

DSMN8

Europe's Most Active Luxury Goods & Jewelry Professionals on Social - August 2021

Industry at a glance:

Average Score:
5.30%

Total Companies:
60

Global Industry Average:
5.22%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Longchamp	https://www.linkedin.com/company/longchamp	France	1,291	132	10.22%
2	Bucherer	https://www.linkedin.com/company/bucherer	Switzerland	678	64	9.44%
3	Hublot	https://www.linkedin.com/company/hublot	Switzerland	606	55	9.08%
4	Omega	https://www.linkedin.com/company/omega	Switzerland	867	69	7.96%
5	Vacheron Constantin	https://www.linkedin.com/company/vacheron-constantin	Switzerland	685	53	7.74%
6	Breitling	https://www.linkedin.com/company/breitling	Switzerland	880	68	7.73%
7	Jaeger-LeCoultre	https://www.linkedin.com/company/jaeger-lecoultre	Switzerland	836	64	7.66%
8	Puig	https://www.linkedin.com/company/puig	Spain	3,300	241	7.30%
9	IWC Schaffhausen	https://www.linkedin.com/company/iwc-schaffhausen	Switzerland	808	59	7.30%
10	Celine	https://www.linkedin.com/company/celine	France	1,881	134	7.12%
11	TAG Heuer	https://www.linkedin.com/company/tag-heuer	Switzerland	1,177	82	6.97%
12	Louis Vuitton	https://www.linkedin.com/company/louis-vuitton	France	16,090	1,031	6.41%
13	Officine Panerai	https://www.linkedin.com/company/officine-panerai	Switzerland	524	33	6.30%
14	MCM	https://www.linkedin.com/company/mcm	Germany	547	33	6.03%
15	Richemont	https://www.linkedin.com/company/richemont	Switzerland	24,510	1,475	6.02%
16	Cartier	https://www.linkedin.com/company/cartier	Switzerland	6,642	398	5.99%
17	Montblanc	https://www.linkedin.com/company/montblanc	Germany	1,876	112	5.97%
18	Van Cleef & Arpels	https://www.linkedin.com/company/van-cleef-arpels	France	1,603	95	5.93%
19	Bulgari	https://www.linkedin.com/company/bulgari	Italy	3,918	231	5.90%
20	Fendi	https://www.linkedin.com/company/fendi	Italy	2,615	152	5.81%
21	Ermenegildo Zegna	https://www.linkedin.com/company/ermenegildo-zegna	Italy	2,465	142	5.76%
22	Moncler	https://www.linkedin.com/company/moncler	Italy	2,083	118	5.66%
23	Hermès	https://www.linkedin.com/company/hermes	France	9,133	512	5.61%

24	Loewe	https://www.linkedin.com/company/loewe	Spain	1,221	67	5.49%
25	Audemars Piguet	https://www.linkedin.com/company/audemars-piguet	Switzerland	1,314	72	5.48%
26	Daniel Wellington	https://www.linkedin.com/company/daniel-wellington	Sweden	775	42	5.42%
27	Loro Piana	https://www.linkedin.com/company/loro-piana	Italy	1,794	97	5.41%
28	Chopard	https://www.linkedin.com/company/chopard	Switzerland	999	54	5.41%
29	Rimowa	https://www.linkedin.com/company/rimowa	Germany	778	42	5.40%
30	LVMH	https://www.linkedin.com/company/lvmh	France	102,092	5,500	5.39%
31	Salvatore Ferragamo	https://www.linkedin.com/company/salvatore-ferragamo	Italy	2,580	138	5.35%
32	Piaget	https://www.linkedin.com/company/piaget	Switzerland	800	41	5.13%
33	Pandora	https://www.linkedin.com/company/pandora	Denmark	10,897	551	5.06%
34	Berluti	https://www.linkedin.com/company/berluti	France	516	26	5.04%
35	Christian Dior Couture	https://www.linkedin.com/company/christian-dior-couture	France	7,357	370	5.03%
36	Valentino	https://www.linkedin.com/company/valentino	Italy	2,671	134	5.02%
37	Swarovski	https://www.linkedin.com/company/swarovski	Switzerland	9,072	453	4.99%
38	Swatch	https://www.linkedin.com/company/swatch	Switzerland	704	35	4.97%
39	Pronovias Group	https://www.linkedin.com/company/pronovias-group	Spain	632	31	4.91%
40	Patek Philippe	https://www.linkedin.com/company/patek-philippe	Switzerland	1,146	52	4.54%
41	Swatch Group	https://www.linkedin.com/company/swatch-group	Switzerland	11,231	493	4.39%
42	TOD'S Group	https://www.linkedin.com/company/tods-group	Italy	2,151	93	4.32%
43	TOD'S	https://www.linkedin.com/company/tods	Italy	810	33	4.07%
44	Balenciaga	https://www.linkedin.com/company/balenciaga	France	1,910	75	3.93%
45	Saint Laurent	https://www.linkedin.com/company/saint-laurent	France	3,043	119	3.91%
46	Dolce&Gabbana	https://www.linkedin.com/company/dolce-gabbana	Italy	3,941	152	3.86%
47	Kering	https://www.linkedin.com/company/kering	France	27,658	1,061	3.84%
48	Thomas Sabo	https://www.linkedin.com/company/thomas-sabo	Germany	555	21	3.78%
49	Luxottica	https://www.linkedin.com/company/luxottica	Italy	38,024	1,351	3.55%
50	Gucci	https://www.linkedin.com/company/gucci	Italy	14,306	494	3.45%
51	Prada Group	https://www.linkedin.com/company/prada-group	Italy	6,999	241	3.44%
52	Bottega Veneta	https://www.linkedin.com/company/bottega-veneta	Italy	2,266	78	3.44%
53	Brioni	https://www.linkedin.com/company/brioni	Italy	525	18	3.43%
54	Chloé	https://www.linkedin.com/company/chloe	France	932	31	3.33%
55	ETA	https://www.linkedin.com/company/eta	Switzerland	1,830	60	3.28%
56	Rolex	https://www.linkedin.com/company/rolex	Switzerland	4,785	147	3.07%
57	Stroili	https://www.linkedin.com/company/stroili	Italy	828	25	3.02%
58	Histoire d'Or	https://www.linkedin.com/company/histoire-d-or	France	813	23	2.83%
59	Acne Studios	https://www.linkedin.com/company/acne-studios	Sweden	697	18	2.58%
60	TOUS Jewelry	https://www.linkedin.com/company/tous-jewelry	Spain	1,156	28	2.42%

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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