Yuxiang Wang

Answers to Five Questions

**The three brands are Louis Vuitton, Chanel and Dior.**

1. **Who are the Most Central Users?**

Based on the Twitter mention graph, the Most Central Users of all the three brands are mostly the fan accounts of celebrities, entertainment companies, fashion magazines, and other luxury brands. As for Dior, which has the most connections, the top ten Most Central Users could be Konicsoo, jichuuho, mr\_elwerfa, kjsfirst, nasamuzik2020, kathd64, Saralailee, VogueKorea, ygent\_official, and Guccigangsnyndn. Among these accounts, six are related to Jisoo Kim, the member of the K-POP girl group BlackPink. Four of them are her fan accounts, one is her company, and one is Vogue Korea. Through my research, she is the Dior Beauty Ambassador, which could be the reason for those connections, such as her fans’ repost, her company’s promotions, and her cuts in the magazine. As for Chanel, the Most Central Users are amiguis8, BritishVogue, Dior, Sooyeon\_fashion, and TwicePinkCult. Same as Dior, many of them are Kpop fan accounts, which could indicate the power of Kpop idol’s fashion trends. As for Louis Vuitton, the Most Central Users are uss34mlb, FLPrincessSJK, Saralailee, PhillpdadaJr, PDJstyling, LVMH, hypebae, virgilabloh, nigoldeneye and saralailee, and kearalachelle. There are luxury lovers, LV’s parent company, main designer, stylist and other fashion accounts. We could tell Louis Vuitton is definitely a mainstream luxury brand.

1. **Who are the Most Important Bridgers**

The most important bridger is British Vogue, who has connections with all of the three brands. Obviously, British Vogue is the leading fashion magazine in the area, so it needs to have connections with these most well-known luxury brands. The relationship between the brands and magazine could be beneficial and necessary for both parties. These brands need advertisements and promotion on the magazine, and the magazine also needs these brands to enrich its content and status. Moreover, SaraLailee is an important bridger as well. Her account has 1023 followers and her introduction is “Trending Style and Jewellery”, which could be implied that she might be doing related work or study. All the three brands are the leading brands of the three areas she mentioned, so she should have much attention on these brands.

1. **Inspect Semantic Word Clusters**

From semantic networks, there are several clusters: show, collection, look, design, see, bag, Paris, and twnghesquiere. Show literally means walking. Especially during the fashion week, all the brands try a lot to prepare the show. Related to the collections, each brand has the f/w and s/s collections, which present their style, trends and concepts through the seasons. Look has closed bonds with both the show and collections. Good looks could tract more influence, while bad looks would also bring critics and even affect the revue and reputation of the brand. Bags are one of the most important products of these brands, which always have much impact and could be regarded as the symbol of each brand. Meanwhile, the central concept among all the other activities is design, which represents the core value of the brand. The most direct way to feel anything about fashion is by eyes to see, including the shows, the looks, the collections, and the design. As for Paris. The three brands are original from Paris, and Paris is the city of Fashion. Shows are held in Paris as well, so that Paris is an important word in the network. Besides, twnghesquiere is also one of them, who is the creative director working for Louis Vuitton. Except for these terms and activities, Louis Vuitton and Chanel themselves are also two big clusters.

1. **What Word Clusters Does Each Brand Own**

Louis Vuitton owns the words including new, design, fashion, collection, bag, jeffreestar, twnghesquiere, and look. The word uniquely of Louis Vuitton is twnghesquiere. This is Nicolas Ghesquiere, who is the creative director of LV with 59k followers in Twitter and 858k followers in Instagram. He has worked for Louis Vuitton as the creative director and main designer since 2013, which could explain why he is the only word of Louis Vuitton. Meanwhile, Jeffreestar is another important word towards Louis Vuitton, not unique, but far away stronger than the others. Jeffree Star is definitely a most popular influencer, make-up artist and business woman. Her passion towards Louis Vuitton could be seen by the public. Dior has words of design and jisoo, in which jisoo is the unique one. As I mentioned above, jisoo is the Dior Beauty Ambassador. Thus, it makes sense that she has strong connections with Dior only. However, Chanel does not have words uniquely owned. What it owns are look, paris, design, see and show. This might be because the three brands have too many commonalities. As fashion brands, their product categories and promotion process all almost the same.

1. **Look at Bridging Words**

The common attributes of the three brands are look, collection, new, luxury, like, see, design, 2020, and fashion. These words are very basic and general since they are all luxury fashion brands. Among these words, “new” might be the most meaningful one. Each brand is trying to do something new and creative. Based on the thickness of the edges, we can tell that the obvious differences between them: Chanel has the thickest edge, while Dior has the thinnest edge. It means Chanel’s creative changes are recognized by people, while Dior stops at the same spot pretty much, and Louis Vuitton did a fair job. Through this analysis, it implies that though some attributes are unavoidable among the competitors, we still can do better than them to attract more attention.

1. **Positive vs Negavive**

I also extract the nouns and verbs from Top 100 as a target to do the network analysis. As for Louis Vuitton, the related positive words are design, collection, look, and show. While the negative words are limit, jeffreestar, twnghesquiere, and collection. Firstly, fashion is a very subjective area, so everyone can have their own opinion, which could explain why collection appears to both negative and positive words. Then Jeffree Star and Nicolas Ghesquiere are people who have close relationships with the brand, so people will have critics on them as well. As for Chanel, the positive words are show, look, style, and Paris, while the negative one is limit. Through this, we could tell that Chanel has a high favorability in the public. “Limit” may indicate its price and not easy to get one. However, Dior has many negative words like woman, show, collection, and behind, but it only has one positive, which is jisoo, the girl group member. It may tell that the design collection of Dior recently did not have a good reflection, but the Ambassador received much support.