

DSMN8

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

Industry at a glance:

Average Score:
3.80%

Total Companies:
212

Average Number of Employees:
2,760

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	Athleta	https://www.linkedin.com/company/athleta	United States	2,743	316	11.52%
2	Boohoo	https://www.linkedin.com/company/boohoo	United Kingdom	1,686	183	10.85%
3	ba&sh	https://www.linkedin.com/company/baandsh	France	712	75	10.53%
4	TechStyle Fashion Group	https://www.linkedin.com/company/techstyle-fashion-group	United States	1,754	168	9.58%
5	Scalpers	https://www.linkedin.com/company/scalpers	Spain	591	53	8.97%
6	Boggi Milano	https://www.linkedin.com/company/boggi-milano	Switzerland	662	59	8.91%
7	Aigle	https://www.linkedin.com/company/aigle	France	521	46	8.83%
8	Kering Eyewear	https://www.linkedin.com/company/kering-eyewear	Italy	1,051	92	8.75%
9	Warby Parker	https://www.linkedin.com/company/warby-parker	United States	1,682	147	8.74%
10	TegraGlobal	https://www.linkedin.com/company/tegraglobal	United States	654	56	8.56%
11	Canada Goose	https://www.linkedin.com/company/canada-goose	Canada	1,374	115	8.37%
12	Eobuwie.pl	https://www.linkedin.com/company/eobuwie-pl	Poland	569	47	8.26%
13	Dr. Martens	https://www.linkedin.com/company/dr-martens	United Kingdom	1,564	126	8.06%
14	Barbour	https://www.linkedin.com/company/barbour	United Kingdom	559	45	8.05%
15	Tommy Bahama	https://www.linkedin.com/company/tommy-bahama	United States	1,983	158	7.97%
16	vineyard vines	https://www.linkedin.com/company/vineyard-vines	United States	1,206	96	7.96%
17	thredUP	https://www.linkedin.com/company/thredup	United States	719	56	7.79%
18	Gémo	https://www.linkedin.com/company/gemo	France	1,388	106	7.64%
19	Tory Burch	https://www.linkedin.com/company/tory-burch	United States	3,041	231	7.60%
20	New Era Cap	https://www.linkedin.com/company/new-era-cap	United States	1,149	86	7.48%
21	Helly Hansen	https://www.linkedin.com/company/helly-hansen	Norway	786	57	7.25%
22	Carhartt	https://www.linkedin.com/company/carhartt	United States	2,007	143	7.13%
23	Bestseller	https://www.linkedin.com/company/bestseller	Denmark	8,343	568	6.81%

24	Pentland Brands	https://www.linkec	United Kingdom	1,794	120	6.69%
25	Suitsupply	https://www.linkec	Netherlands	1,018	67	6.58%
26	The North Face	https://www.linkec	United States	3,303	216	6.54%
27	The RealReal	https://www.linkec	United States	2,239	146	6.52%
28	Windsor Fashions	https://www.linkec	United States	1,062	69	6.50%
29	kate spade new york	https://www.linkec	United States	3,761	239	6.35%
30	STL	https://www.linkec	Spain	644	40	6.21%
31	Wolford	https://www.linkec	Austria	532	33	6.20%
32	Marcolin	https://www.linkec	Italy	1,066	66	6.19%
33	Zadig&Voltaire	https://www.linkec	France	1,262	78	6.18%
34	Fruit of the Loom	https://www.linkec	United States	2,459	151	6.14%
35	Christian Louboutin	https://www.linkec	France	1,409	86	6.10%
36	Kontoor Brands	https://www.linkec	United States	2,070	126	6.09%
37	Stella McCartney	https://www.linkec	United Kingdom	665	40	6.02%
38	Michael Kors	https://www.linkec	United States	7,803	465	5.96%
39	Boardriders	https://www.linkec	United States	2,444	136	5.56%
40	Wolverine Worldwide	https://www.linkec	United States	3,232	175	5.41%
41	Adolfo Dominguez	https://www.linkec	Spain	647	35	5.41%
42	Tapestry	https://www.linkec	United States	15,181	815	5.37%
43	AllSaints	https://www.linkec	United Kingdom	1,708	90	5.27%
44	Marc O'Polo	https://www.linkec	Germany	745	39	5.23%
45	Superdry	https://www.linkec	United Kingdom	3,353	174	5.19%
46	George	https://www.linkec	United Kingdom	1,045	54	5.17%
47	Duluth Trading Company	https://www.linkec	United States	949	49	5.16%
48	Lilly Pulitzer	https://www.linkec	United States	660	34	5.15%
49	SMCP	https://www.linkec	France	3,944	203	5.15%
50	Charles Tyrwhitt	https://www.linkec	United Kingdom	550	28	5.09%
51	maje	https://www.linkec	France	953	48	5.04%
52	7 For All Mankind	https://www.linkec	United States	776	39	5.03%
53	Vera Bradley	https://www.linkec	United States	1,538	77	5.01%
54	Carters	https://www.linkec	United States	6,516	325	4.99%
55	Coach	https://www.linkec	United States	9,499	469	4.94%
56	Marc Jacobs	https://www.linkec	United States	774	38	4.91%
57	Levi Strauss & Co.	https://www.linkec	United States	12,995	627	4.82%
58	PVH	https://www.linkec	United States	10,806	520	4.81%
59	Scotch & Soda	https://www.linkec	Netherlands	1,360	65	4.78%
60	Vince	https://www.linkec	United States	567	27	4.76%
61	Hugo Boss	https://www.linkec	Germany	9,147	434	4.74%
62	Safilo	https://www.linkec	Italy	2,785	132	4.74%
63	Columbia Sportswear Company	https://www.linkec	United States	5,013	237	4.73%
64	Gant	https://www.linkec	Sweden	1,354	64	4.73%
65	Guess Europe Sagl	https://www.linkec	Switzerland	944	44	4.66%
66	Deckers Brands	https://www.linkec	United States	3,036	141	4.64%
67	Lacoste	https://www.linkec	France	5,920	274	4.63%
68	Liu Jo	https://www.linkec	Italy	866	40	4.62%
69	PINKO	https://www.linkec	Italy	781	36	4.61%
70	Madewell	https://www.linkec	United States	1,697	78	4.60%
71	FILA	https://www.linkec	United States	1,297	59	4.55%
72	IC Group	https://www.linkec	Denmark	1,730	78	4.51%
73	rag & bone	https://www.linkec	United States	512	23	4.49%
74	Touchstone Crystal	https://www.linkec	United States	760	34	4.47%
75	Lucky Brand	https://www.linkec	United States	1,722	77	4.47%
76	The Kooples	https://www.linkec	France	1,130	50	4.42%
77	Camper	https://www.linkec	Spain	772	34	4.40%
78	SanMar	https://www.linkec	United States	1,832	78	4.26%
79	VF Corporation	https://www.linkec	United States	24,206	1,022	4.22%
80	Calvin Klein	https://www.linkec	United States	5,701	238	4.17%
81	Bally	https://www.linkec	Switzerland	935	39	4.17%
82	Stitch Fix	https://www.linkec	United States	5,317	221	4.16%
83	ECCO Shoes	https://www.linkec	Denmark	2,809	116	4.13%
84	Dickies	https://www.linkec	United States	801	33	4.12%
85	Champion Europe Group	https://www.linkec	Italy	638	26	4.08%
86	Versace	https://www.linkec	Italy	2,070	84	4.06%
87	COS	https://www.linkec	United Kingdom	2,873	114	3.97%
88	Staff International	https://www.linkec	Italy	555	22	3.96%
89	Desigual	https://www.linkec	Spain	2,851	113	3.96%
90	Club Monaco	https://www.linkec	United States	1,121	44	3.93%
91	Marchon Eyewear	https://www.linkec	United States	1,224	48	3.92%
92	Naf Naf	https://www.linkec	France	946	37	3.91%
93	Theory	https://www.linkec	United States	799	31	3.88%

94	Ted Baker	https://www.linkec	United Kingdom	2,116	82	3.88%
95	Original Marines	https://www.linkec	Italy	820	31	3.78%
96	Boden	https://www.linkec	United Kingdom	827	31	3.75%
97	Okaïdi	https://www.linkec	France	1,525	57	3.74%
98	Anthropologie	https://www.linkec	United States	4,391	164	3.73%
99	Sandro	https://www.linkec	France	1,352	50	3.70%
100	Varsity Spirit	https://www.linkec	United States	1,058	39	3.69%
101	Converse	https://www.linkec	United States	3,936	142	3.61%
102	Haddad Brands	https://www.linkec	United States	611	22	3.60%
103	Donna Karan	https://www.linkec	United States	779	28	3.59%
104	Salsa	https://www.linkec	Portugal	892	32	3.59%
105	Triumph International	https://www.linkec	Switzerland	2,877	103	3.58%
106	LensCrafters	https://www.linkec	United States	5,468	193	3.53%
107	White Stuff	https://www.linkec	United Kingdom	657	23	3.50%
108	Escada	https://www.linkec	Germany	518	18	3.47%
109	FULLBEAUTY Brands	https://www.linkec	United States	788	27	3.43%
110	Gildan	https://www.linkec	Canada	5,533	187	3.38%
111	Perry Ellis International	https://www.linkec	United States	1,613	54	3.35%
112	Jack & Jones	https://www.linkec	Denmark	1,167	39	3.34%
113	S&S Activewear	https://www.linkec	United States	511	17	3.33%
114	Caleres	https://www.linkec	United States	2,195	73	3.33%
115	Centric Brands	https://www.linkec	United States	1,534	51	3.32%
116	s.Oliver Group	https://www.linkec	Germany	1,240	41	3.31%
117	Primadonna	https://www.linkec	Italy	647	21	3.25%
118	OVS	https://www.linkec	Italy	2,658	86	3.24%
119	Promod	https://www.linkec	France	2,044	66	3.23%
120	URBN	https://www.linkec	United States	17,664	565	3.20%
121	BIMBA Y LOLA	https://www.linkec	Spain	1,106	35	3.16%
122	Sunglass Hut	https://www.linkec	Italy	6,090	188	3.09%
123	& Other Stories	https://www.linkec	Sweden	1,330	40	3.01%
124	Sacoor Brothers	https://www.linkec	Portugal	639	19	2.97%
125	FURLA	https://www.linkec	Italy	981	29	2.96%
126	LPP	https://www.linkec	Poland	3,207	92	2.87%
127	Volcom	https://www.linkec	United States	907	26	2.87%
128	Oakley	https://www.linkec	United States	3,592	102	2.84%
129	Calzedonia Group	https://www.linkec	Italy	5,963	169	2.83%
130	Tally Weijl	https://www.linkec	Switzerland	1,347	38	2.82%
131	Ashley Stewart	https://www.linkec	United States	820	23	2.80%
132	KiK	https://www.linkec	Germany	1,145	32	2.79%
133	Roots	https://www.linkec	Canada	1,413	39	2.76%
134	Ralph Lauren	https://www.linkec	United States	16,681	459	2.75%
135	GUESS	https://www.linkec	United States	6,910	190	2.75%
136	Max Mara	https://www.linkec	Italy	3,366	92	2.73%
137	Giorgio Armani	https://www.linkec	Italy	5,787	158	2.73%
138	Tommy Hilfiger	https://www.linkec	Netherlands	8,839	241	2.73%
139	TWINSET	https://www.linkec	Italy	670	18	2.69%
140	Lands' End	https://www.linkec	United States	2,735	73	2.67%
141	Geox	https://www.linkec	Italy	2,348	62	2.64%
142	M&Co	https://www.linkec	United Kingdom	505	13	2.57%
143	Mexx	https://www.linkec	Netherlands	526	13	2.47%
144	Mast Global	https://www.linkec	United States	1,094	27	2.47%
145	Bata Group	https://www.linkec	Switzerland	7,664	189	2.47%
146	Tempe Grupo Inditex	https://www.linkec	Spain	1,203	29	2.41%
147	New Yorker	https://www.linkec	Germany	2,366	57	2.41%
148	Trussardi	https://www.linkec	Italy	515	12	2.33%
149	SPARC Group	https://www.linkec	United States	28,827	671	2.33%
150	OTB	https://www.linkec	Italy	5,242	122	2.33%
151	Haggar Clothing Co.	https://www.linkec	United States	517	12	2.32%
152	Gruppo Teddy	https://www.linkec	Italy	1,041	24	2.31%
153	Yamamay	https://www.linkec	Italy	740	17	2.30%
154	Free People	https://www.linkec	United States	4,915	112	2.28%
155	Fashion Nova	https://www.linkec	United States	1,078	24	2.23%
156	F&F Clothing	https://www.linkec	United Kingdom	546	12	2.20%
157	Esprit	https://www.linkec	Germany	2,969	65	2.19%
158	La Perla	https://www.linkec	Italy	1,235	27	2.19%
159	UNIQLO Australia	https://www.linkec	Australia	504	11	2.18%
160	Delta Galil Industries	https://www.linkec	United States	1,961	42	2.14%
161	Roberto Cavalli	https://www.linkec	Italy	609	13	2.13%
162	Piazza Italia	https://www.linkec	Italy	1,099	23	2.09%
163	Tailored Brands	https://www.linkec	United States	8,646	180	2.08%

164	VF Imagewear	https://www.linkedin.com/company/vf-imagewear	United States	531	11	2.07%
165	Conbipel	https://www.linkedin.com/company/conbipel	Italy	692	14	2.02%
166	Urban Outfitters	https://www.linkedin.com/company/urban-outfitters	United States	6,411	126	1.97%
167	Miroglio Fashion	https://www.linkedin.com/company/miroglio-fashion	Italy	797	15	1.88%
168	Miroglio Group	https://www.linkedin.com/company/miroglio-group	Italy	1,375	25	1.82%
169	Jack Wills	https://www.linkedin.com/company/jack-wills	United Kingdom	606	11	1.82%
170	Wrangler	https://www.linkedin.com/company/wrangler	United States	573	10	1.75%
171	orsay	https://www.linkedin.com/company/orsay	Germany	806	14	1.74%
172	Benetton Group	https://www.linkedin.com/company/benetton-group	Italy	5,218	90	1.72%
173	Forever 21	https://www.linkedin.com/company/forever-21	United States	16,422	279	1.70%
174	DIM	https://www.linkedin.com/company/dim	France	717	12	1.67%
175	MandM Direct	https://www.linkedin.com/company/mandm-direct	United Kingdom	1,295	21	1.62%
176	C&A	https://www.linkedin.com/company/c-a	Germany	15,585	249	1.60%
177	Comptoir des Cottonniers	https://www.linkedin.com/company/comptoir-des-cottonniers	France	564	9	1.60%
178	Diesel	https://www.linkedin.com/company/diesel	Italy	3,175	50	1.57%
179	TENDAM	https://www.linkedin.com/company/tendam	Spain	4,580	69	1.51%
180	Pepe Jeans London	https://www.linkedin.com/company/pepe-jeans-london	Spain	1,884	28	1.49%
181	Billabong	https://www.linkedin.com/company/billabong	United States	1,097	16	1.46%
182	Marketing Investment Group	https://www.linkedin.com/company/marketing-investment-group	Poland	504	7	1.39%
183	Agaci	https://www.linkedin.com/company/agaci	United States	594	8	1.35%
184	Quiksilver	https://www.linkedin.com/company/quiksilver	United States	2,086	28	1.34%
185	J.Crew	https://www.linkedin.com/company/j-crew	United States	12,614	165	1.31%
186	Pull&Bear	https://www.linkedin.com/company/pull-bear	Spain	3,731	47	1.26%
187	Women Secret	https://www.linkedin.com/company/women-secret	Spain	589	7	1.19%
188	Cortefiel	https://www.linkedin.com/company/cortefiel	Spain	1,704	20	1.17%
189	JD Sports	https://www.linkedin.com/company/jd-sports	United Kingdom	1,516	17	1.12%
190	FNG Group	https://www.linkedin.com/company/fng-group	Belgium	941	10	1.06%
191	Le Château	https://www.linkedin.com/company/le-chateau	Canada	591	6	1.02%
192	DTLR	https://www.linkedin.com/company/dtldr	United States	991	10	1.01%
193	APG & Co	https://www.linkedin.com/company/apg-co	Australia	502	5	1.00%
194	Lee	https://www.linkedin.com/company/lee	United States	925	9	0.97%
195	VF Jeanswear	https://www.linkedin.com/company/vf-jeanswear	United States	680	6	0.88%
196	Nine West Group	https://www.linkedin.com/company/nine-west-group	United States	832	7	0.84%
197	G-III Apparel Group	https://www.linkedin.com/company/g-iii-apparel-group	United States	3,083	25	0.81%
198	LF Distribution	https://www.linkedin.com/company/lf-distribution	United States	641	5	0.78%
199	TOPSHOP TOPMAN	https://www.linkedin.com/company/topshop-topman	United Kingdom	3,628	28	0.77%
200	Zara Home	https://www.linkedin.com/company/zara-home	Spain	4,291	33	0.77%
201	TSC	https://www.linkedin.com/company/tsc	United States	3,948	24	0.61%
202	Dorothy Perkins	https://www.linkedin.com/company/dorothy-perkins	United Kingdom	661	4	0.61%
203	Cubus Official	https://www.linkedin.com/company/cubus-official	Norway	554	3	0.54%
204	bebe stores	https://www.linkedin.com/company/bebe-stores	United States	1,132	5	0.44%
205	Medicine	https://www.linkedin.com/company/medicine	Poland	1,660	7	0.42%
206	Warehouse Fashions	https://www.linkedin.com/company/warehouse-fashions	United Kingdom	1,118	4	0.36%
207	Redcats	https://www.linkedin.com/company/redcats	France	576	2	0.35%
208	Springfield	https://www.linkedin.com/company/springfield	Spain	1,249	4	0.32%
209	Kellwood Company	https://www.linkedin.com/company/kellwood-company	United States	1,295	4	0.31%
210	BCBGMAXAZRIA	https://www.linkedin.com/company/bcbgmaxazria	United States	1,759	4	0.23%
211	No Fear	https://www.linkedin.com/company/no-fear	United States	2,742	5	0.18%
212	G&K Services	https://www.linkedin.com/company/gk-services	United States	8,349	10	0.12%

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