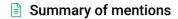
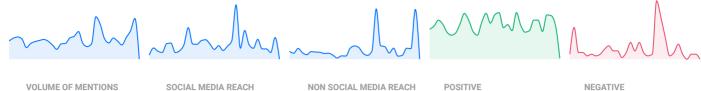


CURRENT PERIOD: 424 max. 1 min. 197 avg



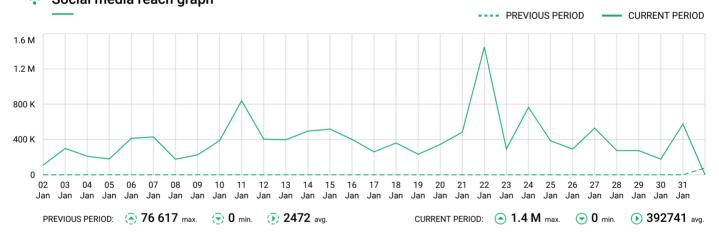




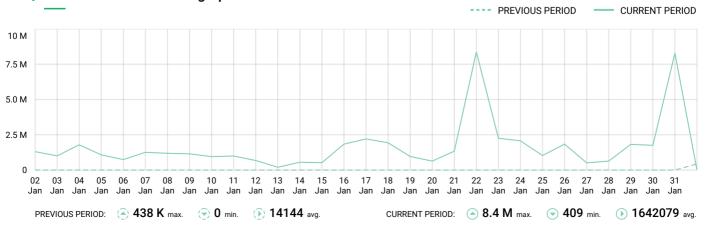
#### **Ш** Volume of mentions graph PREVIOUS PERIOD CURRENT PERIOD 600 450 300 150 02 07 09 10 11 12 13 14 15 16 22 23 24 25 03 04 05 08 17 18 19 20 21 26 Jan Jan



PREVIOUS PERIOD: ( 122 max. 0 min. 124 avg.

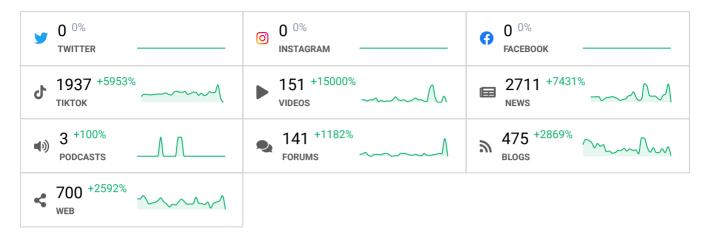


#### Non social media reach graph



\_+ 65 . 7 + 2. + 65 1

#### Mentions per category (comparing to previous period)



#### Numerical summary

← 6118     MENTIONS	2188 SOCIAL MEDIA MENTIONS	3930 NON-SOCIAL MENTIONS	30 12 M SOCIAL MEDIA REACH
51 M NON SOCIAL MEDIA REACH		2707 USER GENERATED CONTENT	635 K
1405 88% POSITIVE MENTIONS	200 12% NEGATIVE MENTIONS	\$ 4.8 M AVE	→ O  MENTIONS FROM TWITTER

#### Context of discussion

home link know product brand people bag way fit uniform come high young feature day piece jacket global #handm h&m offer say coat look january haul boot wear shop #winterfashion share collection outfit #hmnewin price include #viral sweater retailer street #foryoupage school get perfect #outfitideas #fyp swedish #fashiontiktok find time old store dress campaign turn #hmhaul set love good #hm child company buy #haul shopping target Zara large skirt fast adidas style item fashion post year face work jean pull new advertisement read #outfitinspo sale try clothe shirt head knit #foryou ceo clothing girl #OOTD #grwm winter #fashion shoe australia

2

#### Most popular mentions

# 4

wakandaontheweekends c tiktok.com

£ 2024-01-24 18:00

And that song sounds like H&M on a busy saturday music #fyp #foryou #foryoupage #arianagrande #music



zlatanibrahimovic tiktok.com

£ 2024-01-11 06:25

Easy work @Rave #HoweverYouMove @H&M Move



xxs.diary Jtiktok.com **2024-01-12 05:04** 

run, don't walk to h&m! #ganni #gannitop #gannidupe #petitefashion



wearherstyle dtiktok.com

**2024-01-25 12:59** 

this in every color @H&M #hmdress #hmdresshaul #hmbasics #hmbasic #wearherstyle #hmhaulfashion #h



paniyolanda tiktok.com

**2024-01-10 09:12** 

Corset: @Mr Price fashion Pants&Bag: MTN Thrift Loafers: @H&M #paniyolanda #grwyolandapani #grwm



kristinarsl tiktok.com £ 2024-01-23 10·18

Run to H&M @H&M #hm #hmnews #hmdupe #skimsdupe #shapewear #skims #hmhaul [...] Run to H&M @H&M



paniyolanda

**2024-01-06 07:02** 

fashion Jorts (they we jeans): @The FIX Loafers: @H&M #grwyolandapani #grwm #fashiontiktok #paniv.



Kristen McGowan

£ 2024-01-07 10:00

https://go.magik.ly/ml/1cd5k/ 9x12 Jute rug: https://go.magik.ly/ml/1cd5o/ Rug tape: https://go.m..



skifukindaddle

**2024-01-11 23:29** 

I fear that H&m gonna show this song love for years to come #fyp #fyp $\gg$  #arianagrande #yesand



chaengs\_ttalgi

**2024-01-14 06:55** 

people without music taste say it sounds like h&m music | dont judge I js \learned\ the

#### Recent mentions



Inspired by Diana

**2024-02-01 00:38** 

and still is iconic. (Blazer + belt - second hand, T-shirt - Monki, jeans - H&M, sneakers -Nike)



Crown Princess Victoria Looks

£ 2024-01-31 23:27

elsblog.com.ng

...beautiful in a one-shouldered gown from H&M, featuring metallic embroidery. She first wore...



Comment on In the next week,

£ 2024-01-31 23:27

celebitchy.com

...apologise to H&M to find...campaign against H&M, an...to H&M to find...against H&M, an...



FM says government will enc...

£ 2024-01-31 22:34

..quarter profit, but key produ... Global 4 New H&M boss Daniel Ervér faces pricing dilemma in...



Application of nano DAP on

**2024-01-31 22:13** 

...pledges ahead of Indonesia poll Global 4 New H&M boss Daniel Ervér faces pricing dilemma



Efforts of value addition in

£ 2024-01-31 22:08

..pledges ahead of Indonesia poll Global 4 New H&M boss Daniel Ervér faces pricing dilemma



in..

Frédéric Arnault outlines i

**2024-01-31 22:00** 

Plus, H&M CEO Helena.... H&M CEO and... COMPANIES H&M's CEO switch...has led H&M Group's.



The New H&M CEO's Chal...

**2024-01-31 21:57** 

..bid to regain dominance in the fast fashion space, H&M named a new chief executive Wednesday..



The AI couture is fashion's f

**2024-01-31 21:49** 

...customers, and H&M is using...audience, Al algorithms churn out...discovery. H&M's chathot



H&M shares fall 12% after w...

£ 2024-01-31 21:46

...retailer H&M fell 12%...retailer H&M fell...retailer H&M fell...Wednesdav. H&M...the H&M...

3

# Most active public profiles

		PROFILE	<b>₹</b> SOURCE	FOLLOWERS	MENTIONS
1	<b>(a)</b>	kimberlyclark582582	4	N/A	22
2		wearherstyle	<b>o</b>	242 200	17
3		tahlilstudio	4	333 700	15
4		ayelashayla	<b>o</b>	5288	14
5		fashionlovertravels	4	2230	12
6		naomiiwilkinson	<b>o</b>	5672	11
7		_themodernmum	4	7320	9
8		5friendsfinds	<b>o</b>	6634	9
9		pilateswithkensey	4	331	8
10		Style Street		4870	8
11		jessicajapan0	4	260	7
12		Faris Vlogs		86 700	7
13		glorianokwazi	4	32 600	6
14		smallstepswithcarmen	<b>J</b>	40	5
15	<b>(a)</b>	perriesian	<b>b</b>	480 600	5
16	<b>(a)</b>	nickydevereux	<b>b</b>	186	5
17		karlaromerovargas	<b>ሪ</b>	161	5
18	<b>(a)</b>	highstreetstyleinspo	<b>b</b>	537	5
19		hayley.beno	<b>ሪ</b>	64	5
20	<b>(a)</b>	emilywilsonfashion	<b>S</b>	1295	5

# Top public profiles

		PROFILE	<b>♥</b> SOURCE	VOICE SHARE	<b>INFLUENCE</b>
1	<b>a</b>	WION	•	6.94%	845 000
2		wakandaontheweekends	<b>b</b>	4.091%	498 024
3		zlatanibrahimovic	4	4.068%	495 248
4		wearherstyle	4	3.53%	429 770
5		Firstpost		3.113%	379 000
6		paniyolanda	4	3.043%	370 504
7		Kristen McGowan		2.858%	348 000
8		Reuters		2.538%	309 000
9		xxs.diary	4	1.716%	208 980
10		glorianokwazi	<b>ሪ</b>	1.702%	207 262
11		ANC 24/7		1.24%	151 000
12		kristinarsl	J	1.217%	148 168
13		Perkymegs Hindi		1.199%	146 000
14		tahlilstudio	<b>ሪ</b>	1.051%	127 930
15		One Dapper Street		0.895%	109 000
16		skifukindaddle	J	0.856%	104 240
17		chaengs_ttalgi	4	0.838%	102 072
18		Lydia Elise Millen	•	0.821%	100 000
19		kvtxi	4	0.715%	87 038
20	<b>(a)</b>	mai_cqp	<b>b</b>	0.558%	67 965

#### Most active sites ■

	SITE	MENTIONS
1	tiktok.com	1937
2	youtube.com	151
3	quora.com	96
4	sourcingjournal.com	39
5	dailymail.co.uk	38
6	celebitchy.com	37
7	reddit.com	36
8	mirror.co.uk	35
9	squareheadpainting.com	32
10	thesun.co.uk	27
11	muchaluchas.com	23
12	liverpoolecho.co.uk	23
13	mayniaga.com	22
14	hellomagazine.com	20
15	apparelresources.com	20
16	yahoo.com	19
17	whowhatwear.com	18
18	walesonline.co.uk	18
19	wear-next.com	17
20	thesun.ie	17

### Most influential sites

	SITE	VISITS	INFLUENCE SCORE
1	youtube.com	35 B	<b>10</b> /10
2	yahoo.com	3.6 B	<b>10</b> /10
3	tiktok.com	2.4 B	<b>10</b> /10
4	reddit.com	2.2 B	<b>10</b> /10
5	linkedin.com	1.7 B	<b>10</b> /10
6	t.me	863 M	<b>10</b> /10
7	quora.com	815 M	<b>10</b> /10
8	bbc.co.uk	600 M	<b>10</b> /10
9	cnn.com	525 M	<b>10</b> /10
10	bbc.com	482 M	<b>10</b> /10
11	dailymail.co.uk	395 M	<b>10</b> /10
12	theguardian.com	353 M	<b>10</b> /10
13	aol.com	297 M	<b>10</b> /10
14	news.yahoo.com	249 M	<b>10</b> /10
15	finance.yahoo.com	241 M	<b>10</b> /10
16	tumblr.com	208 M	<b>10</b> /10
17	tradingview.com	206 M	<b>10</b> /10
18	people.com	189 M	<b>10</b> /10
19	m.timesofindia.com	181 M	<b>10</b> /10
20	elmundo.es	174 M	<b>10</b> /10

### # Trending hashtags

	HASHTAG	MENTIONS
1	#hm	530
2	#fyp	474
3	#hmhaul	342
4	#ootd	291
5	#fashion	216
6	#outfitinspo	156
7	#outfitideas	153
8	#foryou	137
9	#foryoupage	134
10	#fashiontiktok	126
11	#handm	118
12	#grwm	116
13	#viral	107
14	#haul	107
15	#hmnewin	100
16	#outfit	98
17	#shopping	97
18	#winterfashion	96
19	#fypシ	95
20	#style	92

### **66** Quotes

Unfortunately, there's not enough data to generate the report. Please double-check:



- If your project is configured correctly
- If your tag contains mentions
- If your filter isn't too rigorous