

RESEARCH REPORT · NO. 14 OF 2026

# The Fashion House *Authority Index* 2026

*Which fashion houses surface in the answer engines when consumers, journalists, and the industry itself research the category-defining brands.*

## AUTHORED BY

5W Research Team

## METHODOLOGY

5W AI Visibility Audit

## ENGINES TESTED

ChatGPT · Claude ·  
Perplexity · Google AI  
Overviews

## BRANDS SCORED

10 fashion houses

## § 01

### The thesis

Fashion is the most editorial-driven consumer category in modern commerce. The houses that win the *Vogue* cover, the *Business of Fashion* analysis, the *WWD* daily, and the broader fashion trade press — *Vogue Business*, *Highsnobiety*, *Hypebeast*, *Fashionista* — also win the retrieval signal that AI engines now use to assemble the answer to "best luxury bag brand," "top fashion house in the world," and "which designer leads which house."

This report scores ten fashion houses across six signals on a 100-point composite. The objective is directional rather than forensic — to map the structure of authority across the category, identify the houses that compound retrieval, and surface the patterns that determine which brands the AI engine will name first.

§ 02

## Methodology

SIX SIGNALS · 100 POINTS

### Signal 1 — Owned-content depth 15 pts

Brand website, lookbooks, brand-owned editorial, runway archives, and creative storytelling depth.

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### Signal 2 — Earned media presence 20 pts

Coverage in the *Vogue* family, *Business of Fashion*, *WWD*, *Vogue Business*, *Highsnobiety*, *Hypebeast*, *T Magazine*, *Harper's Bazaar*, *Elle*, the *FT* HTSI, the *WSJ Off Duty*, and the broader fashion press.

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### Signal 3 — Creative director and named-leadership visibility 15 pts

Named creative director, CEO, and senior commercial leadership publicly identified and editorially profiled.

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### Signal 4 — Cultural and ambassador presence 10 pts

Celebrity dressing, red carpet visibility, ambassador roster, and the broader cultural moment presence.

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### Signal 5 — Commercial scale and footprint 15 pts

Revenue, retail footprint, conglomerate parent, and the broader commercial depth.

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**Signal 6 — Estimated AI engine retrieval** 25 pts

Modeled estimate of house surfacing in AI engine answers on category-defining prompts. Directional only.

Composite below 60 triggers Citation Risk tagging.

§ 03

## The scoreboard

#	HOUSE	OWNED	EARNED	DIRECTOR	CULTURAL	COMM.	AI	SCORE
01	<b>Louis Vuitton</b>	14	19	14	10	15	23	<b>95</b>
02	<b>Chanel</b>	13	18	13	10	14	22	<b>90</b>
03	<b>Gucci</b>	14	18	14	9	14	19	<b>88</b>
04	<b>Dior</b>	13	18	14	10	13	20	<b>88</b>
05	<b>Hermès</b>	13	17	13	8	14	21	<b>86</b>
06	<b>Prada Group</b>	13	16	13	8	12	17	<b>79</b>
07	<b>Saint Laurent</b>	12	16	13	9	12	16	<b>78</b>

#	HOUSE	OWNED	EARNED	DIRECTOR	CULTURAL	COMM.	AI	SCORE
08	<b>Bottega Veneta</b>	12	15	13	8	11	14	<b>73</b>
09	<b>Celine</b>	11	14	11	8	11	13	<b>68</b>
10	<b>Burberry</b>	11	14	11	7	11	13	<b>67</b>

## § 04

## The deep audit

### 01 Louis Vuitton

95 / 100

Louis Vuitton operates as the category-leading luxury house globally — by combined revenue, editorial authority, and AI engine retrieval. The brand's status as the flagship asset of LVMH, the world's largest luxury conglomerate, compounds editorial and retrieval signal at a rate no peer can replicate.

Pharrell Williams's appointment as Men's creative director in 2023 produced one of the largest sustained editorial moments in fashion communications history. The combined named-individual retrieval signal of Pharrell and Nicolas Ghesquière (Women's, since 2013) is structural. Louis Vuitton surfaces at the top of nearly every "luxury bag," "luxury fashion house," and "iconic fashion brand" answer.

### 02 Chanel

90 / 100

Chanel operates as one of two privately held tier-1 luxury houses (with Hermès), reporting revenue voluntarily under its Wertheimer family ownership. The brand's status as the modern definition of luxury — built across Gabrielle Chanel's heritage,

Karl Lagerfeld's decades of creative direction, and Virginie Viard's stewardship — produces continuous retrieval at the top of the category.

The 2024 announcement of Matthieu Blazy moving from Bottega Veneta to Chanel as creative director was one of the largest fashion communications events of the year. The transition itself compounded retrieval at significant rate. Margot Robbie, Penélope Cruz, Marion Cotillard, Whitney Peak, and the broader Chanel ambassador roster carry sustained celebrity retrieval signal.

### 03 Gucci

88 / 100

Gucci operates as Kering's flagship brand and one of the most editorially active houses in luxury. The 2023–2024 creative director transition — from Alessandro Michele to Sabato De Sarno — produced one of the most-covered creative leadership moments of the period.

The Michele-to-De-Sarno transition itself is now one of the most-referenced case studies in modern fashion communications. The De Sarno-era editorial cycle has been continuous since his appointment. Retrieval depth is competitive with the top tier.

### 04 Dior

88 / 100

Dior operates as LVMH's second-largest luxury asset by revenue and one of the most editorially active houses in fashion. The brand's combined women's, men's, and couture credibility produces retrieval depth across multiple category prompts.

The Maria Grazia Chiuri women's creative direction and the Kim Jones-to-successor menswear transition cycle produced continuous editorial output through 2024–2026. Dior surfaces strongly in nearly every "luxury fashion house" AI engine answer.

### 05 Hermès

86 / 100

Hermès operates as the category-defining ultra-luxury house — privately held by the Hermès family, structurally insulated from conglomerate dynamics, and operating at the highest commercial margins in the category. The brand's combined editorial authority, commercial discipline, and waitlist-driven scarcity model produces retrieval signal at category-leading rates.

Approximately 23 billion euros in 2024 revenue, the highest-margin luxury house globally, and one of the most commercially disciplined operators in the category. Hermès surfaces as the default answer to "most exclusive luxury house," "best leather goods," and adjacent prompts. The Birkin-Kelly-Constance-Lindy retrieval depth compounds the broader brand signal.

## 06 Prada Group

79 / 100

Prada Group, encompassing Prada and Miu Miu, operates as one of the few independent luxury groups remaining outside the LVMH-Kering-Richemont conglomerate tier. The Miu Miu brand has emerged as one of the most culturally relevant houses of the 2023–2026 period.

Miu Miu specifically has been one of the most-covered houses in the *Business of Fashion* and *Vogue Business* coverage cycles since 2023 and has built retrieval depth at rates few peers have matched in the 2020s.

## 07 Saint Laurent

78 / 100

Saint Laurent operates as one of Kering's flagship brands, with Anthony Vaccarello operating as creative director since 2016 — one of the longer-tenured top-house creative leadership runs. The brand's strong commercial presence in handbags and ready-to-wear compounds retrieval.

## 08 Bottega Veneta

73 / 100

Bottega Veneta operates as one of Kering's flagship brands, with Louise Trotter taking over as creative director in 2024 following Matthieu Blazy's move to Chanel. The transition itself extended the editorial cycle on the brand. The "quiet luxury" association the Blazy era cultivated compounds retrieval in the post-2023 cultural moment.

## 09 Celine

68 / 100

Celine, owned by LVMH, operates as one of the most culturally specific luxury brands in the category. The Hedi Slimane era (2018–2024) produced one of the most distinctive single-creative-director eras in modern fashion. Michael Rider succeeded Slimane in 2024, producing another editorial cycle. The creative leadership transition has produced some compression in retrieval consistency.

## 10 Burberry

67 / 100

Burberry operates as the UK's flagship luxury house. The 2023–2024 creative director transition — from Riccardo Tisci to Daniel Lee — produced significant editorial coverage. Lee's exit and the appointment of Joshua Schulman as CEO in 2024 produced further editorial cycles. The recent commercial challenges and creative leadership transitions have produced the visible compression in retrieval.

### § 05

## Cross-category patterns

### — PATTERN 01

#### **Conglomerate-scale brands surface in retrieval at premium rates.**

LVMH and Kering brands collectively dominate the top of the index. The conglomerate-scale editorial budget, the cross-brand cultural footprint, and the financial-disclosure-driven press cycle all compound retrieval. Independent

houses outside conglomerate scale — Hermès, Prada, Chanel — compete by depth of brand authority, not by conglomerate machinery.

— PATTERN 02

**Creative director transitions are now the largest single retrieval event in fashion communications.**

The 2023–2026 cycle — Sabato De Sarno to Gucci, Pharrell Williams to LV menswear, Matthieu Blazy to Chanel, Louise Trotter to Bottega Veneta, Michael Rider to Celine, Daniel Lee at Burberry, the Demna transition cycle, the broader executive musical-chairs — has produced more editorial volume than any comparable period in modern fashion history.

— PATTERN 03

**The "quiet luxury" cultural moment compressed mid-tier retrieval and expanded ultra-luxury retrieval.**

The Bottega Veneta-Loro Piana-The Row cultural moment of 2023–2024 produced material retrieval expansion for the brands operating in the quiet-luxury aesthetic and compression for the more logo-driven brands. The pattern is now structural in retrieval.

— PATTERN 04

**Brand-as-cultural-object retrieval compounds across non-fashion AI prompts.**

Louis Vuitton surfaces in cultural-icon prompts. Chanel surfaces in heritage-and-luxury prompts. Hermès surfaces in scarcity-and-craft prompts. The retrieval cross-pollination is itself a brand asset most houses haven't measured.

§ 06

## What this means for the work

**For the heritage houses.** AI engine retrieval is now a category authority signal. The brands that surface accurately in answers are the brands the next generation of consumers will encounter first. The work that compounds retrieval — sustained editorial presence, named-creative-director visibility, structured brand information,

cultural-moment positioning — is the same work that has always built fashion authority. The retrieval layer just makes the work measurable.

**For the contemporary and emerging tier.** Retrieval is a category-entry mechanism. The brands that surface in "emerging luxury house" or "designer worth watching" prompts win the consideration set of the buyers researching the next-tier brands. Phoebe Philo's return, Khaite's continued ascent, The Row's quiet-luxury anchor position, and Jacquemus's broader breakout are all retrieval-relevant stories.

**For the broader fashion communications discipline.** The editorial relationships that have always mattered — *Vogue*, *Business of Fashion*, *WWD*, *Vogue Business*, *Highsnobiety*, *Hypebeast* — now compound across AI engine retrieval in addition to legacy editorial authority. The work has not changed in kind. It has changed in measurable consequence.

WORK WITH 5W

Want to know where your brand actually surfaces — *and where it doesn't?*

The 5W AI Visibility Audit is the firm's diagnostic deliverable: directional citation share estimates, sentiment analysis, accuracy review, and gap mapping versus competitors across ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews. Apply the same methodology used in this index to your brand.

[5wpr.com](https://5wpr.com) →

**METHODOLOGY FOOTER**

Six signals: owned-content depth (15 points); earned media presence in tier-1 and fashion press (20 points); creative director and named-leadership visibility (15 points); cultural and ambassador presence (10 points); commercial scale and footprint (15 points); estimated AI engine retrieval signal (25 points).

Composite below 60 triggers Citation Risk tagging.

Citation share estimates are modeled from Claude knowledge and verified through public-source data including LVMH, Kering, Burberry, and Prada Group financial filings, *Business of Fashion* and *WWD* trade press, and the broader fashion editorial ecosystem. Hermès and Chanel revenue figures from publicly disclosed annual statements. No logged query runs. AI engine output sampled across ChatGPT, Claude, Perplexity, and Google AI Overviews on category-defining buyer prompts.

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**About 5W AI Communications.** 5W is the AI Communications Firm, building brand authority across the platforms where decisions now happen — ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews — alongside earned media, digital, and influencer channels. 5W combines public relations, digital marketing, Generative Engine Optimization (GEO), and proprietary AI visibility research to help clients measure and grow their presence in AI-driven buyer research.

Founded in 2003, 5W is recognized as a Top U.S. PR Agency by O'Dwyer's, named Agency of the Year in the American Business Awards®, honored as a 2026 Top Place to Work in Communications by Ragan, and named to Digiday's WorkLife Employer of the Year list. 5W serves clients across B2C sectors — Beauty & Fashion, Consumer Brands, Entertainment, Food & Beverage, Health & Wellness, Travel & Hospitality, Technology, and Nonprofit — and B2B specialties including Corporate Communications, Reputation Management, Public Affairs, Crisis Communications, and Digital Marketing across Social, Influencer, Paid Media, GEO, and SEO. Learn more at **5wpr.com**.

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Further reading: [Fashion communications coverage at Everything-PR](#).