

# DSMN8

Europe's Most Active Apparel & Fashion Professionals on Social - September 2021

## Industry at a glance:

Average Score:  
**3.65%**

Total Companies:  
**95**

Global Industry Average:  
**3.80%**

## 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](http://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	ba&sh	<a href="https://www.linkedin.com/company/baandsh">https://www.linkedin.com/company/baandsh</a>	France	712	75	10.53%
2	Scalpers	<a href="https://www.linkedin.com/company/scalpers">https://www.linkedin.com/company/scalpers</a>	Spain	591	53	8.97%
3	Boggi Milano	<a href="https://www.linkedin.com/company/boggi-milano">https://www.linkedin.com/company/boggi-milano</a>	Switzerland	662	59	8.91%
4	Aigle	<a href="https://www.linkedin.com/company/aigle">https://www.linkedin.com/company/aigle</a>	France	521	46	8.83%
5	Kering Eyewear	<a href="https://www.linkedin.com/company/kering-eyewear">https://www.linkedin.com/company/kering-eyewear</a>	Italy	1,051	92	8.75%
6	Eobuwie.pl	<a href="https://www.linkedin.com/company/eobuwie-pl">https://www.linkedin.com/company/eobuwie-pl</a>	Poland	569	47	8.26%
7	Gémo	<a href="https://www.linkedin.com/company/gemo">https://www.linkedin.com/company/gemo</a>	France	1,388	106	7.64%
8	Helly Hansen	<a href="https://www.linkedin.com/company/helly-hansen">https://www.linkedin.com/company/helly-hansen</a>	Norway	786	57	7.25%
9	Bestseller	<a href="https://www.linkedin.com/company/bestseller">https://www.linkedin.com/company/bestseller</a>	Denmark	8,343	568	6.81%
10	Suitsupply	<a href="https://www.linkedin.com/company/suitsupply">https://www.linkedin.com/company/suitsupply</a>	Netherlands	1,018	67	6.58%
11	STL	<a href="https://www.linkedin.com/company/stl">https://www.linkedin.com/company/stl</a>	Spain	644	40	6.21%
12	Wolford	<a href="https://www.linkedin.com/company/wolford">https://www.linkedin.com/company/wolford</a>	Austria	532	33	6.20%
13	Marcolin	<a href="https://www.linkedin.com/company/marcolin">https://www.linkedin.com/company/marcolin</a>	Italy	1,066	66	6.19%
14	Zadig&Voltaire	<a href="https://www.linkedin.com/company/zadig-voltaire">https://www.linkedin.com/company/zadig-voltaire</a>	France	1,262	78	6.18%
15	Christian Louboutin	<a href="https://www.linkedin.com/company/christian-louboutin">https://www.linkedin.com/company/christian-louboutin</a>	France	1,409	86	6.10%
16	Adolfo Dominguez	<a href="https://www.linkedin.com/company/adolfo-dominguez">https://www.linkedin.com/company/adolfo-dominguez</a>	Spain	647	35	5.41%
17	Marc O'Polo	<a href="https://www.linkedin.com/company/marc-opolo">https://www.linkedin.com/company/marc-opolo</a>	Germany	745	39	5.23%
18	SMCP	<a href="https://www.linkedin.com/company/smcp">https://www.linkedin.com/company/smcp</a>	France	3,944	203	5.15%
19	maje	<a href="https://www.linkedin.com/company/maje">https://www.linkedin.com/company/maje</a>	France	953	48	5.04%
20	Scotch & Soda	<a href="https://www.linkedin.com/company/scotch-soda">https://www.linkedin.com/company/scotch-soda</a>	Netherlands	1,360	65	4.78%
21	Hugo Boss	<a href="https://www.linkedin.com/company/hugo-boss">https://www.linkedin.com/company/hugo-boss</a>	Germany	9,147	434	4.74%
22	Safilo	<a href="https://www.linkedin.com/company/safilo">https://www.linkedin.com/company/safilo</a>	Italy	2,785	132	4.74%
23	Gant	<a href="https://www.linkedin.com/company/gant">https://www.linkedin.com/company/gant</a>	Sweden	1,354	64	4.73%

24	Guess Europe Sagl	<a href="https://www.linkec">https://www.linkec</a>	Switzerland	944	44	4.66%
25	Lacoste	<a href="https://www.linkec">https://www.linkec</a>	France	5,920	274	4.63%
26	Liu Jo	<a href="https://www.linkec">https://www.linkec</a>	Italy	866	40	4.62%
27	PINKO	<a href="https://www.linkec">https://www.linkec</a>	Italy	781	36	4.61%
28	IC Group	<a href="https://www.linkec">https://www.linkec</a>	Denmark	1,730	78	4.51%
29	The Kooples	<a href="https://www.linkec">https://www.linkec</a>	France	1,130	50	4.42%
30	Camper	<a href="https://www.linkec">https://www.linkec</a>	Spain	772	34	4.40%
31	Bally	<a href="https://www.linkec">https://www.linkec</a>	Switzerland	935	39	4.17%
32	ECCO Shoes	<a href="https://www.linkec">https://www.linkec</a>	Denmark	2,809	116	4.13%
33	Champion Europe Group	<a href="https://www.linkec">https://www.linkec</a>	Italy	638	26	4.08%
34	Versace	<a href="https://www.linkec">https://www.linkec</a>	Italy	2,070	84	4.06%
35	Staff International	<a href="https://www.linkec">https://www.linkec</a>	Italy	555	22	3.96%
36	Desigual	<a href="https://www.linkec">https://www.linkec</a>	Spain	2,851	113	3.96%
37	Naf Naf	<a href="https://www.linkec">https://www.linkec</a>	France	946	37	3.91%
38	Original Marines	<a href="https://www.linkec">https://www.linkec</a>	Italy	820	31	3.78%
39	Okaïdi	<a href="https://www.linkec">https://www.linkec</a>	France	1,525	57	3.74%
40	Sandro	<a href="https://www.linkec">https://www.linkec</a>	France	1,352	50	3.70%
41	Salsa	<a href="https://www.linkec">https://www.linkec</a>	Portugal	892	32	3.59%
42	Triumph International	<a href="https://www.linkec">https://www.linkec</a>	Switzerland	2,877	103	3.58%
43	Escada	<a href="https://www.linkec">https://www.linkec</a>	Germany	518	18	3.47%
44	Jack & Jones	<a href="https://www.linkec">https://www.linkec</a>	Denmark	1,167	39	3.34%
45	s.Oliver Group	<a href="https://www.linkec">https://www.linkec</a>	Germany	1,240	41	3.31%
46	Primadonna	<a href="https://www.linkec">https://www.linkec</a>	Italy	647	21	3.25%
47	OVS	<a href="https://www.linkec">https://www.linkec</a>	Italy	2,658	86	3.24%
48	Promod	<a href="https://www.linkec">https://www.linkec</a>	France	2,044	66	3.23%
49	BIMBA Y LOLA	<a href="https://www.linkec">https://www.linkec</a>	Spain	1,106	35	3.16%
50	Sunglass Hut	<a href="https://www.linkec">https://www.linkec</a>	Italy	6,090	188	3.09%
51	& Other Stories	<a href="https://www.linkec">https://www.linkec</a>	Sweden	1,330	40	3.01%
52	Sacoor Brothers	<a href="https://www.linkec">https://www.linkec</a>	Portugal	639	19	2.97%
53	FURLA	<a href="https://www.linkec">https://www.linkec</a>	Italy	981	29	2.96%
54	LPP	<a href="https://www.linkec">https://www.linkec</a>	Poland	3,207	92	2.87%
55	Calzedonia Group	<a href="https://www.linkec">https://www.linkec</a>	Italy	5,963	169	2.83%
56	Tally Weijl	<a href="https://www.linkec">https://www.linkec</a>	Switzerland	1,347	38	2.82%
57	KiK	<a href="https://www.linkec">https://www.linkec</a>	Germany	1,145	32	2.79%
58	Max Mara	<a href="https://www.linkec">https://www.linkec</a>	Italy	3,366	92	2.73%
59	Giorgio Armani	<a href="https://www.linkec">https://www.linkec</a>	Italy	5,787	158	2.73%
60	Tommy Hilfiger	<a href="https://www.linkec">https://www.linkec</a>	Netherlands	8,839	241	2.73%
61	TWINSET	<a href="https://www.linkec">https://www.linkec</a>	Italy	670	18	2.69%
62	Geox	<a href="https://www.linkec">https://www.linkec</a>	Italy	2,348	62	2.64%
63	Mexx	<a href="https://www.linkec">https://www.linkec</a>	Netherlands	526	13	2.47%
64	Bata Group	<a href="https://www.linkec">https://www.linkec</a>	Switzerland	7,664	189	2.47%
65	Tempe Grupo Inditex	<a href="https://www.linkec">https://www.linkec</a>	Spain	1,203	29	2.41%
66	New Yorker	<a href="https://www.linkec">https://www.linkec</a>	Germany	2,366	57	2.41%
67	Trussardi	<a href="https://www.linkec">https://www.linkec</a>	Italy	515	12	2.33%
68	OTB	<a href="https://www.linkec">https://www.linkec</a>	Italy	5,242	122	2.33%
69	Gruppo Teddy	<a href="https://www.linkec">https://www.linkec</a>	Italy	1,041	24	2.31%
70	Yamamay	<a href="https://www.linkec">https://www.linkec</a>	Italy	740	17	2.30%
71	Esprit	<a href="https://www.linkec">https://www.linkec</a>	Germany	2,969	65	2.19%
72	La Perla	<a href="https://www.linkec">https://www.linkec</a>	Italy	1,235	27	2.19%
73	Roberto Cavalli	<a href="https://www.linkec">https://www.linkec</a>	Italy	609	13	2.13%
74	Piazza Italia	<a href="https://www.linkec">https://www.linkec</a>	Italy	1,099	23	2.09%
75	Conbipel	<a href="https://www.linkec">https://www.linkec</a>	Italy	692	14	2.02%
76	Miroglio Fashion	<a href="https://www.linkec">https://www.linkec</a>	Italy	797	15	1.88%
77	Miroglio Group	<a href="https://www.linkec">https://www.linkec</a>	Italy	1,375	25	1.82%
78	orsay	<a href="https://www.linkec">https://www.linkec</a>	Germany	806	14	1.74%
79	Benetton Group	<a href="https://www.linkec">https://www.linkec</a>	Italy	5,218	90	1.72%
80	DIM	<a href="https://www.linkec">https://www.linkec</a>	France	717	12	1.67%
81	C&A	<a href="https://www.linkec">https://www.linkec</a>	Germany	15,585	249	1.60%
82	Comptoir des Cottonniers	<a href="https://www.linkec">https://www.linkec</a>	France	564	9	1.60%
83	Diesel	<a href="https://www.linkec">https://www.linkec</a>	Italy	3,175	50	1.57%
84	TENDAM	<a href="https://www.linkec">https://www.linkec</a>	Spain	4,580	69	1.51%
85	Pepe Jeans London	<a href="https://www.linkec">https://www.linkec</a>	Spain	1,884	28	1.49%
86	Marketing Investment Group	<a href="https://www.linkec">https://www.linkec</a>	Poland	504	7	1.39%
87	Pull&Bear	<a href="https://www.linkec">https://www.linkec</a>	Spain	3,731	47	1.26%
88	Women Secret	<a href="https://www.linkec">https://www.linkec</a>	Spain	589	7	1.19%
89	Cortefiel	<a href="https://www.linkec">https://www.linkec</a>	Spain	1,704	20	1.17%
90	FNG Group	<a href="https://www.linkec">https://www.linkec</a>	Belgium	941	10	1.06%
91	Zara Home	<a href="https://www.linkec">https://www.linkec</a>	Spain	4,291	33	0.77%
92	Cubus Official	<a href="https://www.linkec">https://www.linkec</a>	Norway	554	3	0.54%
93	Medicine	<a href="https://www.linkec">https://www.linkec</a>	Poland	1,660	7	0.42%

94	Redcats	<a href="https://www.linkedin.com/company/redcats/">https://www.linkedin.com/company/redcats/</a>	France	576	2	0.35%
95	Springfield	<a href="https://www.linkedin.com/company/springfield/">https://www.linkedin.com/company/springfield/</a>	Spain	1,249	4	0.32%

## 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.

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