



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

Industry at a glance:

Average Score:
3.93%

Total Companies:
90

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

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	TechStyle Fashion Group	https://www.linkedin.com/company/techstyle-fashion-group	United States	1,754	168	9.58%
3	Warby Parker	https://www.linkedin.com/company/warby-parker	United States	1,682	147	8.74%
4	TegraGlobal	https://www.linkedin.com/company/tegraglobal	United States	654	56	8.56%
5	Tommy Bahama	https://www.linkedin.com/company/tommy-bahama	United States	1,983	158	7.97%
6	vineyard vines	https://www.linkedin.com/company/vineyard-vines	United States	1,206	96	7.96%
7	thredUP	https://www.linkedin.com/company/thredup	United States	719	56	7.79%
8	Tory Burch	https://www.linkedin.com/company/tory-burch	United States	3,041	231	7.60%
9	New Era Cap	https://www.linkedin.com/company/new-era-cap	United States	1,149	86	7.48%
10	Carhartt	https://www.linkedin.com/company/carhartt	United States	2,007	143	7.13%
11	The North Face	https://www.linkedin.com/company/the-north-face	United States	3,303	216	6.54%
12	The RealReal	https://www.linkedin.com/company/the-realreal	United States	2,239	146	6.52%
13	Windsor Fashions	https://www.linkedin.com/company/windsor-fashions	United States	1,062	69	6.50%
14	kate spade new york	https://www.linkedin.com/company/kate-spade-new-york	United States	3,761	239	6.35%
15	Fruit of the Loom	https://www.linkedin.com/company/fruit-of-the-loom	United States	2,459	151	6.14%
16	Kontoor Brands	https://www.linkedin.com/company/kontoor-brands	United States	2,070	126	6.09%
17	Michael Kors	https://www.linkedin.com/company/michael-kors	United States	7,803	465	5.96%
18	Boardriders	https://www.linkedin.com/company/boardriders	United States	2,444	136	5.56%
19	Wolverine Worldwide	https://www.linkedin.com/company/wolverine-worldwide	United States	3,232	175	5.41%
20	Tapestry	https://www.linkedin.com/company/tapestry	United States	15,181	815	5.37%
21	Duluth Trading Company	https://www.linkedin.com/company/duluth-trading-company	United States	949	49	5.16%
22	Lilly Pulitzer	https://www.linkedin.com/company/lilly-pulitzer	United States	660	34	5.15%
23	7 For All Mankind	https://www.linkedin.com/company/7-for-all-mankind	United States	776	39	5.03%

24	Vera Bradley	https://www.linkec	United States	1,538	77	5.01%
25	Carters	https://www.linkec	United States	6,516	325	4.99%
26	Coach	https://www.linkec	United States	9,499	469	4.94%
27	Marc Jacobs	https://www.linkec	United States	774	38	4.91%
28	Levi Strauss & Co.	https://www.linkec	United States	12,995	627	4.82%
29	PVH	https://www.linkec	United States	10,806	520	4.81%
30	Vince	https://www.linkec	United States	567	27	4.76%
31	Columbia Sportswear Company	https://www.linkec	United States	5,013	237	4.73%
32	Deckers Brands	https://www.linkec	United States	3,036	141	4.64%
33	Madewell	https://www.linkec	United States	1,697	78	4.60%
34	FILA	https://www.linkec	United States	1,297	59	4.55%
35	rag & bone	https://www.linkec	United States	512	23	4.49%
36	Touchstone Crystal	https://www.linkec	United States	760	34	4.47%
37	Lucky Brand	https://www.linkec	United States	1,722	77	4.47%
38	SanMar	https://www.linkec	United States	1,832	78	4.26%
39	VF Corporation	https://www.linkec	United States	24,206	1,022	4.22%
40	Calvin Klein	https://www.linkec	United States	5,701	238	4.17%
41	Stitch Fix	https://www.linkec	United States	5,317	221	4.16%
42	Dickies	https://www.linkec	United States	801	33	4.12%
43	Club Monaco	https://www.linkec	United States	1,121	44	3.93%
44	Marchon Eyewear	https://www.linkec	United States	1,224	48	3.92%
45	Theory	https://www.linkec	United States	799	31	3.88%
46	Anthropologie	https://www.linkec	United States	4,391	164	3.73%
47	Varsity Spirit	https://www.linkec	United States	1,058	39	3.69%
48	Converse	https://www.linkec	United States	3,936	142	3.61%
49	Haddad Brands	https://www.linkec	United States	611	22	3.60%
50	Donna Karan	https://www.linkec	United States	779	28	3.59%
51	LensCrafters	https://www.linkec	United States	5,468	193	3.53%
52	FULLBEAUTY Brands	https://www.linkec	United States	788	27	3.43%
53	Perry Ellis International	https://www.linkec	United States	1,613	54	3.35%
54	S&S Activewear	https://www.linkec	United States	511	17	3.33%
55	Caleres	https://www.linkec	United States	2,195	73	3.33%
56	Centric Brands	https://www.linkec	United States	1,534	51	3.32%
57	URBN	https://www.linkec	United States	17,664	565	3.20%
58	Volcom	https://www.linkec	United States	907	26	2.87%
59	Oakley	https://www.linkec	United States	3,592	102	2.84%
60	Ashley Stewart	https://www.linkec	United States	820	23	2.80%
61	Ralph Lauren	https://www.linkec	United States	16,681	459	2.75%
62	GUESS	https://www.linkec	United States	6,910	190	2.75%
63	Lands' End	https://www.linkec	United States	2,735	73	2.67%
64	Mast Global	https://www.linkec	United States	1,094	27	2.47%
65	SPARC Group	https://www.linkec	United States	28,827	671	2.33%
66	Haggar Clothing Co.	https://www.linkec	United States	517	12	2.32%
67	Free People	https://www.linkec	United States	4,915	112	2.28%
68	Fashion Nova	https://www.linkec	United States	1,078	24	2.23%
69	Delta Galil Industries	https://www.linkec	United States	1,961	42	2.14%
70	Tailored Brands	https://www.linkec	United States	8,646	180	2.08%
71	VF Imagewear	https://www.linkec	United States	531	11	2.07%
72	Urban Outfitters	https://www.linkec	United States	6,411	126	1.97%
73	Wrangler	https://www.linkec	United States	573	10	1.75%
74	Forever 21	https://www.linkec	United States	16,422	279	1.70%
75	Billabong	https://www.linkec	United States	1,097	16	1.46%
76	Agaci	https://www.linkec	United States	594	8	1.35%
77	Quiksilver	https://www.linkec	United States	2,086	28	1.34%
78	J.Crew	https://www.linkec	United States	12,614	165	1.31%
79	DTLR	https://www.linkec	United States	991	10	1.01%
80	Lee	https://www.linkec	United States	925	9	0.97%
81	VF Jeanswear	https://www.linkec	United States	680	6	0.88%
82	Nine West Group	https://www.linkec	United States	832	7	0.84%
83	G-III Apparel Group	https://www.linkec	United States	3,083	25	0.81%
84	LF Distribution	https://www.linkec	United States	641	5	0.78%
85	TSC	https://www.linkec	United States	3,948	24	0.61%
86	bebe stores	https://www.linkec	United States	1,132	5	0.44%
87	Kellwood Company	https://www.linkec	United States	1,295	4	0.31%
88	BCBGMAXAZRIA	https://www.linkec	United States	1,759	4	0.23%
89	No Fear	https://www.linkec	United States	2,742	5	0.18%
90	G&K Services	https://www.linkec	United States	8,349	10	0.12%

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