

# BATTLE OF THE LUXURY BRANDS ON TIKTOK



Fanbytes

REPORT



We put 14 luxury brands on TikTok head to head with each other.  
See who came out on top with Gen Z.

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## THE BATTLE OF THE LUXURY BRANDS

+ WE COMPARE 14 BRANDS TO JUDGE WHO'S WINNING ON TIKTOK

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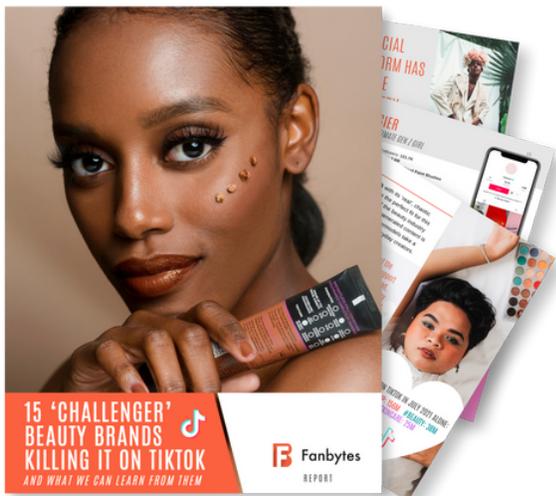
## WHAT WE'VE LEARNED

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# “TO BE ENTERTAINED”

According to a recent study, this is the number one reason consumers give for engaging with luxury content on TikTok (Vogue Business, 2021).

But are luxury brands delivering the entertainment?



Fanbytes recently produced a research report on the **15 Beauty Brands Killing It On TikTok**. One common denominator? They were all affordable brands...

In fact, what we've seen across the board is that luxury brands, whether creators of fashion, beauty, jewellery, cars or travel, are struggling to achieve the same success as their affordable counterparts.



## SO WHY ARE LUXURY BRANDS GETTING LEFT BEHIND ON TIKTOK?

It could be because TikTok is predominantly made up of **young Gen Z and Millennial users** who are less likely to have the disposable income to spend on luxury goods. And so, the likes of Louis Vuitton or Aston Martin may not see it as a 'priority platform' when compared to traditional channels like out of home, print and TV.

WHILE **TIKTOK** IS ULTRA-RELATABLE, LUXURY REMAINS **ASPIRATIONAL**.

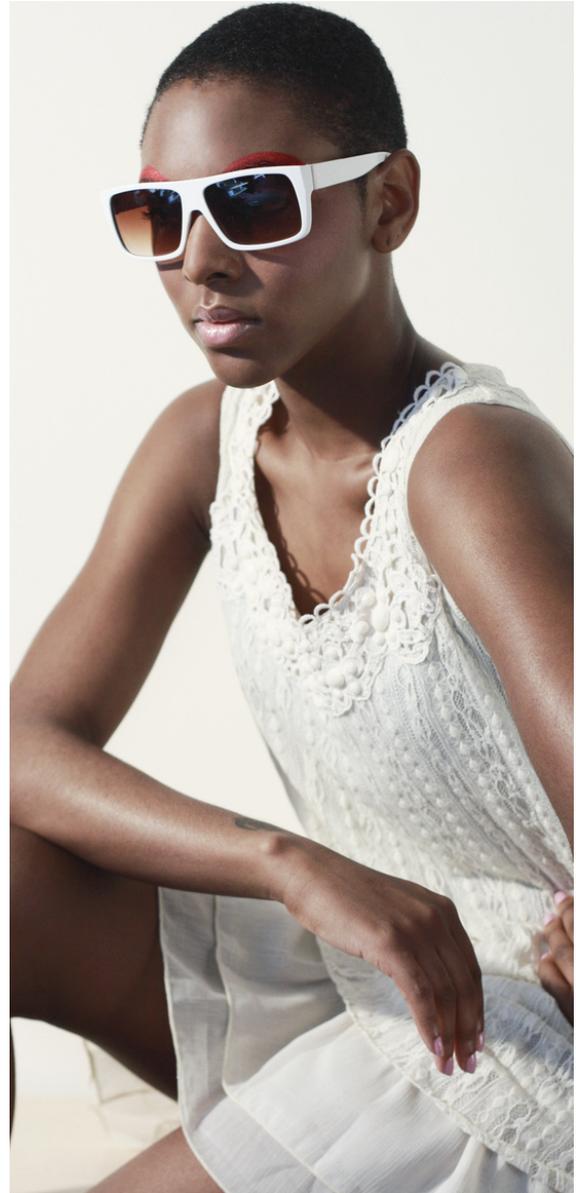
It could also be because the **humorous nature of TikTok content** (funny filters, dance challenges, lip synching, humour) doesn't classically 'fit' with the carefully cultivated personas built by these legacy brands. While TikTok is ultra-relatable, luxury has long been synonymous with aspiration.



## Staying true to your brand identity should be non-negotiable.

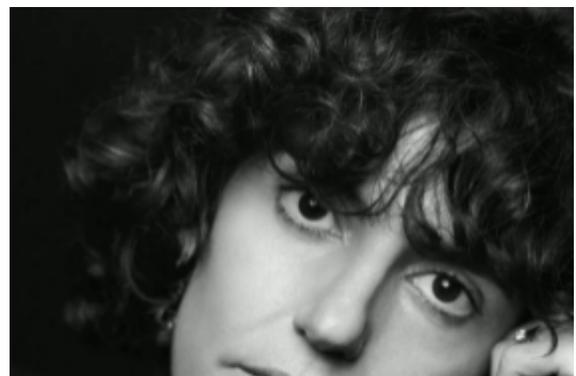
In a recent interview with Vogue Business, **Saint Laurent CEO Francesca Bellettini** said the brand wouldn't do something in the gaming space, "simply because it is something Gen Z is into", and only if it was "coherent with the aesthetic of the brand" and "makes sense with the vision" ([Vogue Business, 2021](#)).

All the same, as brands look to future-proof themselves in an ever-changing consumer marketplace, the power of TikTok cannot be denied. As one of the **fastest platforms to ever reach 1 billion users** (with a third of these below the age of 25), luxury brands may need to embrace newer platforms like TikTok, or risk becoming irrelevant ([Kantar, 2020](#)).



### New research from Kantar shows 'The Power of TikTok' for brands

We recently partnered with Kantar to understand more about the impact of user-generated-content on



### Saint Laurent CEO Francesca Bellettini's big ambitions

Saint Laurent is the new rising star at Kering. In an exclusive interview with Vogue Business, CEO Francesca Bellettini shares her plans to continue



*Here are four reasons why luxury brands should invest in a TikTok strategy in 2022*

**Your future customer is there**

**Keep up with consumer purchasing behaviour**

**Benefit from its multi-sensory platform experience**

**Your competitors are doing it**

# YOUR FUTURE CUSTOMER IS THERE

Research by Bain & Company found that sales of personal luxury goods are expected to equal **€283 billion** this year as we start to see bounce-back post pandemic. Much of this has been driven by Gen Z/millennial consumers and it's estimated that they will make up **70% of the luxury market** by 2025 (WARC, 2021). Meanwhile, **35% of TikTok's global audience is aged 19-29**, meaning it's a prime place to reach them (BOA).

# KEEP UP WITH CONSUMER PURCHASING BEHAVIOUR

We've seen the devastating impact that Covid-19 has had on highstreets, but the reality is that this shift from physical to online was already taking place. It's no different for luxury brands who have historically been slow to adapt to digital. In Vogue Business's study, **31% of respondents said that they were already purchasing luxury goods via social commerce**, even more than those visiting physical luxury boutiques (29%), and this is likely to increase even further with the arrival of features like **TikTok Shopping**.



## BENEFIT FROM ITS MULTI-SENSORY PLATFORM EXPERIENCE

A Vogue Business article points out that TikTok is a truly unique platform in that it “acts as a **virtual shopping mall**; a full-screen, sound-on discovery channel made up of user-generated, culturally relevant content and shoppable moments” ([Vogue Business, 2021](#)). There is no ‘one size fits all’ strategy for any brand or sector, and as we’ll see in our upcoming examples, many brands are finding exciting and innovative ways to generate engagement, without compromising on brand identity.

## YOUR COMPETITORS ARE DOING IT

Perhaps the most convincing argument of all... Brands like **Gucci** and **Mercedes** are winning legions of new Gen Z fans on TikTok. Those without a presence run the risk of losing fanbases and customers to those who have invested earlier and adapted faster.



# IN THIS REPORT



## FASHION

MICHAEL KORS VS BURBERRY  
FENDI VS VERSACE  
GUCCI VS DIOR



## BEAUTY

FENTY BEAUTY VS CHARLOTTE TILBURY  
SHISEIDO VS YSL BEAUTY



## AUTOMOTIVE

BMW VS PORSCHE



## FOOD

LAST CRUMB VS CAVIAR CULTURE



FASHION



BEAUTY



AUTOMOTIVE



FOOD

For this report, we wanted to deliver valuable and actionable insights for our readers by exploring the ways luxury brands are currently using TikTok. As part of this we have put some of those brands under the microscope by putting them head-to-head.

We've drawn on our own expertise in driving account growth and huge engagement levels for some of the world's most exciting brands. We also tapped into **Bytesights**, our custom-built data tool that is directly connected with TikTok, to inform which of the relevant brands, trends and influencers are growing.

So, whether you're a luxury brand whose TikTok profile doesn't exist yet, or you feel like you're already on top of your strategy but want to see what the competition is doing, this report has you covered.

## CRITERIA WE'VE LOOKED AT:

### ENGAGEMENT

What kind of numbers is the brand seeing across followers, views and likes?

### TIKTOK NATIVE CONTENT

How creative and made-for-TikTok is the content?

### INFLUENCERS

How is the brand collaborating with creators across the platform?

### BRANDING

Is it distinct? Have the brand got a clearly defined strategy when it comes to TikTok content?

### TRENDS AND SUBCULTURES

How is the brand tapping into wider TikTok trends and communities?

# FASHION BATTLES

 Fanbytes



# MICHAEL KORS VS BURBERRY

Global fashion houses Burberry and Michael Kors are known for their luxury accessories and ready-to-wear collections. So how do they measure up?



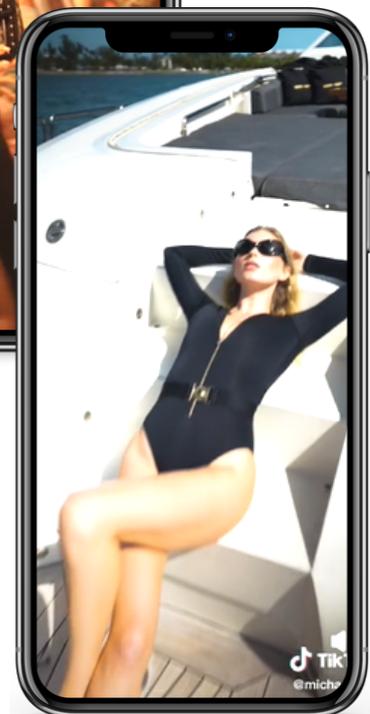
## MICHAEL KORS

150.9K followers, 340.5K likes

Michael Kors's TikTok is like getting a direct view into the glamorous lives of the rich and famous. There are shots of models lounging on yachts and gliding through mansions, all set against beautiful, exotic backdrops – which makes sense given the brand's mission of appealing to “**global jet-setters since 1981**”.

The brand has experimented with **original sounds** and **virtual catwalks** and have even teamed up with millennial It-Girls like Olivia Culpo and Shanina Shaik. One of the more popular videos incorporates the **TikTok transition trend**, with models walking down a corridor, changing outfits as they emerge from behind each pillar.

The content is alluring but there are **no invitations for interactions from the viewer**. Engagement levels could be radically increased if the viewer was more of a participator.



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## BURBERRY

LONDON ENGLAND

195.3K followers, 2.0m likes

Burberry on the other hand, has a much more whimsical and ethereal vibe to their TikTok content. Their recent **#OpenSpaces** campaign sees models flying through the air across remote fields and cliffs – a concept that seems to have had mixed results with some people commenting that it’s “the best ad they’ve ever seen”, while others mock how un-relatable it is.

Burberry has also tapped into **niche communities** through their recent BMX content for Burberry Outerwear (**#BMX** has over 9.4 billion views on TikTok).

Whilst, like the @MichaelKors account, the channel content doesn’t invite the viewer in, Burberry was an early adopter of TikTok and has done well with popular formats like **challenge-based campaigns**.

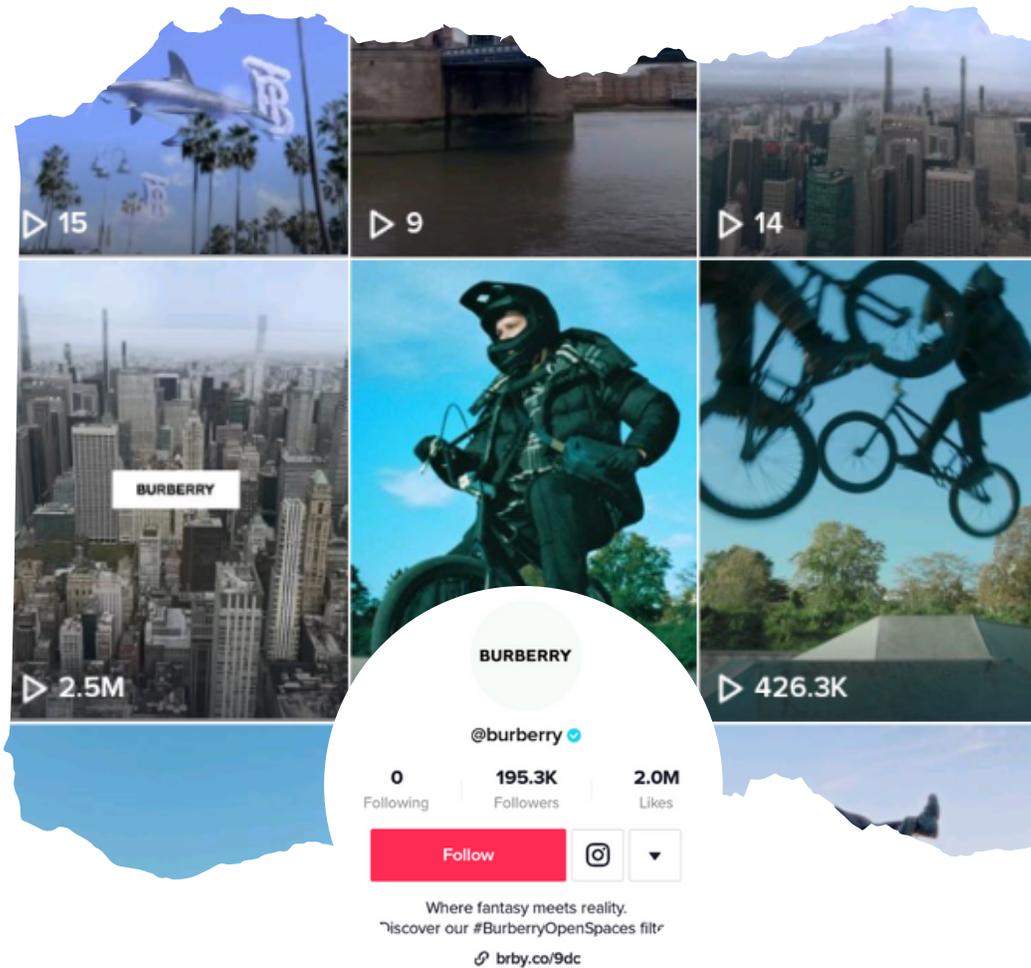
On launching its new Thomas Burberry Monogram collection, and with the hashtag **#TBChallenge**, Burberry challenged users to create its famous motif design with their hands in order to unlock a new lens. The challenge garnered over **57 million views** and **30,000 user-generated videos**.

More recently, they invited TikTok creators to make short videos in the style of nature documentaries – think David Attenborough – to coincide with their woodland fantasy-esque SS21 collection ([Dazed, 2021](#)).



# ★ MICHAEL KORS VS BURBERRY

Global fashion houses Burberry and Michael Kors are known for their luxury accessories and ready-to-wear collections. How do they measure up?



Who's the winner? ★  
**BURBERRY**

**BURBERRY**  
LONDON ENGLAND

We give this one to Burberry for its use of influencer partnerships and niche communities, however both channels could do with making their channel content more **creator-focused** and **interactive**. TikTok is a platform built on these two important elements. Both brands stick mainly with aspirational-style content that is better suited for Instagram.

# FENDI VS VERSACE

Fendi and Versace are always at the forefront of the celebrity culture zeitgeist. Both brands know how to embrace collaborations that generate conversation and unlock new audiences.

In September, the two united on a historic blended fashion show named 'Fendace'. This saw Donatella Versace switch places with Fendi's creative leads, so that each "was able to design and innovate on behalf of the other's brand".



## FENDI

82.3K followers, 663.2K likes

Fendi has clearly taken their love of collabs to TikTok, cleverly partnering with well-known Gen Z brands like **Polaroid** and Kim Kardashian West's shapewear line, **Skims**.

In the former, they attempted to initiate a new 'trend' with creators showing a polaroid photo of themselves, before the shot zooms out to show them re-enacting the image in real life. The campaign garnered over **6 million views**, however it was lacking any user generated content elements.

Fendi's TikTok account is not very active, with only a few videos posted in the last few months, however the brand has generated over 7 million views from gifting influencers their **FENDIXSKIMS** products. They could encourage more interaction by sharing this content to their own channel, posting branded **unboxing** and **outfit transitions** - both very popular formats on TikTok.



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VERSACE

428.8K followers, 3.2m likes

Versace on the other hand has really embraced the world of TikTok, and its channel is brimming with fun, diverse, TikTok native content

In a recent video, **students of Central Saint Martin** were asked to tell them **how they pronounce 'Versace'**, stitching up the answers for a tongue-in-cheek 20-second TikTok with more than a hint of self-deprecation.

The brand has also documented **Donatella Versace's** visit to Central Saint Martin, where she spoke to students. Other content includes mesmerising videos of Versace's couture creations being stitched and sewed, giving fans some highly engaging behind the scenes insight

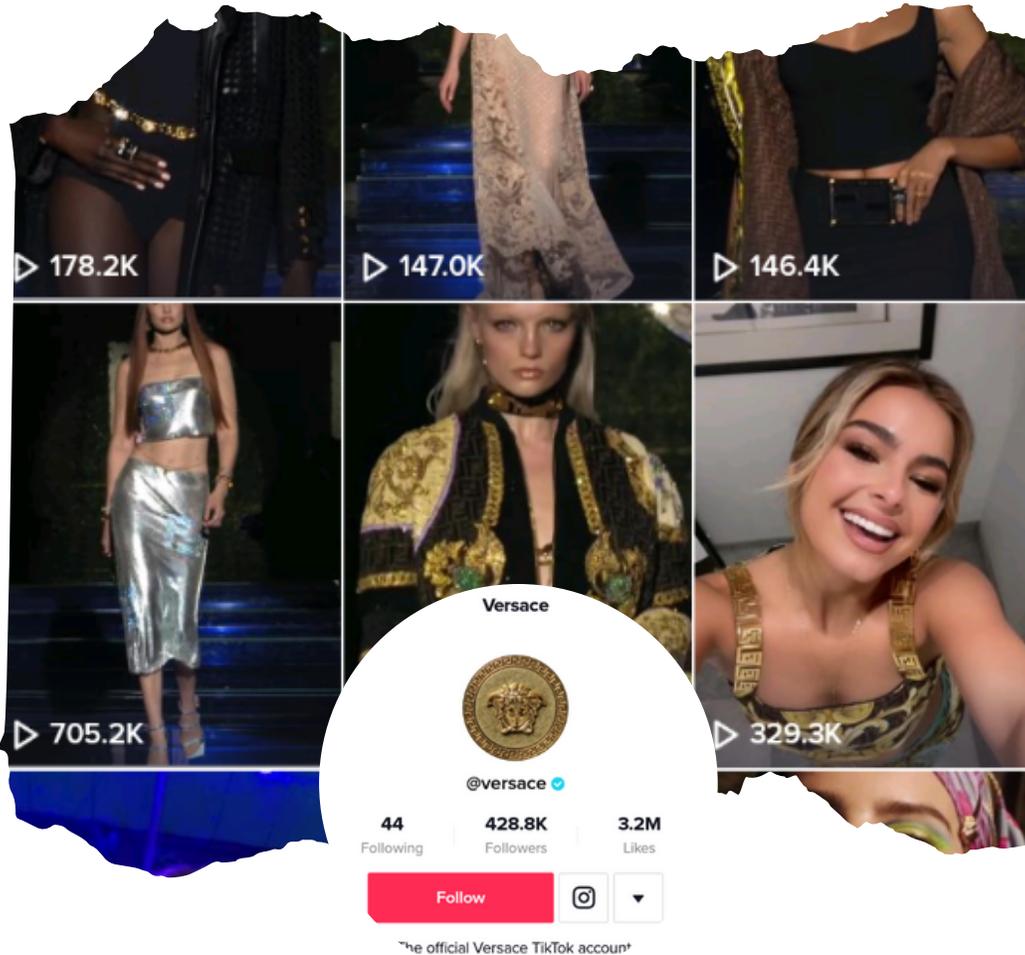
If you had any doubt on Versace's dedication to TikTok, just take a look at the take-over of its channel by TikTok A-Lister **Addison Rae** in the lead up to a recent show.



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**VERSACE**

Who's the winner?   
**VERSACE**

Put simply, Versace is nailing TikTok. From the quality of content, to how they work with influencers and ambassadors, they are doing great work. Something that really sets the brand apart - its content is pure entertainment, yet still gives space to show off Versace's stunning collections. Not an easy balance!

# GUCCI VS DIOR

Gucci was one of the first luxury brands to really capitalise on existing TikTok trends, and Dior has since been hot on its tails.

**But who is in the lead now?**

## GUCCI



1.5m followers, 11.5m likes

### Who could forget the ‘Gucci Model Challenge’?

In an ultimate example of reactive content (and a luxury brand not taking itself too seriously), Gucci participated in this viral TikTok challenge. Invented by **Morgan Presley**, the challenge gets users to try to look like a Gucci model using clothes they already own in their wardrobe – the comedy comes from the fact that they often put on about 15 items, poking fun at Gucci’s love of layering ([W Magazine, 2020](#)).

Gucci saw the funny side and reposted its favourite videos to the Gucci TikTok channel, even selecting some of the creators to take part in a special project.

The campaign has attracted an astonishing **272 million views** and has probably helped increase Gucci’s **cultural relevance** with Gen Z more than any of their planned campaigns.



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**Who's in the lead now though?**

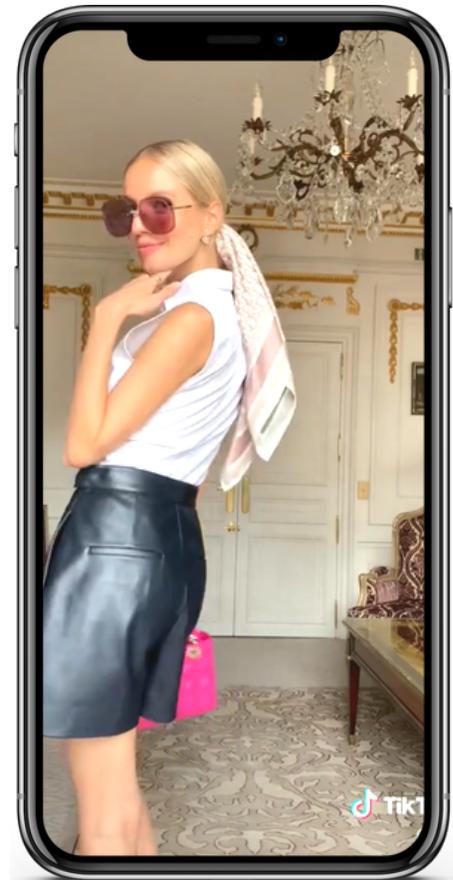


**1.4m followers, 14.2m likes**

Dior may have 100K fewer followers than Gucci but it has an impressive 3 million more likes on its content!

A lot of this success has been down to embracing current TikTok trends and communities. For example, the brand has released TikToks that tap into the popular **ASMR** trend (creating content with sounds that give you a pleasant 'tingly' sensation), using the hashtag **#DiorASMR**.

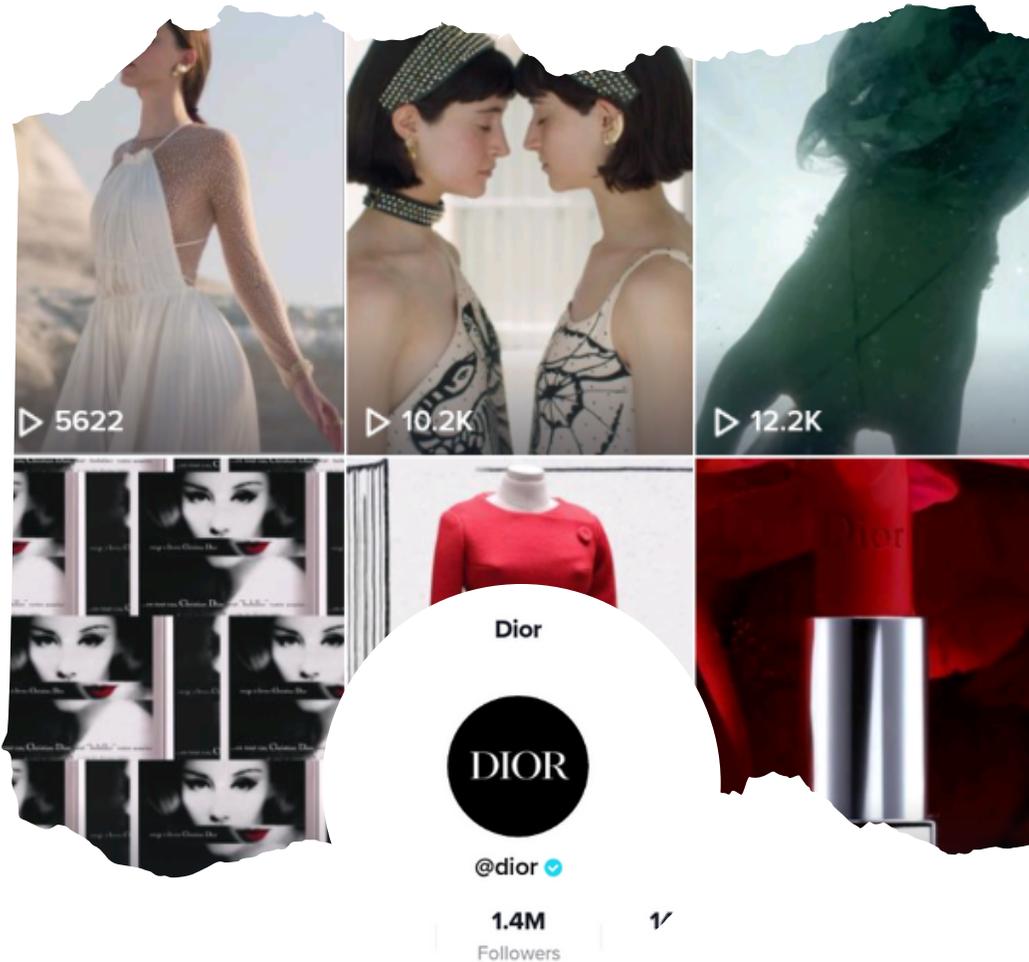
In a recent campaign, Dior challenged creators to style its famous Dior Silk in 4 different ways using the hashtag **#DiorSilk**, reposting some of the best content to its own channel. This shows that luxury fashion brands **don't need to be scared of sharing content with 'real people' and influencers** – if Dior can do it, anyone can!



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**Who's in the lead now though?**



**CD**  
Dior

Who's the winner?   
**DIOR**

We're going to have to give it to Dior here. While Gucci has broken down barriers with its audience, its recent TikTok campaigns haven't been quite as innovative. Dior on the other hand has demonstrated lots of innovation by experimenting with more formats, allowing the brand to officially claim the 'Trendsetter Crown'.

# BEAUTY BATTLES

 Fanbytes



# FENTY BEAUTY VS CHARLOTTE TILBURY

Both built by powerful, inspirational women, these two brands have been at the forefront of the beauty industry for the last few years, in particular due to their emphasis on self-love, confidence and female empowerment.

Which one is capturing the most hearts on TikTok?

## FB

### F E N T Y B E A U T Y

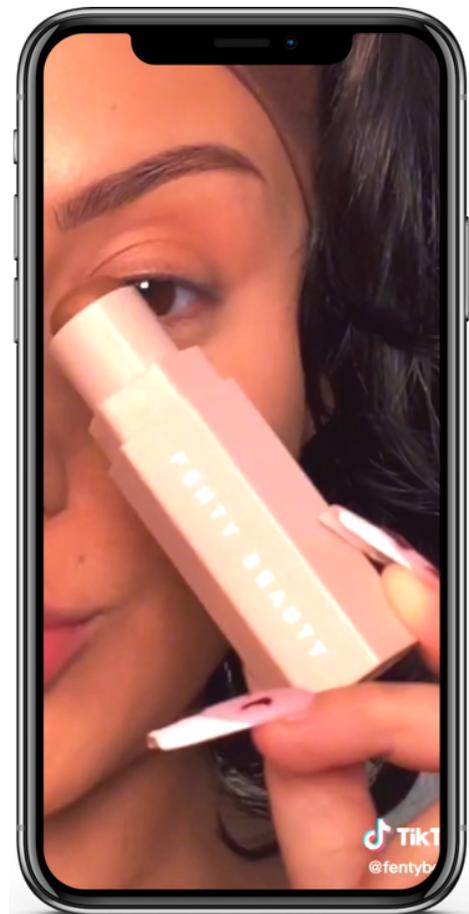
BY R I H A N N A

1.0m followers, 13.8m likes

You could argue that since Rihanna launched Fenty Beauty, every other cosmetics brand has been trying to keep up. The brand has consistently stayed ahead of the curve when it comes to giving today's consumers what they actually **want** from beauty brands (cruelty-free makeup, diverse models, an extensive and suitable range of shades...), and it's no different when it comes to Fenty's TikTok strategy.

As a new brand on the block, Fenty has been able to build its identity very much around **Gen Z culture** (not so easy for a legacy brand like Chanel or Dior!). This is shown in the fact that its TikTok is highly **focused on creators**, putting them very much front and centre of campaigns and content.

There's a mix of tips & tricks style content given directly from creators and influencers, as well as **'makeup transformations'**, ASMR content using Fenty products, and of course, cameos from the Queen herself, Rihanna. The Fenty team even built a **TikTok Creator House** during 2020 lockdown).



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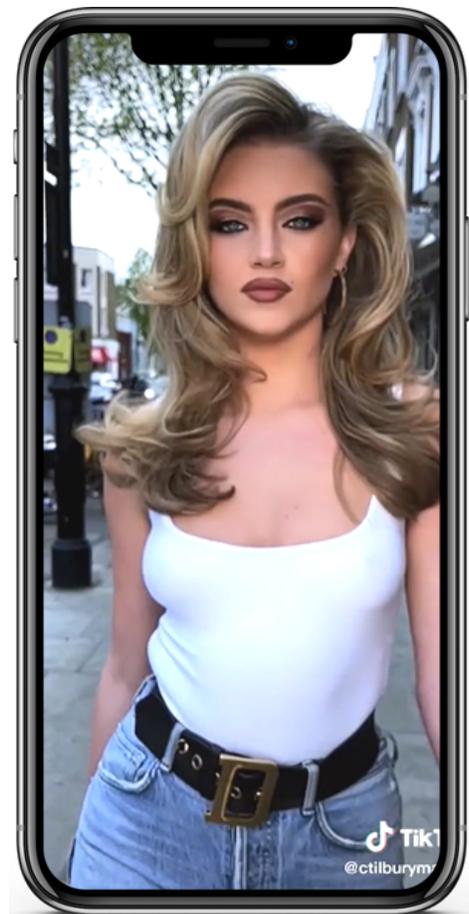
## Charlotte Tilbury

61.8K followers, 280K likes

Charlotte Tilbury has a more 'luxe' brand identity than Fenty, however it has still been able to make itself **accessible**, attracting a large contingency of Gen Z and Millennial fans.

Like Fenty Beauty, Charlotte Tilbury's TikTok channel is very '**creator first**' with influencers talking about the products and giving recommendations for how to apply them.

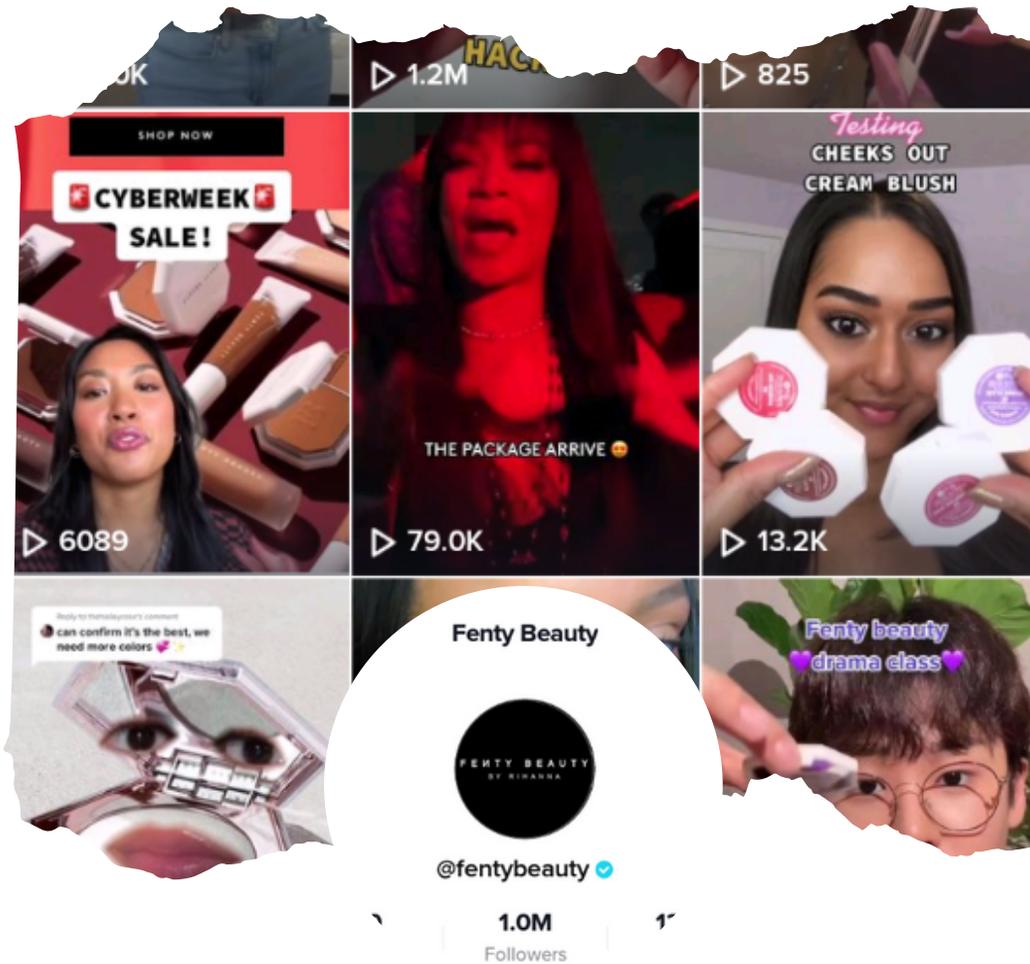
The brand is also tapping into Gen Z's love of **nostalgic content** on the platform with makeup looks and transitions inspired by 90s supermodels.





# FENTY BEAUTY VS CHARLOTTE TILBURY

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**FB**  
**FENTY BEAUTY**  
 BY RIHANNA

## Who takes the crown? **FENTY BEAUTY**



While we applaud both brands for their commitments to **diversity** and **representation**, we think Fenty Beauty takes the prize here – purely for the fact that it's demonstrating just that bit more innovation through tapping into wider TikTok trends and being brave enough to feature content outside of just beauty.

# SHISEIDO VS YSL BEAUTY

From two relatively new kids on the block to one of the oldest beauty brands in the world... Japanese cosmetics brand, Shiseido, was founded in 1872 while Yves Saint Laurent has been a true leader of the fashion industry for more than 60 years (with YSL Beauty launched under L'Oreal in the year 2000).

**Who has adapted best to TikTok?**

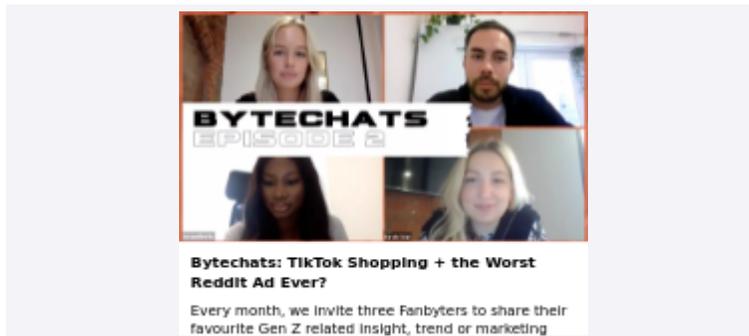
**SHISEIDO**  
GINZA TOKYO

**16.2K followers, 220.6K likes**

Unsurprisingly, the content that seems to work best for Shiseido features real people either applying products or providing tips and information.

In a recent [Bytechats episode](#), Fanbytes discussed 'Skinfluencers' and how Gen Z seek deeper levels of information around the products they're using on their skin, particularly when it comes to ingredients and the scientific evidence behind them. It's great that Shiseido is doing this, however the content lacks a sense of 'fun' and doesn't hook the viewer in as effectively.

The brand also focuses heavily on standard **product pushing videos** e.g. 'Sephora members could save 20% on our new holiday kits'; the likes of which don't tend to resonate unless there's an **entertainment factor** alongside.



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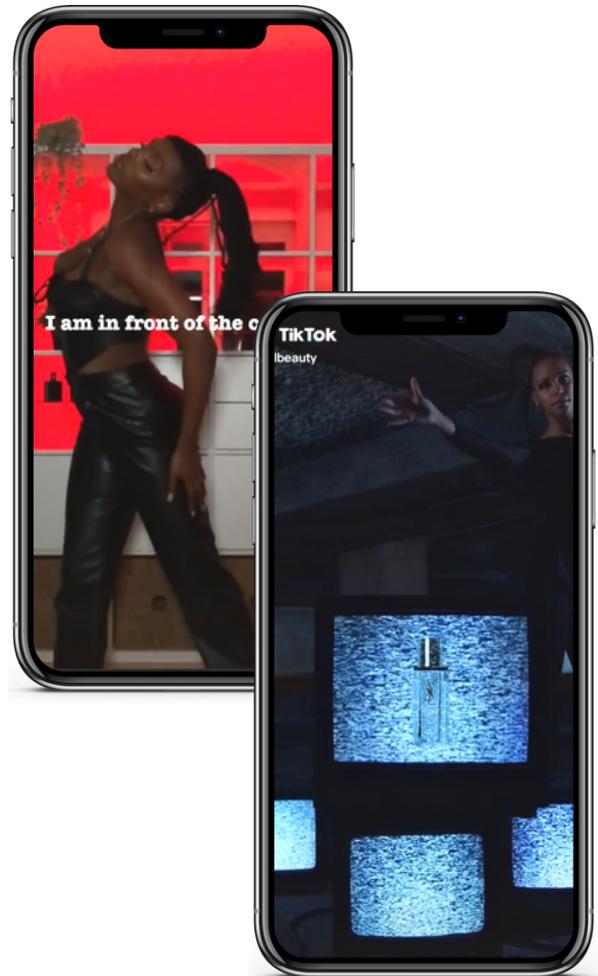
YVES SAINT LAURENT

**40.9K followers, 133.7K likes**

YSL Beauty has cultivated a very 'cool' aesthetic on TikTok – think lots of darker imagery and effects which is quite unusual on the platform.

Its recent **#Bareitproudly** campaign shows models' and influencers' untouched skin to promote the launch of the NU foundation. As we mentioned in our recent [Beauty Report](#), **"Younger generations want to see models with skin problems, they want diversity, they want fun, relatable content that reminds them of their friends"** – in fact 70% say they prefer when content from brands isn't perfect (Vogue Insider, 2021). It's encouraging to see luxury brands starting to understand and embrace this.

In a recent campaign for YSL, **Fanbytes worked with black British dance influencers** to reflect the diverse consumers they have. Each influencer danced in slow motion while using the fragrance and showed how the inspired a 'glow up', in a style that was reminiscent of the **viral silhouette challenge** from early 2021. This worked really well and stood out from all the other 'glamorous woman in a ballgown catches the attention of a male love interest in a suit' luxury beauty ads – **the emphasis and power was all on the female creators** and how perfume makes them 'feel'.

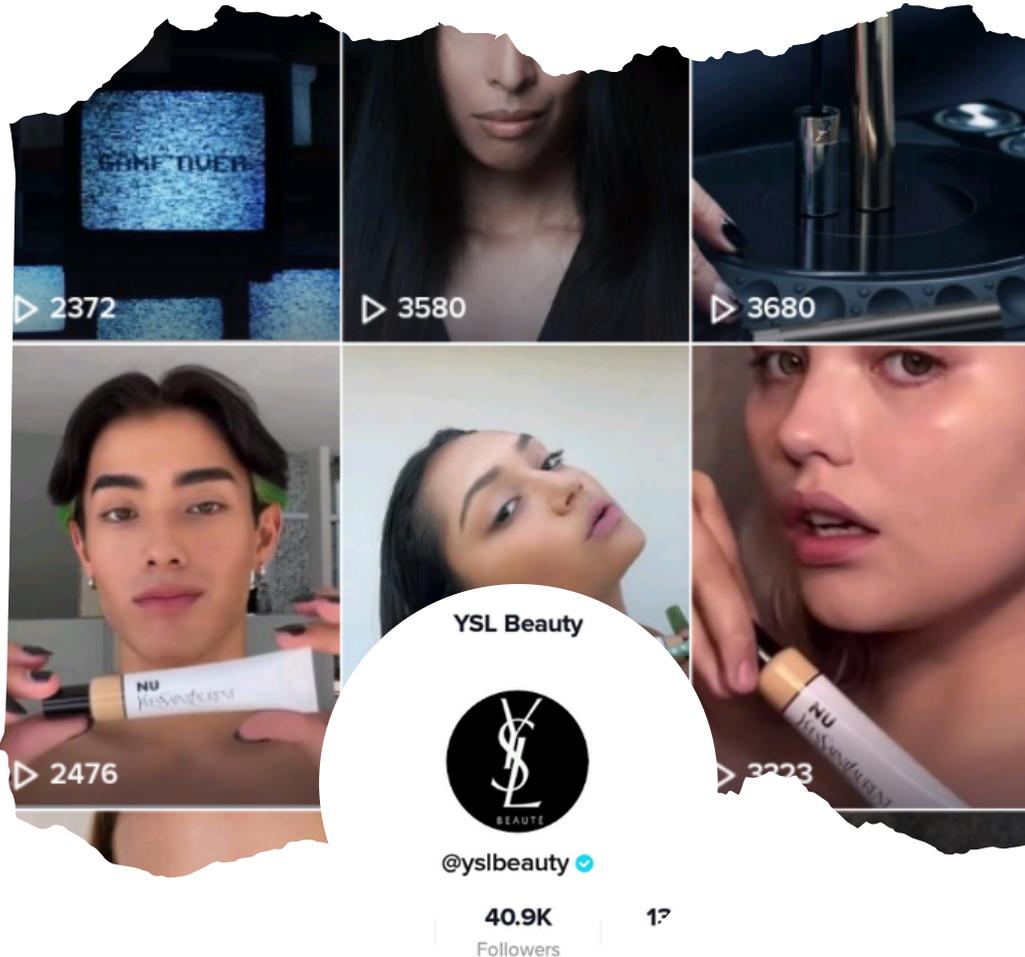




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**Who's adapted best to TikTok?**



Who's winning on TikTok?   
**YSL BEAUTY**

YSL takes the win. Shiseido has yet to find its 'voice' on the platform and some of the content is repetitive. YSL Beauty, on the other hand, has a **clear brand identity** and has demonstrated a solid understanding of TikTok with its influencer campaigns.

# AUTOMOTIVE BATTLES



The luxury car industry has long been directed towards older male consumers, however data has shown that the young Gen Z customer base (particularly women) is increasingly rapidly.

We all recognise the stereotype of a classic car advert... *Man drives through a beautiful mountain, countryside or (for some reason always empty) city landscape, usually looking very pleased with himself.* So how is this translating on a loud, chaotic platform like TikTok?

We struggled to find many luxury car brands with a presence on TikTok, which says plenty, but we have identified two worthy contenders.

# PORSCHE VS BMW



PORSCHE

594.9K followers, 4.9M likes

What we love about Porsche's content is that even though it's a famous luxury car brand, it has really embraced the **humorous side** of TikTok.

The brand welcomes input from creators, asking TikTok users to 'tag @porsche to be featured' and has reposted videos like '*How to make an entrance: Porsche edition*' or '*How I'd drive my dream Porsche during the week vs How I'd drive it at the weekend*'.

Notably, the cars are secondary to the creators and the humorous content they create, making Porsche more engaging and memorable for viewers.



# PORSCHE VS BMW



291.7K followers, 1.9M likes

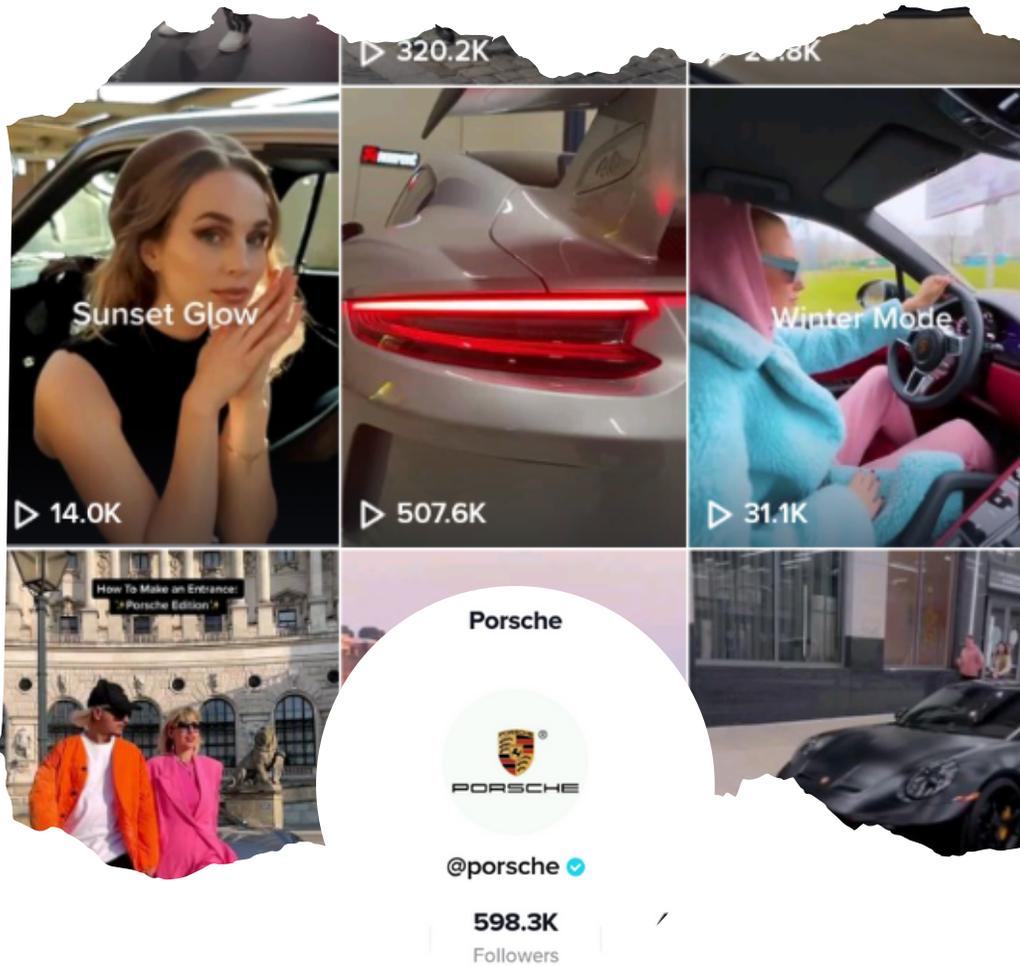
BMW takes a different approach, making its cars very much the centre of any content they create.

While the brand is still making it TikTok native with videos like *'What you see vs what my car sees'*, *'Angles that make your car look ...'* and *'Poses to spice up your Instagram'*, it hasn't been brave enough yet to give over creative freedom to creators or to feature broader content topics.





# PORSCHE VS BMW



## Crossing the finish line first... **PORSCHE**

We are thoroughly impressed with Porsche's TikTok presence. This is truly a great example of a luxury brand striking the right balance between aspiration and creativity on the platform. BMW would benefit from being more adventurous with its content by embracing new ways to showcase its cars.

# FOOD BATTLES

**B** Fanbytes

A close-up, high-angle photograph of a stack of three chocolate chip cookies. The cookies are golden-brown with dark chocolate chips embedded in them. They are stacked on a dark, textured wooden surface. The background is blurred, showing a light-colored wall and a dark vertical element.

Luxury food and drink brands on TikTok are uncommon, perhaps partly down to TikTok's advertising policies on products like alcohol brands. However, with the explosion of new DTC brands in this space in the wake of the pandemic we have identified two compelling examples.

# LAST CRUMB COOKIE VS CAVIAR CULTURE

## ~~LAST~~ CRUMB

60.8K followers, 321.4K likes

Last Crumb is an LA-based, **direct-to-consumer**, luxury cookie brand. Its cookies are so popular that there is currently a waitlist for new batches.

Social media has been a big driver behind Last Crumb's success, with its TikTok being no exception. As well as classic close ups of the highly enticing cookies and **unboxing/tasting** videos from real customers, the brand is also becoming an expert at being **reactive**. In the hours after Facebook and Instagram went down recently, they posted a video advising people to 'eat a damn cookie' to celebrate. Last Crumb has also tapped smartly into **trending sounds** and **Gen Z's love of Zodiac Signs** - a hugely trending and highly engaged-with topic on TikTok this year.



# LAST CRUMB COOKIE VS CAVIAR CULTURE



@caviar\_culture

16.5K followers, 93.5K likes

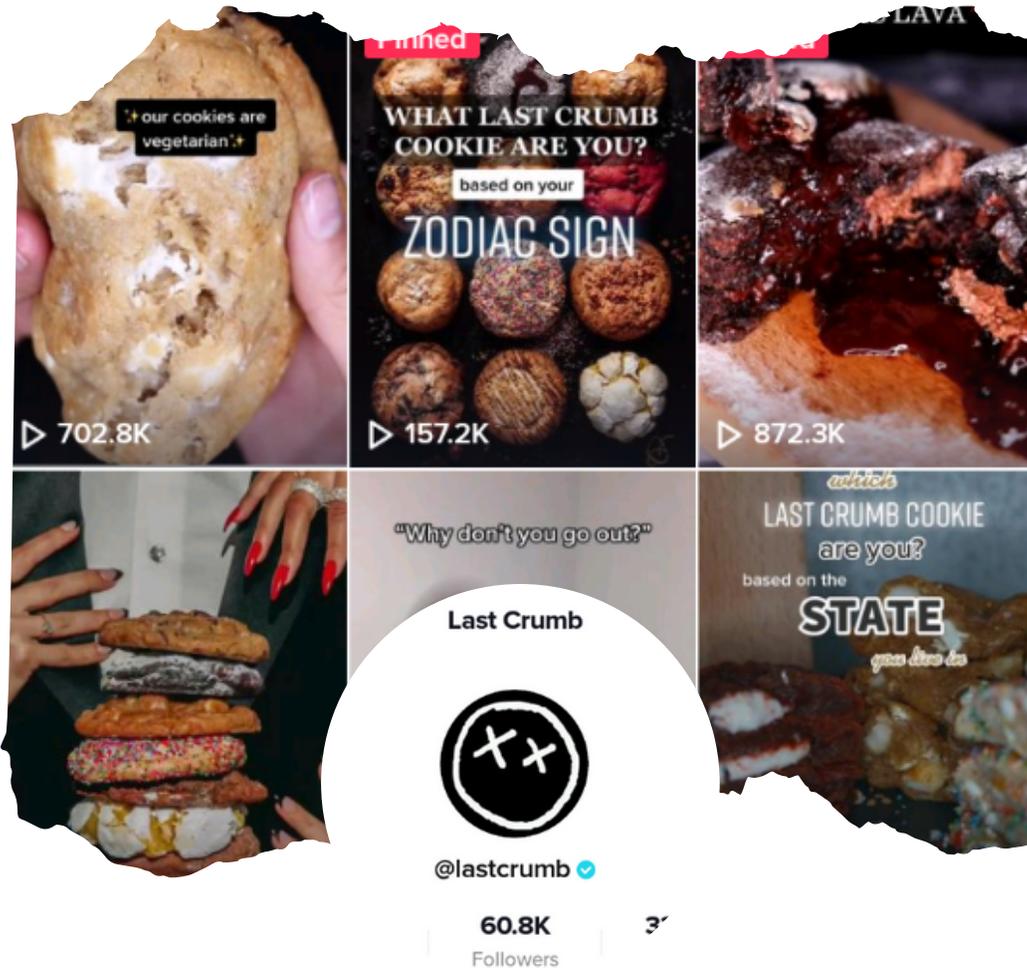
Ok, so Caviar Culture its not a brand per-se; rather a channel that shows how you can create high-end TikToks around luxury food.

All content is **exceptionally visual**, with sharp zooms in to luxury goods like caviar, champagne and more. While the visuals are super luxurious, the channel still taps into TikTok-specific formats like trending sounds to improve visibility in the platform's Discovery tab.





# LAST CRUMB COOKIE VS CAVIAR CULTURE



Who's the winner?  
**LAST CRUMB**

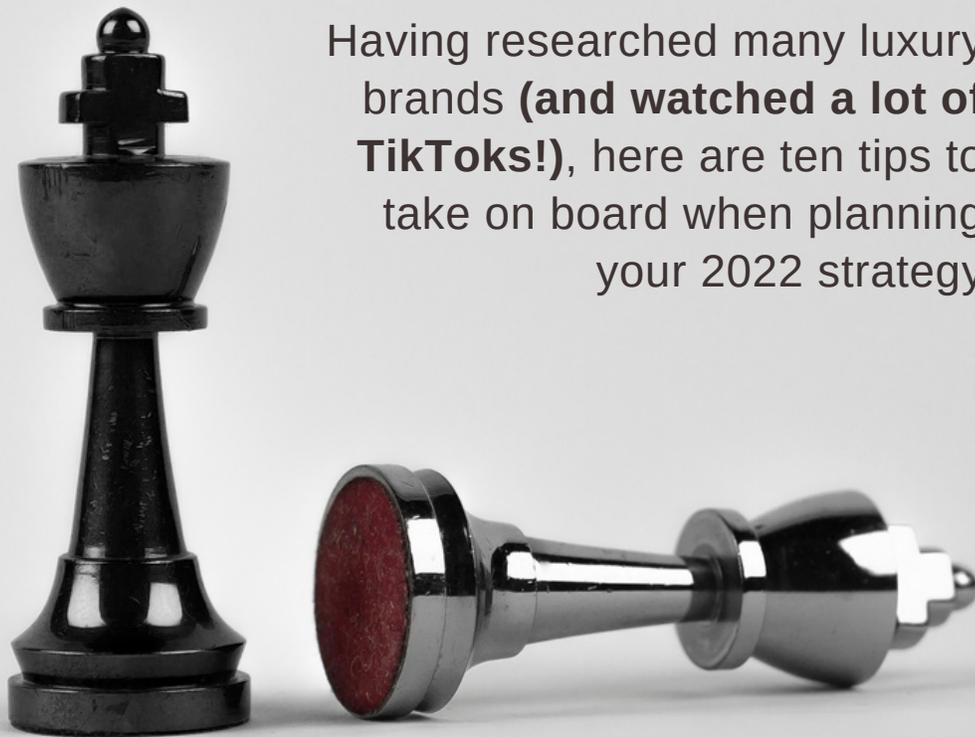


# LAST CRUMB

Last Crumb takes the biscuit here (sorry, not sorry). We love how this fast-growing brand has combined ultimate indulgence and luxury with humour and sarcasm – truly mirroring today's Gen Z consumer mindset.

# THE BATTLES: WHAT WE'VE LEARNED

Having researched many luxury brands **(and watched a lot of TikToks!)**, here are ten tips to take on board when planning your 2022 strategy



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## 1. Diversity is no longer desired, it's required.

Gen Z are more likely to align themselves with brands that demonstrate diversity and inclusivity in their marketing. In fact, they are 1.4 times more likely to say that inclusivity is one of the most important factors in their buying decisions (Mckinsey, 2021). While some of the brands we've featured (Fenty Beauty, Charlotte Tilbury, YSL Beauty) are ensuring representation in their TikToks, many luxury brands are still falling behind.



## 2. Be collaborative.

Fendi have shown the benefit of getting in front of a younger customer through partnering with brands that already carry a lot of **'social currency'** e.g. Skims. Think outside the box as to how you could collaborate with different industries and generate a challenge or trend that's bound to go viral.

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### 3. The new fashion royalty

If your brand is on TikTok, think about the right types of celebrity influencers and ambassadors to partner with. Certain actors and artists may be big on other platforms, but do they hold much sway on TikTok? It's easy to snub your nose at today's big TikTok creators like the D'Amelio sisters... but look how successful Versace's Addison Rae takeover was.



### 4. The future is virtual.

TikTok filters using augmented reality are always incredibly popular. **The Glass Slipper** trend in which users can make a Cinderella-esque slipper magically 'appear' on their foot is huge right now. There are even brands working on providing **'virtual outfits'** that influencers can essentially 'buy' to use in one post; a solution that would lower costs for the brand and make for a more sustainable alternative to gifting! This is obviously further down the line but for now, there's an exciting opportunity for luxury brands to experiment more with filters.

### 5. Think Creator-first

TikTok brand accounts that put real people and creators centre stage are always the most successful. We appreciate that luxury brands may be more protective around their influencer marketing – not wanting to lose their air of exclusivity! – but the brands that have embraced TikTok creators like Porsche and Gucci have really prospered. And when you are working with creators, give them an element of creative freedom and trust them to deliver what their audience wants.

## 6. Celebrate the past.

Gen Z love anything that evokes nostalgia. Think about how your brand can inject this theme into its TikTok content strategy.

## 7. Tap into sounds.

Music is the heart of TikTok and it's a great way to make your content more discoverable. Keep on top of the songs and sounds that are bubbling up and make sure you use them in your videos.

## 8. Serve the customer.

In a recent study of luxury consumers, Gen Z were found to want customer-centric driven content on TikTok such as hacks, tips & tricks, and expert recommendations ([Vogue Business, 2021](#)). Intersperse your content with videos that are genuinely useful.



## 9. We just want to feel happy...

In the same survey, TikTok users were found to be up to **19% more likely to spend when they're in a happy mood**. They want to “experience content that is creative, inspirational and authentic; while “motivational”, “happy”, “optimistic” and “fun” are words respondents seek in the experience when engaging with social content from luxury brands” ([Vogue Business, 2021](#)). When looking at lots of these luxury brands on TikTok though, the content does feel very serious and sometimes even sombre – the complete opposite to what consumers actually want!



## And finally...

### 10. ENTERTAIN US.

Returning to where we started with this report - the number one thing Gen Z wants when it comes to luxury content on TikTok, is **to be entertained**. When we conducted our research a significant amount of the branded content we studied didn't hit the mark here.

TikTok is unique as a social media platform in that **it lives and breathes repeatable trends and user generated content**. As we've seen with the #DiorSilk and #GucciModel challenges, creating a viral trend can unlock huge engagement and cultural relevance for your brand.

TikTok has also played a mammoth role in breaking down the barriers between brands and customers. Today's consumer expects to feel a real **connection** with brands online; something you can achieve through formats like 'day in the life of' videos, 'behind the scenes' at shoots and catwalks, TikTok LIVES and Q&As.

Finally, the algorithm favours content that has a high '**rewatch rate**', So for every TikTok your brand creates, ask the question - would you watch this again and again? If not, it may be best left on the cutting room floor.





## WHO IS FANBYTES?

Fanbytes is a leading social media and influencer marketing agency. We specialise in engaging Gen Z on their native platforms of TikTok, Instagram, Snapchat and YouTube.

With particular expertise in TikTok (we built Europe's first TikTok creator house!), we've worked with the likes of **Ganni**, **Clinique**, **Vestiaire Collective** and **Samsung** to help them unlock Gen Z audiences and grow their TikTok engagement.

Get in touch with us if you'd like to have a chat around how you can:

- Grow your brand's TikTok account through organic and paid campaigns
- Identify and partner with the right TikTok creators
- Tap into trending sounds, challenges and hashtags to unlock massive engagement
- Use data to truly understand how and where your brand should be talking
- Develop and showcase your brand's personality on TikTok

Get in touch with us at [www.fanbytes.com](http://www.fanbytes.com).

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