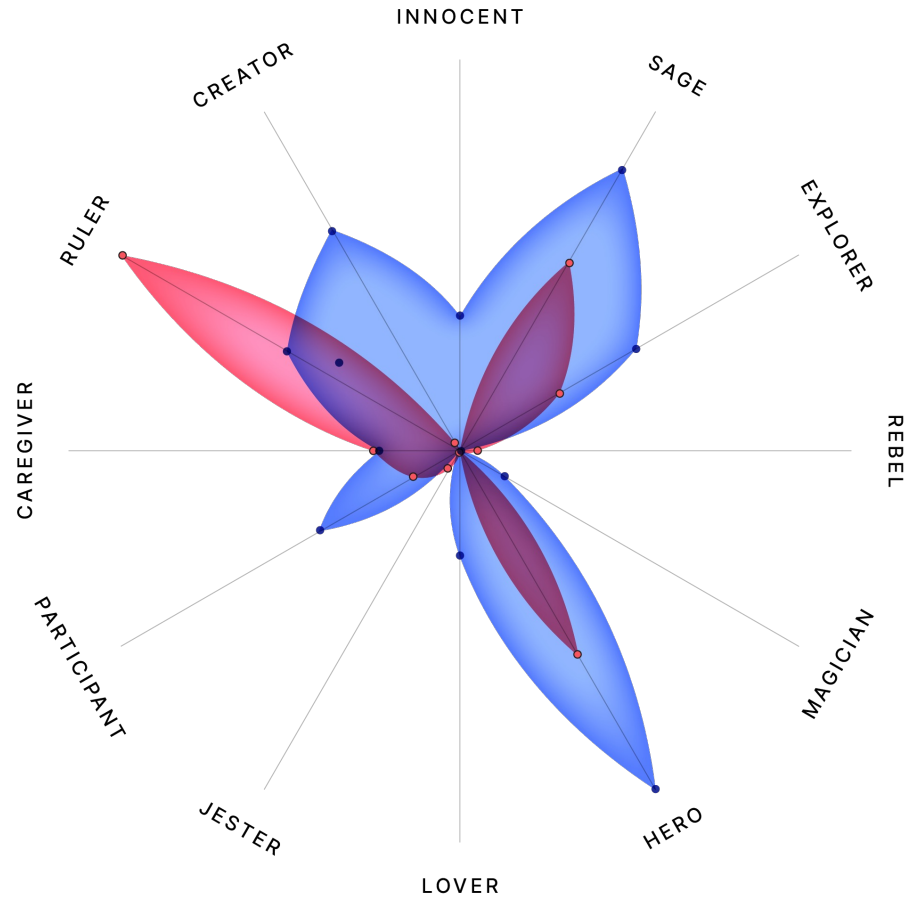
SENDER
BOTH
RECEIVER
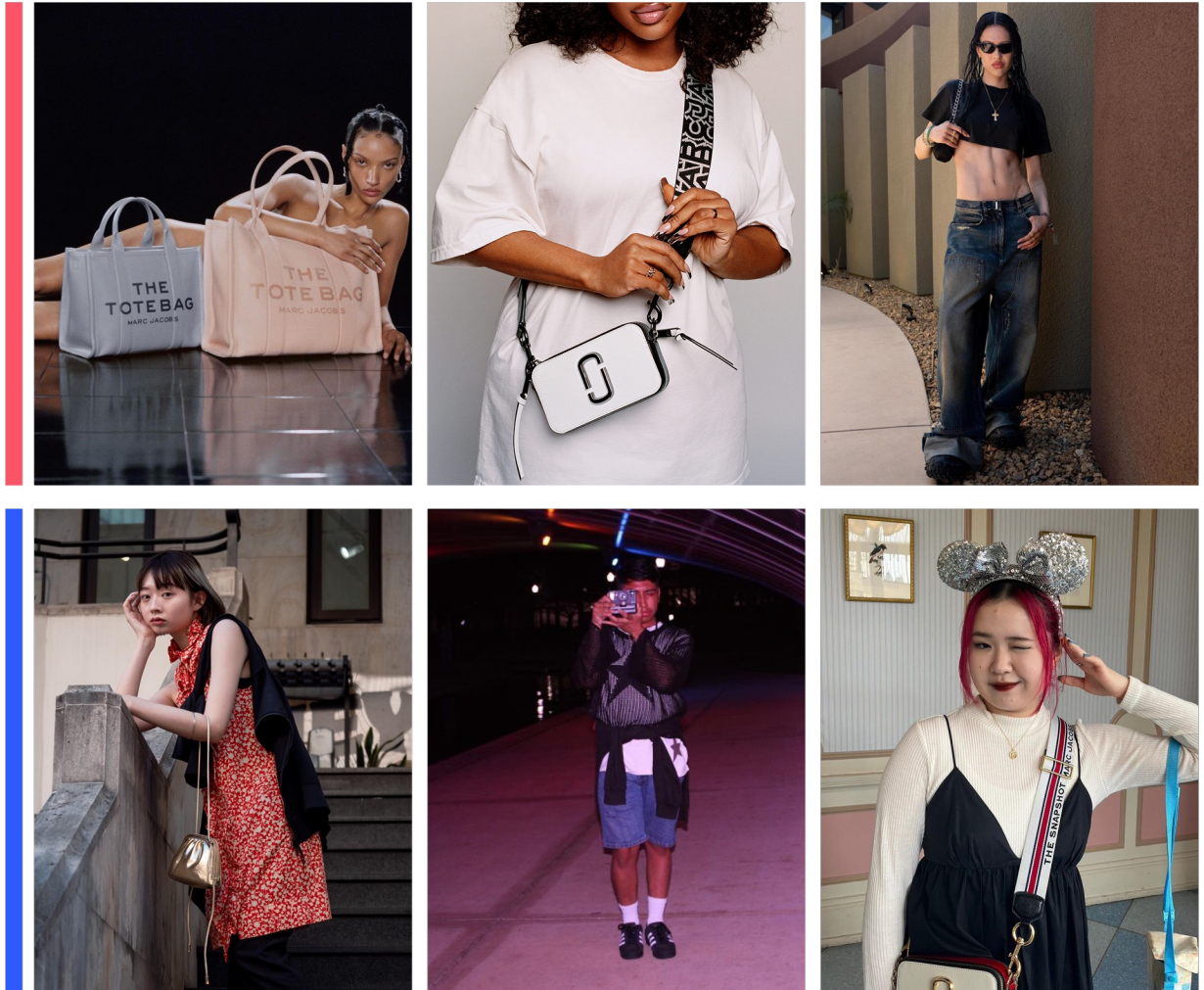
Disclaimer: Please note that the original Instagram posts used in our Brand Magic analysis have been deleted. However, the selection of sender images is representative of the brand's archetypal identities.

BALMAIN

RULER

HERO

74
SCORE

Balmain is aligned with customers on Sage and Explorer, but the brand over-indexes on Ruler while customers more frequently project Hero, Participant and Creator.
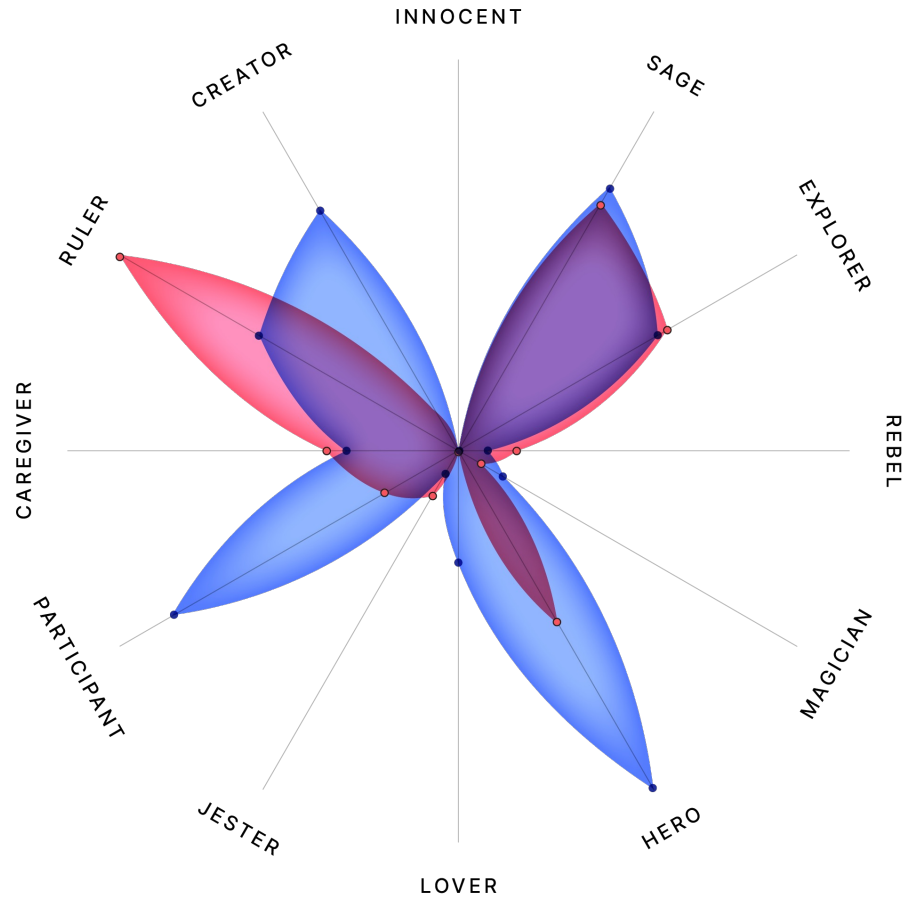
SENDER
BOTH
RECEIVER
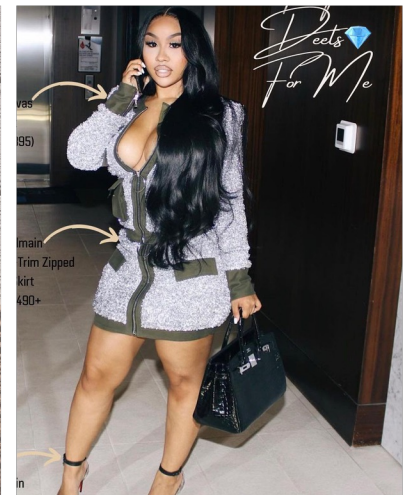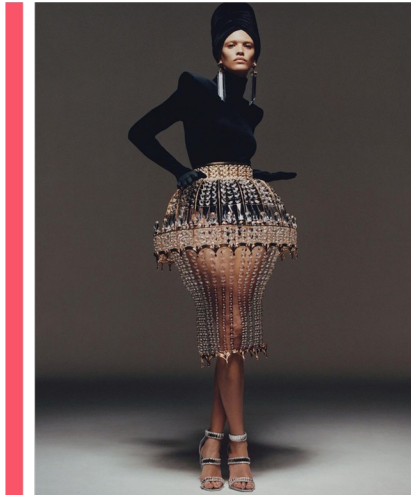
JACQUEMUS

RULER | CREATOR

74
SCORE

Jacquemus is aligned with customers on Hero and Sage, but over-indexes on Ruler while significantly under-exploring Creator, the dominant customer archetype.
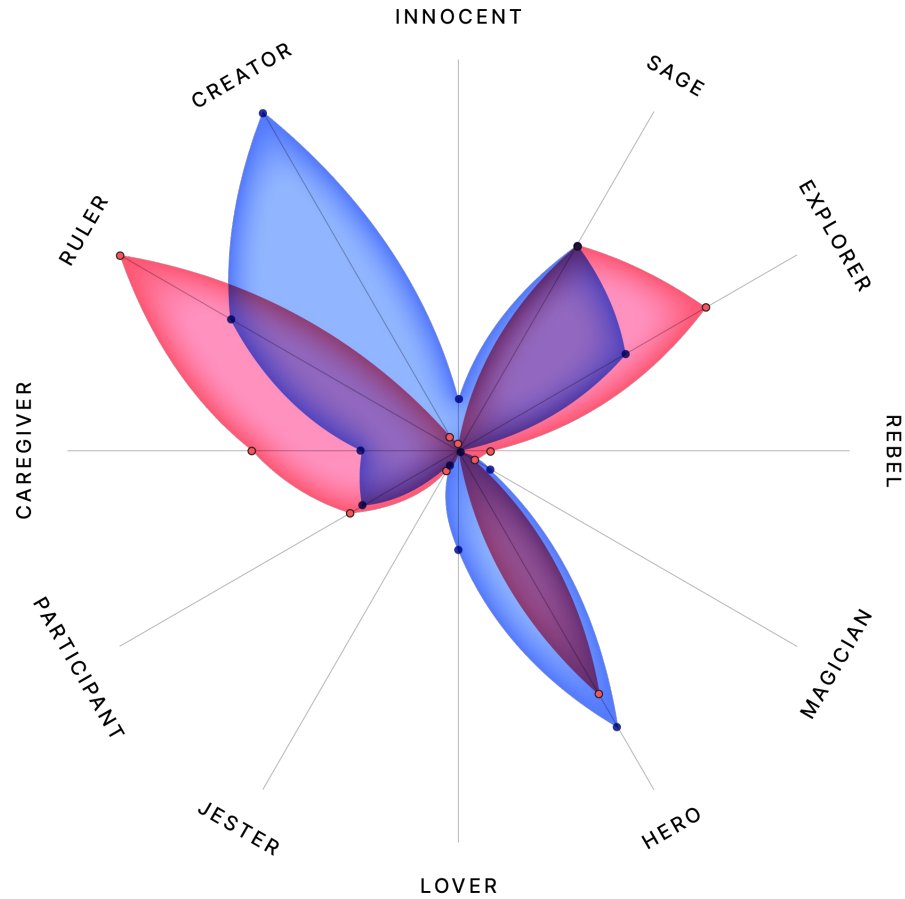
SENDER
BOTH
RECEIVER
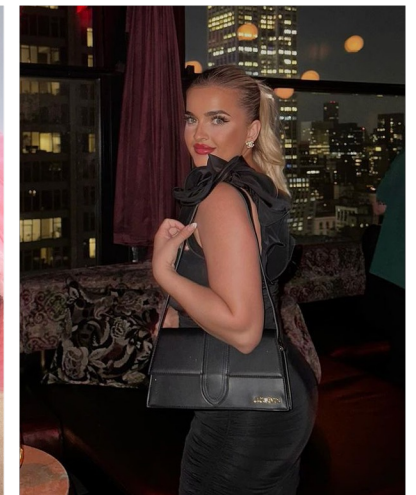
VERSACE

SAGE · HERO · **74** SCORE

Versace is aligned with customers on the Hero archetype, but it projects Sage and Ruler while its customers identify more with Lover and Creator.
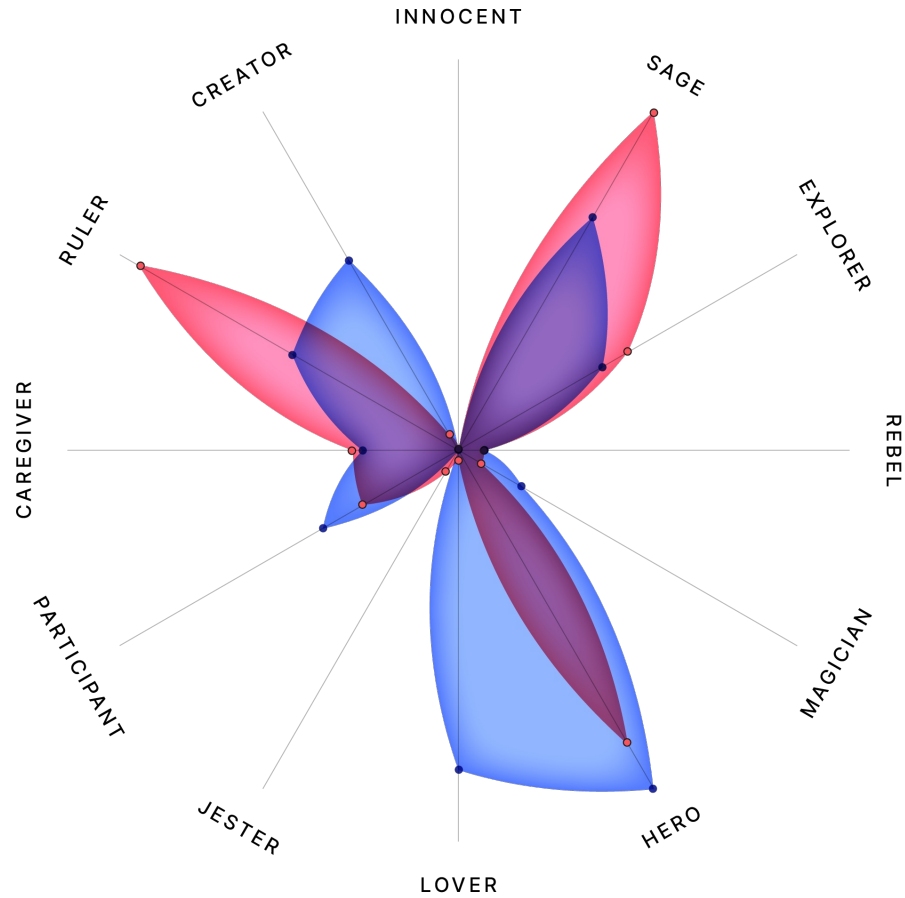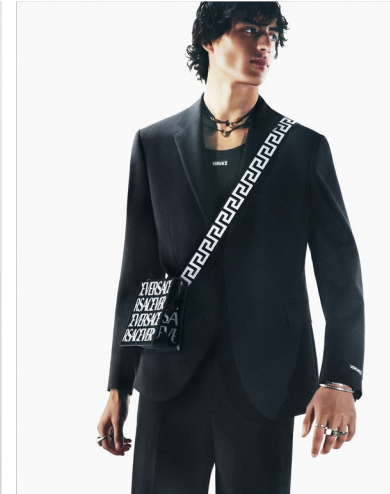
INNOCENT

CREATOR · SAGE

RULER · EXPLORER

CAREGIVER · REBEL

PARTICIPANT · MAGICIAN

JESTER · HERO

LOVER

SENDER
BOTH
RECEIVER

Disclaimer: Please note that the original Instagram posts used in our Brand Magic analysis have been deleted. However, the selection of sender images is representative of the brand's archetypal identities.

DOLCE & GABBANA

RULER · HERO

73
SCORE

Dolce & Gabbana over-indexes on Ruler, but its customers identify more with Hero. Lover is also a key customer archetype under-explored by the brand.
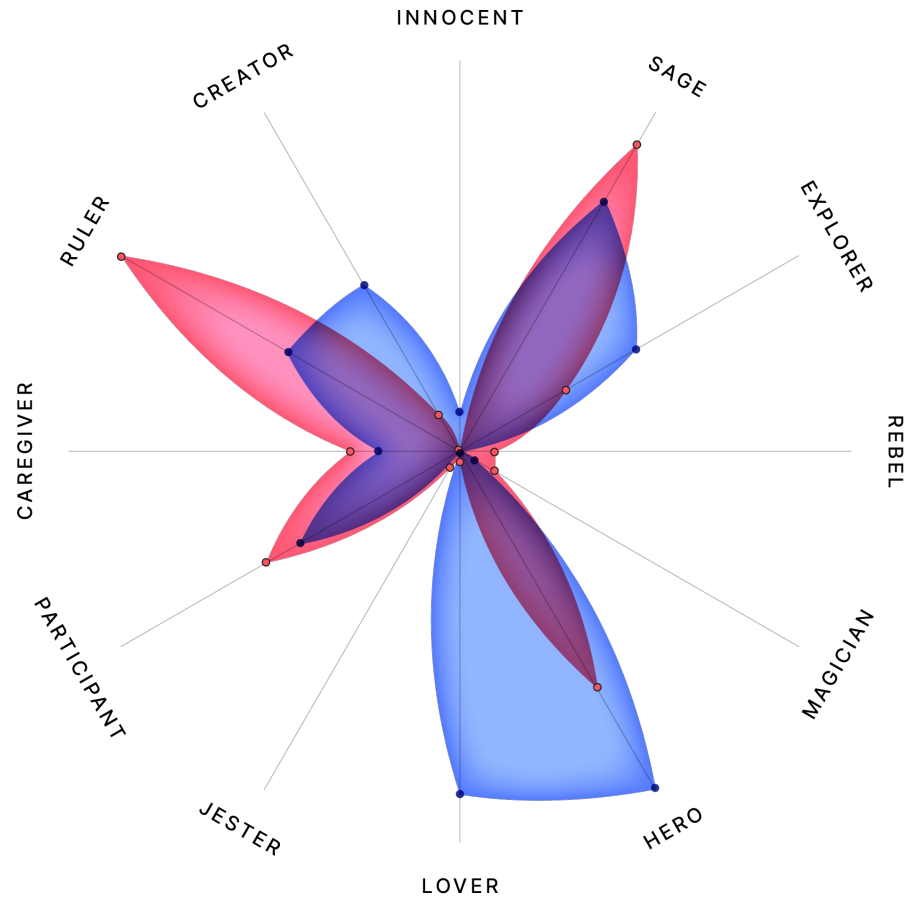
SENDER
BOTH
RECEIVER
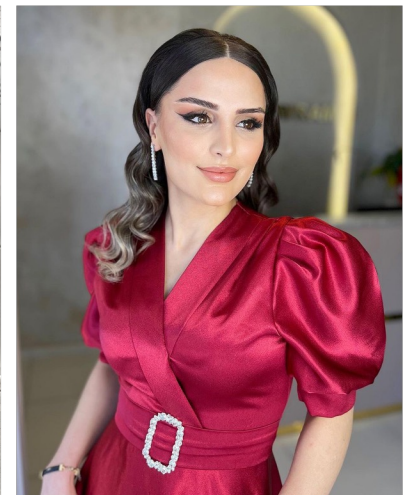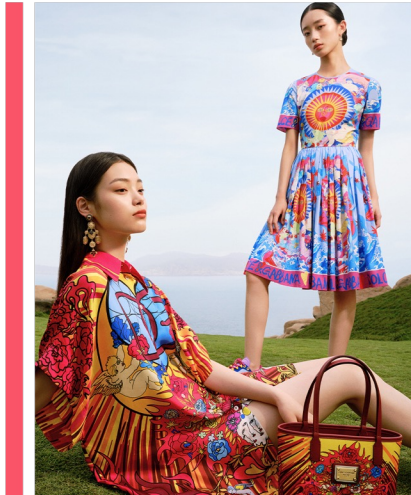
FENDI (MEN'S)

 HERO

 HERO

73
SCORE

While the dominant brand and customer archetypes are the same (Hero), Fendi Men's lower overall score is due to less alignment among other archetypes.

SENDER
BOTH
RECEIVER

INNOCENT

CREATOR

SAGE

RULER

EXPLORER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER

HERO

LOVER

BoF
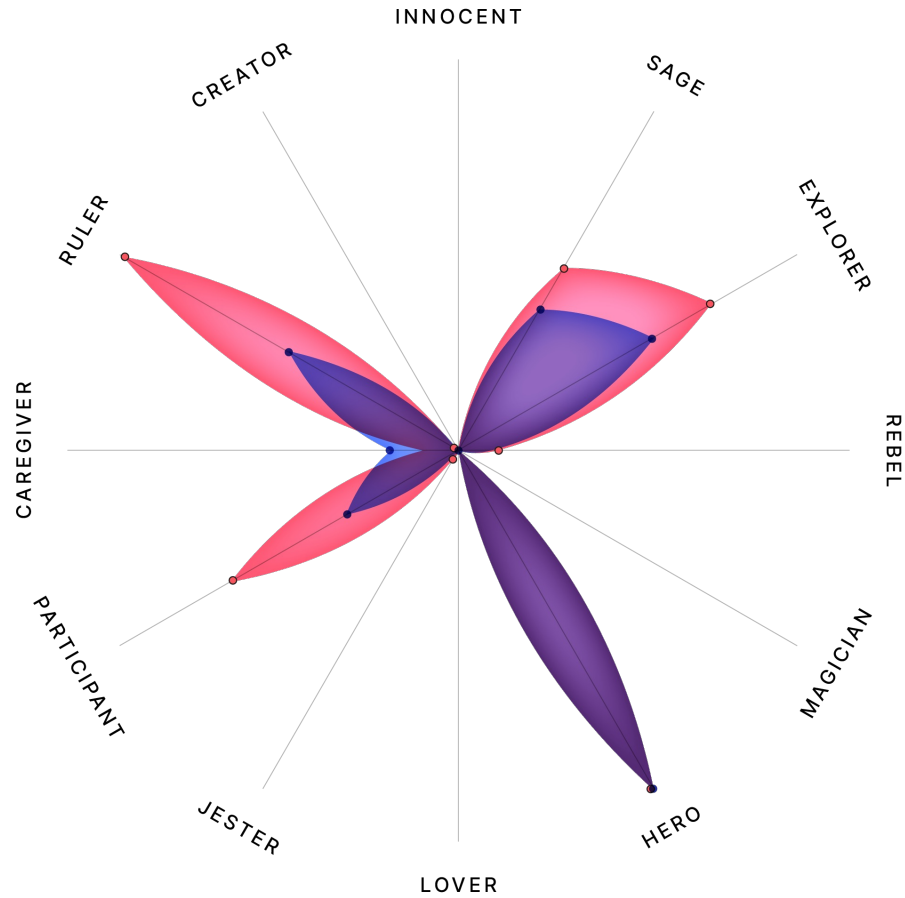
TORY BURCH

PARTICIPANT   CREATOR
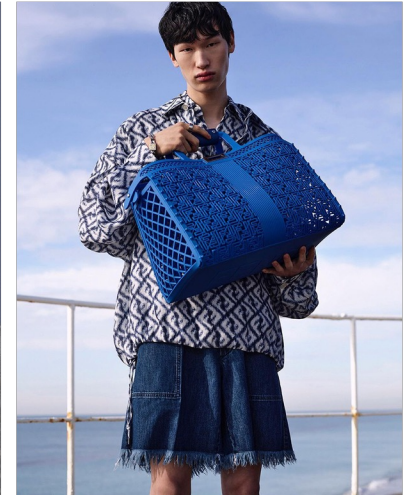
71
SCORE

Tory Burch is aligned on Creator and Participant archetypes. However, it over-indexes on Caregiver and Explorer and under-indexes on Innocent.
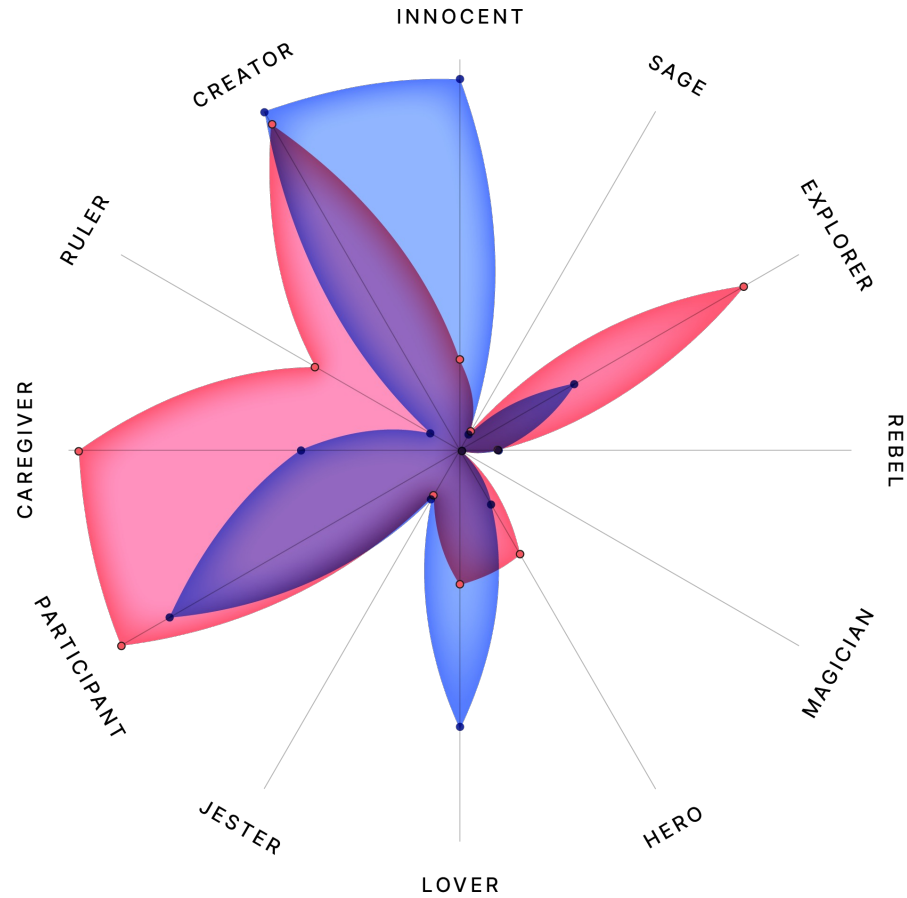
SENDER
BOTH
RECEIVER

Alexander McQUEEN

RULER   CREATOR

70
SCORE

Alexander McQueen is highly aligned on Hero, but is less aligned on Ruler and is not at all projecting Creator, the dominant customer archetype.
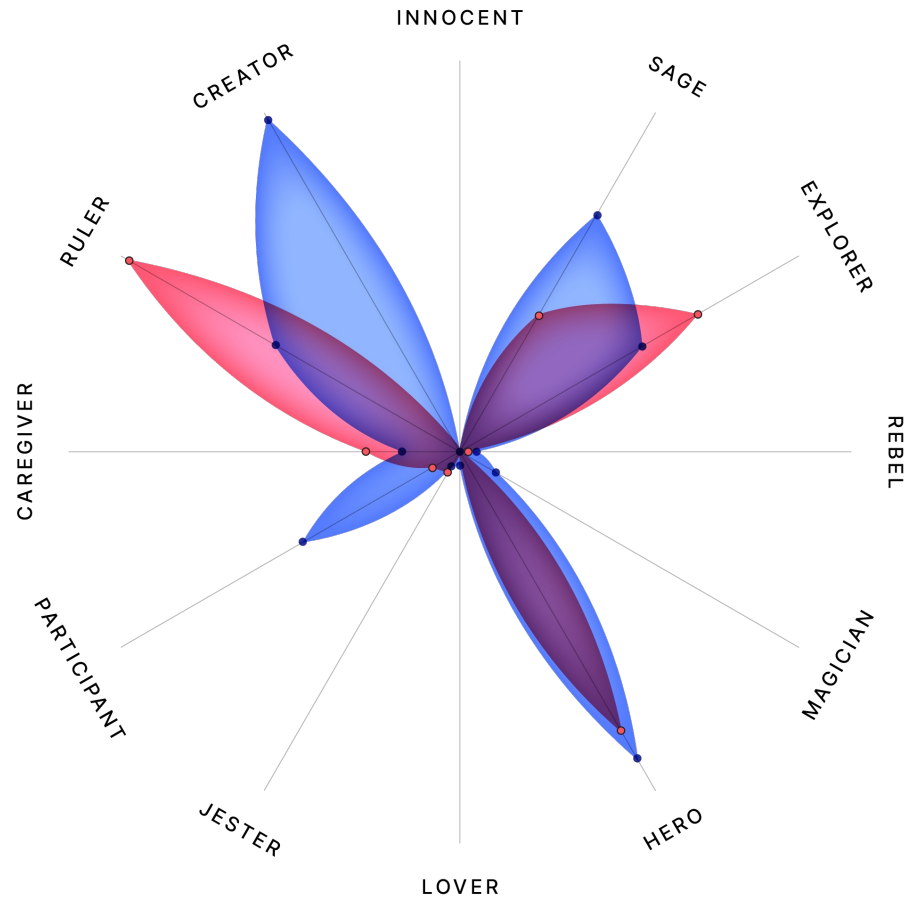
SENDER
BOTH
RECEIVER

Maison Margiela

RULER   HERO   **70** SCORE

Maison Margiela projects Ruler and Sage more than its customers, though it is aligned on Explorer. However, Participant and Creator are underrepresented by the brand.
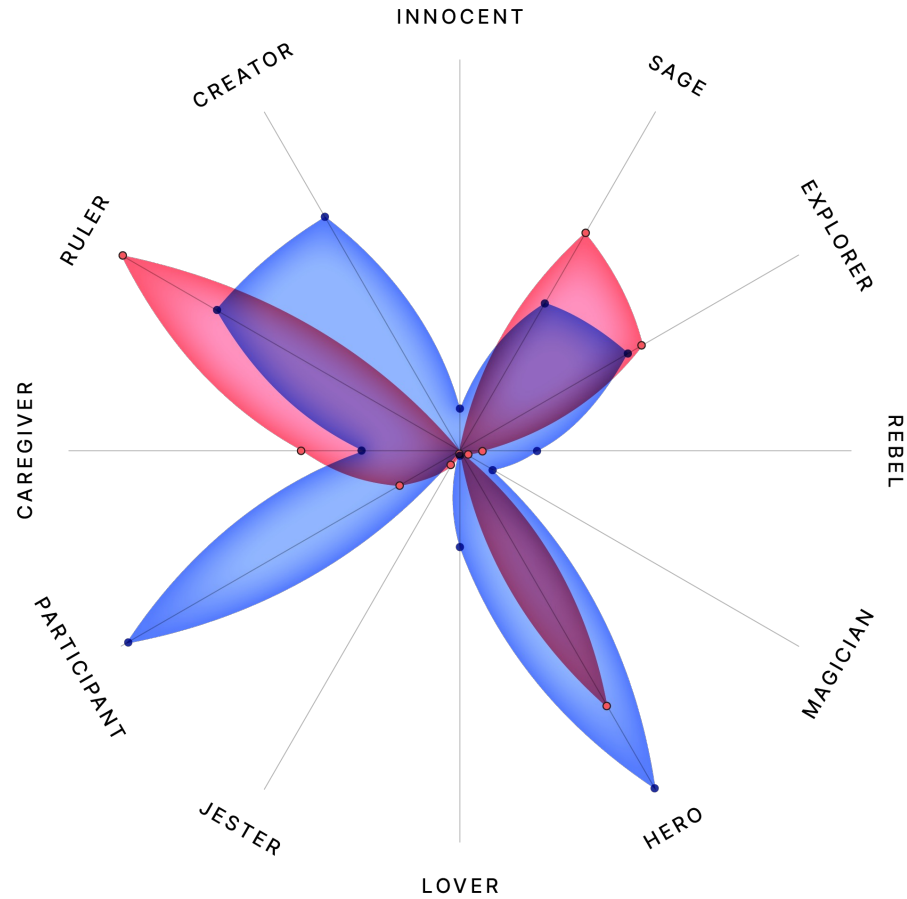
SENDER
BOTH
RECEIVER

ZEGNA

EXPLORER · PARTICIPANT

70 SCORE

Zegna over-indexes on Explorer, Ruler, Hero and Sage, with customers primarily projecting Participant and Creator.
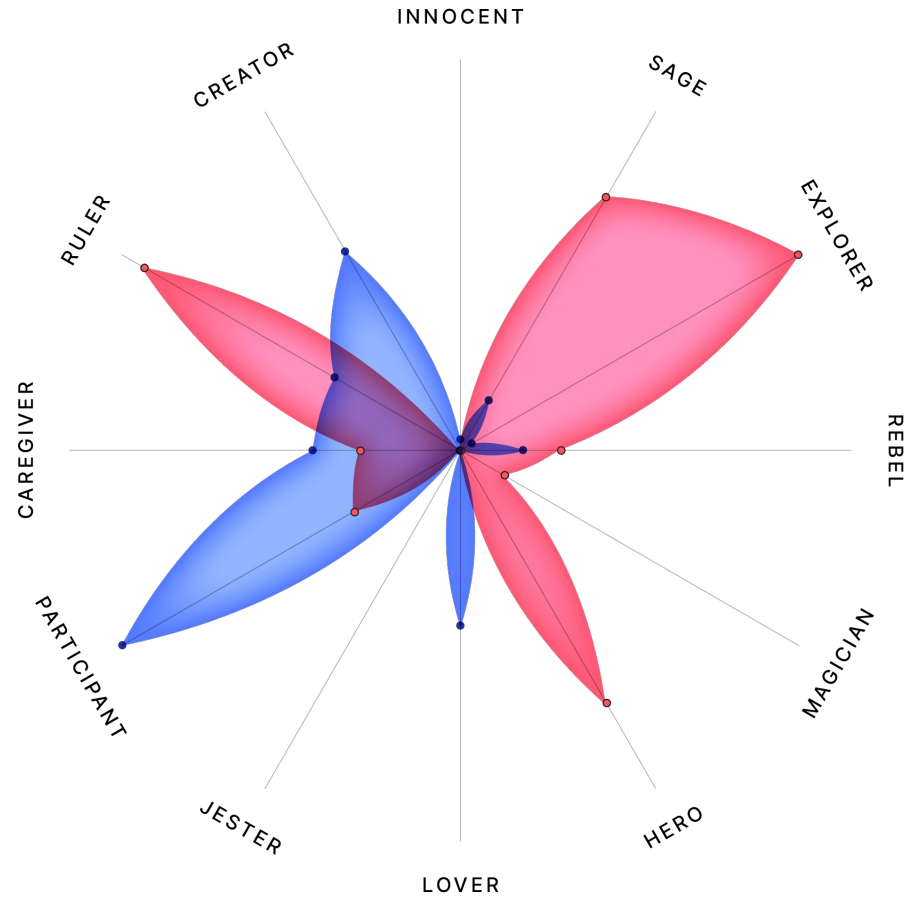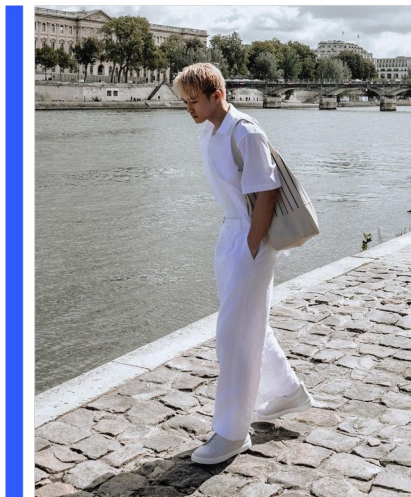
LOEWE

RULER

HERO

69
SCORE

Loewe aligns with customers on Ruler, Explorer, Sage and Hero but has a low score due to under-exploring Creator and Lover, key customer archetypes.
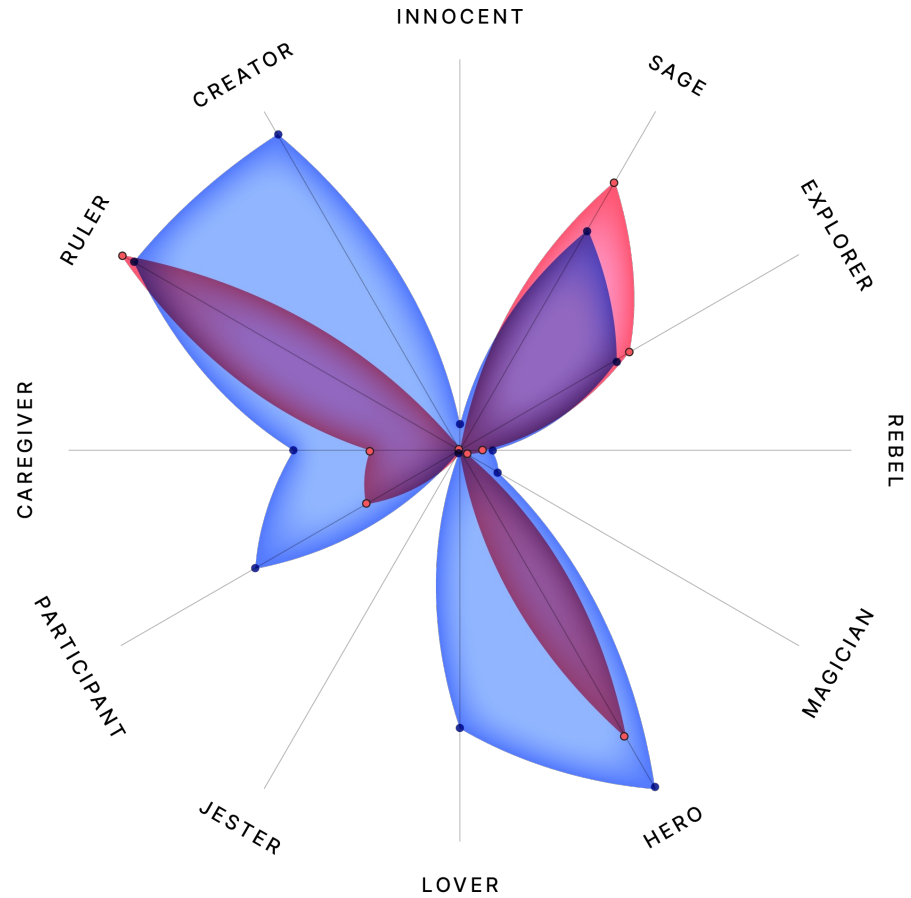
SENDER
BOTH
RECEIVER
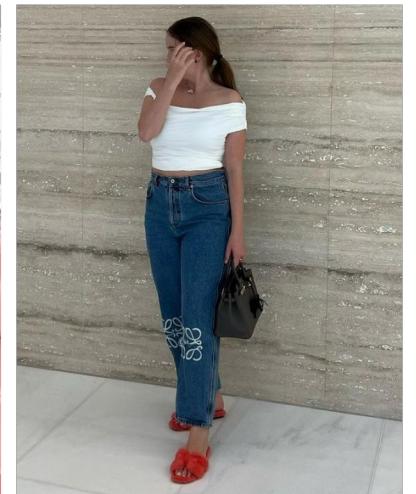
TOM FORD

RULER

HERO

69
SCORE

Tom Ford aligns with its customers on Hero, Explorer and Sage (to a lesser extent), but it is misaligned on Ruler and even more so on Lover.
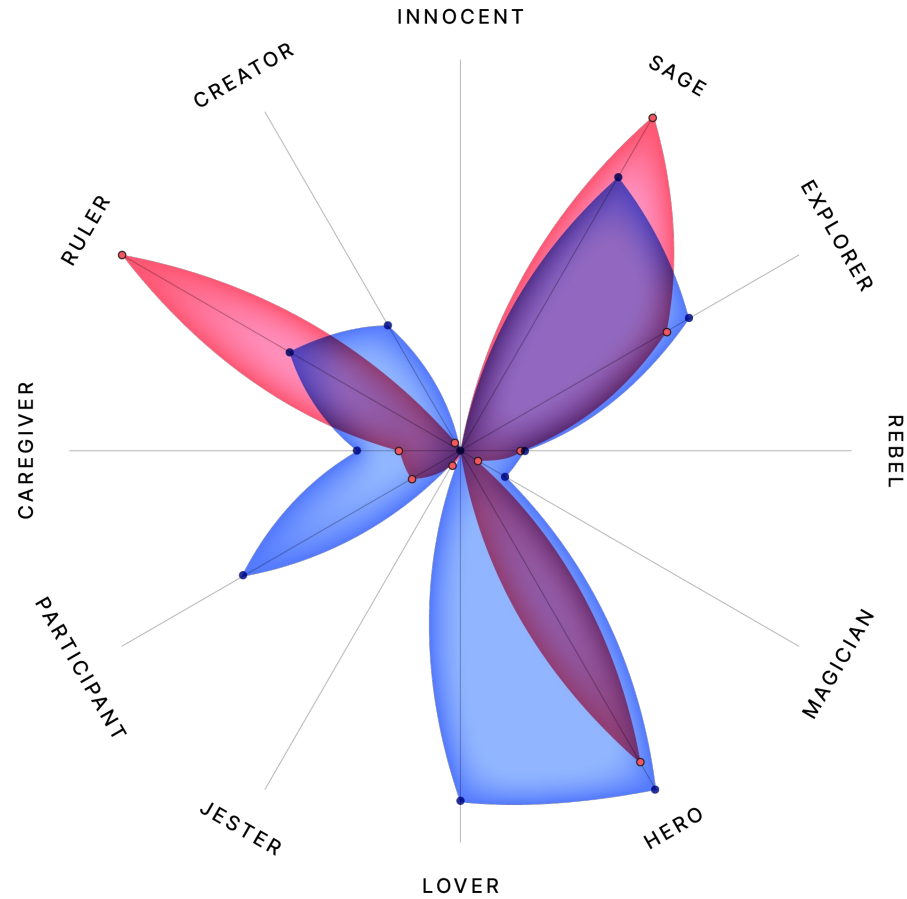
SENDER
BOTH
RECEIVER

VALENTINO

RULER

LOVER

69
SCORE

Valentino over-indexes on Ruler and Sage, while customers identify primarily with Lover — an archetype under-explored by the brand.
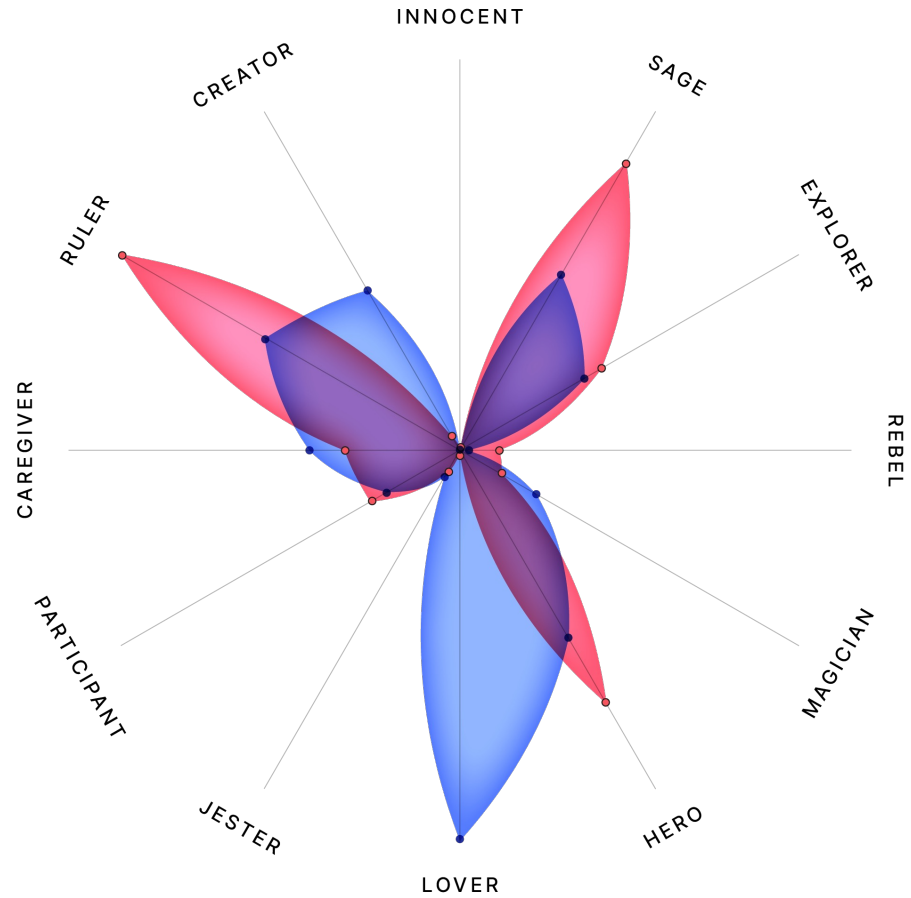
SENDER
BOTH
RECEIVER

LANVIN

| RULER | HERO | **62** SCORE |

Lanvin is aligned with its customers on Hero, but it over-indexes on Ruler and under-explores customer archetypes like Participant, Lover and Creator.
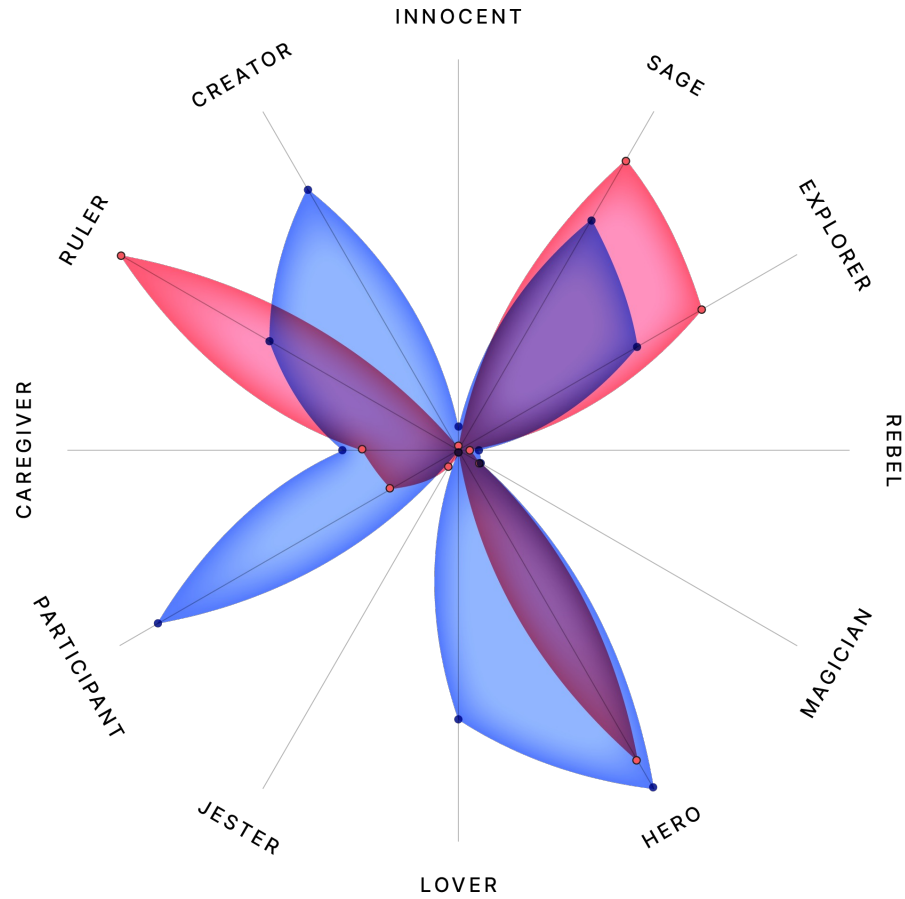
SENDER
BOTH
RECEIVER

MICHAEL KORS
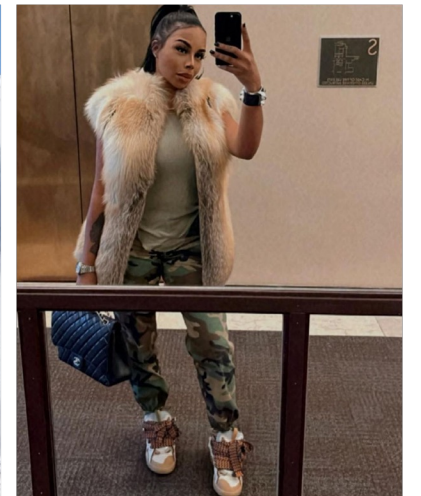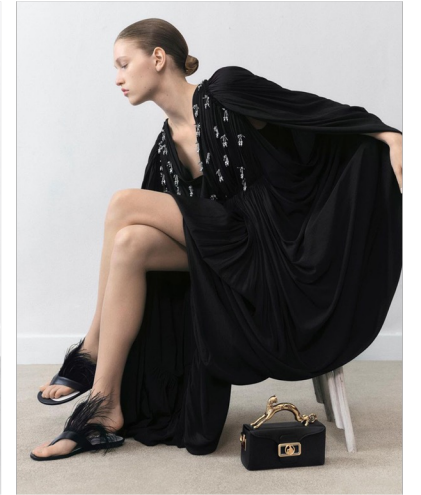
EXPLORER PARTICIPANT

62
SCORE

Michael Kors' dominant archetype is Explorer, which is not a major customer archetype. The brand under-indexes on Participant and Creator.
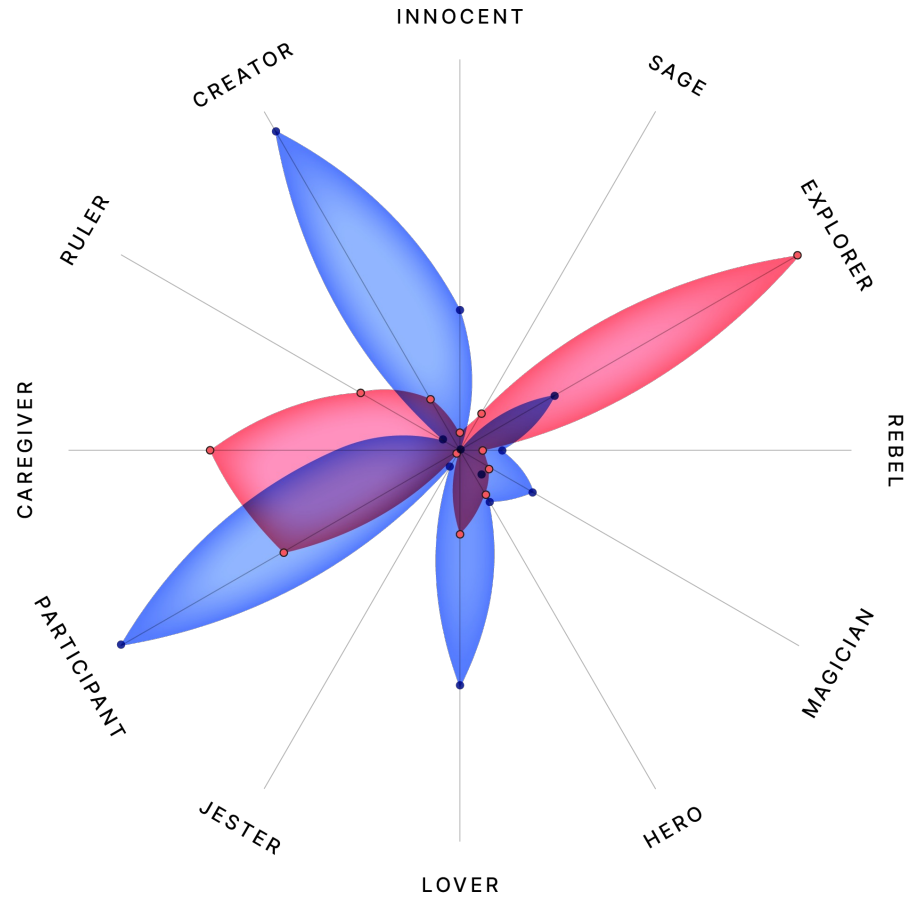
SENDER
BOTH
RECEIVER
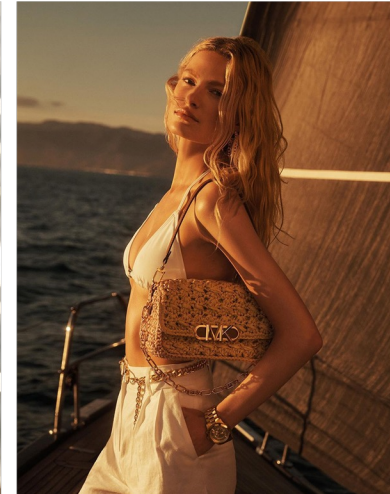
GUCCI

RULER   CREATOR

58
SCORE

Gucci over-indexes Ruler, Sage and Explorer, which are not key customer archetypes. Customers identify most with Creator, a missing piece for Gucci.

SENDER
BOTH
RECEIVER

INNOCENT

CREATOR

SAGE

RULER

EXPLORER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER
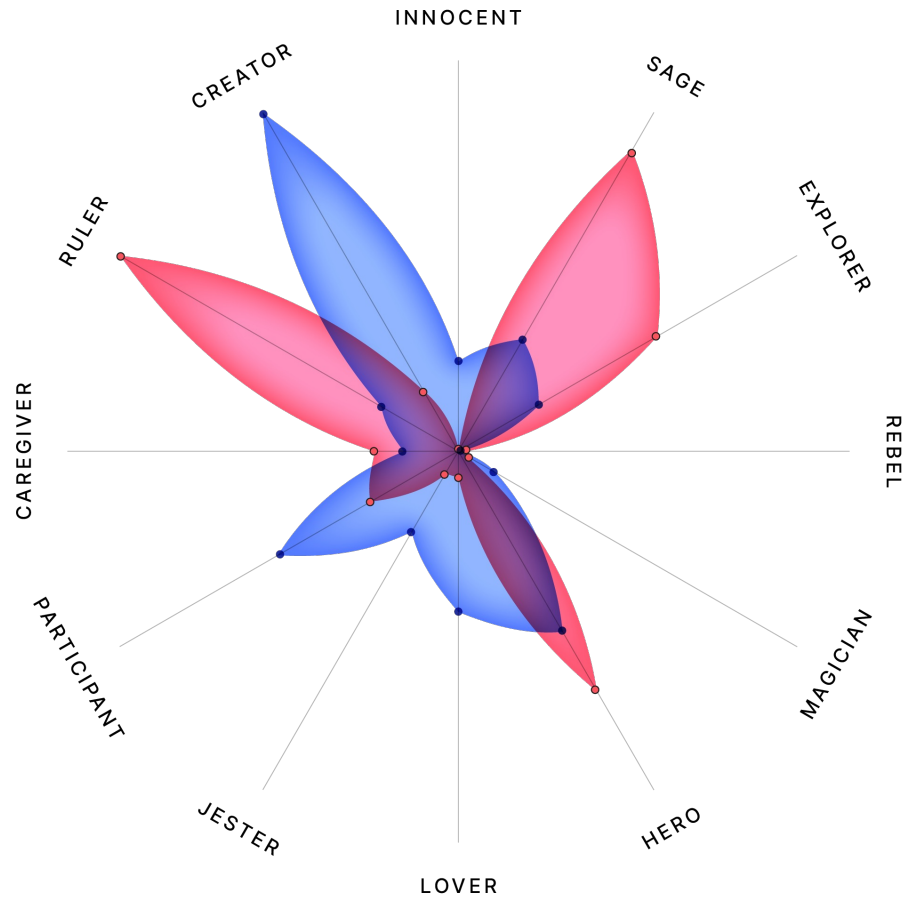
HERO

LOVER
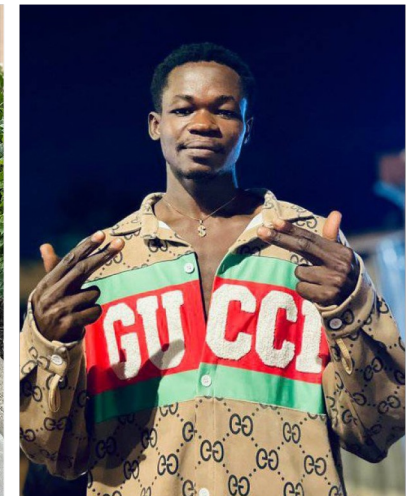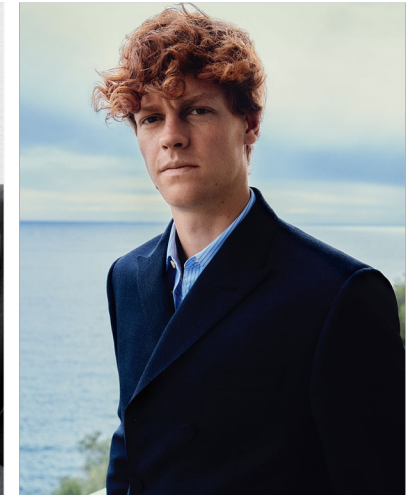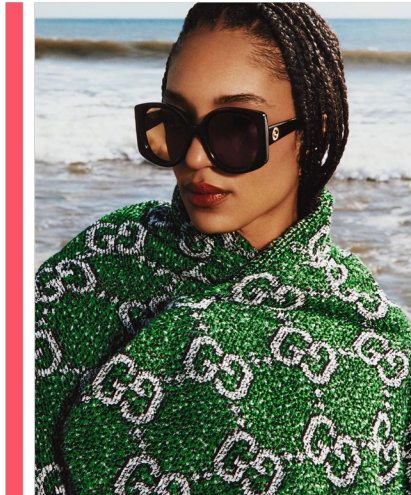
DIESEL®

HERO **PARTICIPANT** **56** SCORE

Diesel is the lowest scoring brand because it over-indexes on Hero, Explorer and Caregiver while customers identify with Participant, Lover and Ruler.

SENDER
BOTH
RECEIVER

INNOCENT

CREATOR

SAGE

RULER

EXPLORER

CAREGIVER

REBEL

PARTICIPANT

MAGICIAN

JESTER

HERO

LOVER

BoF
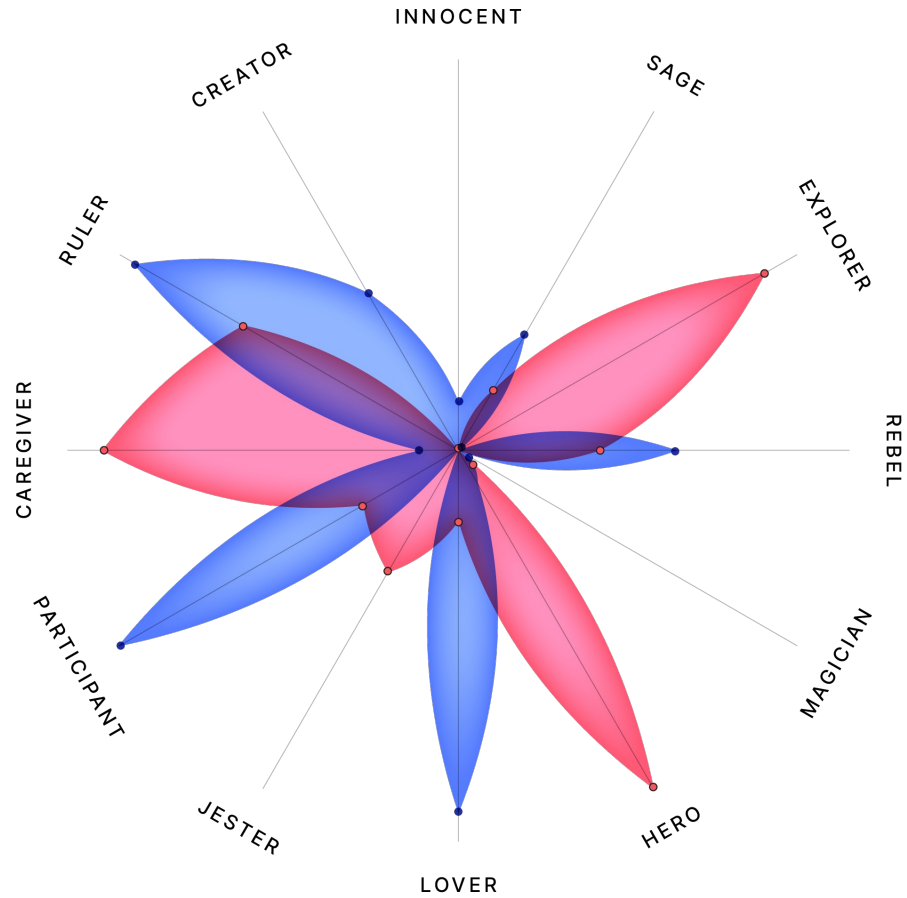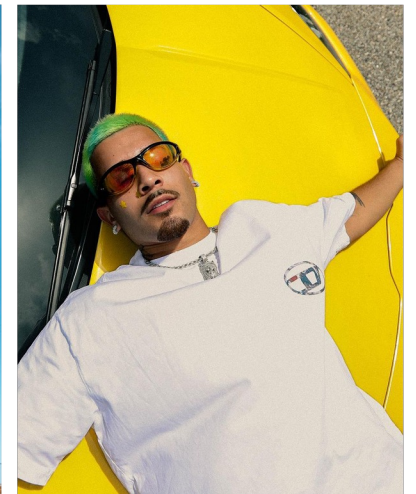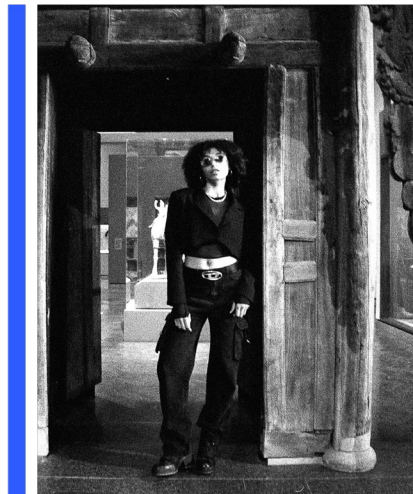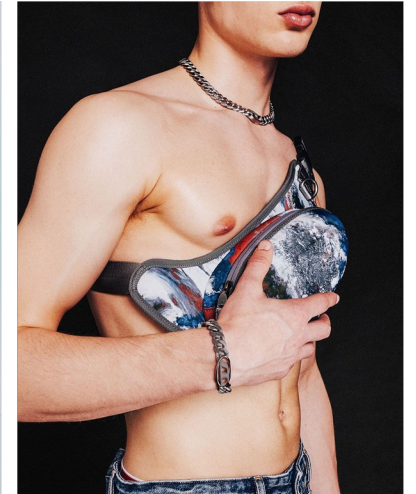
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