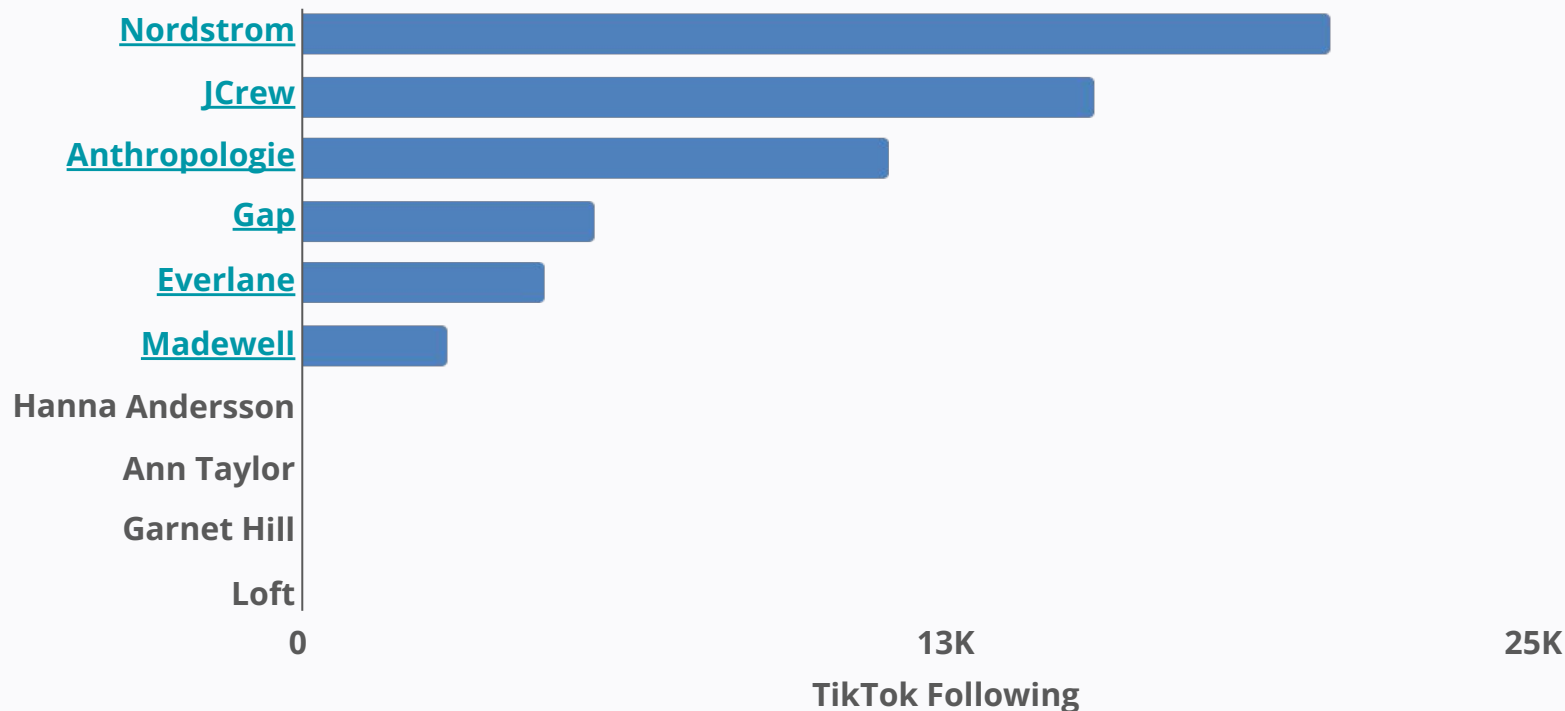


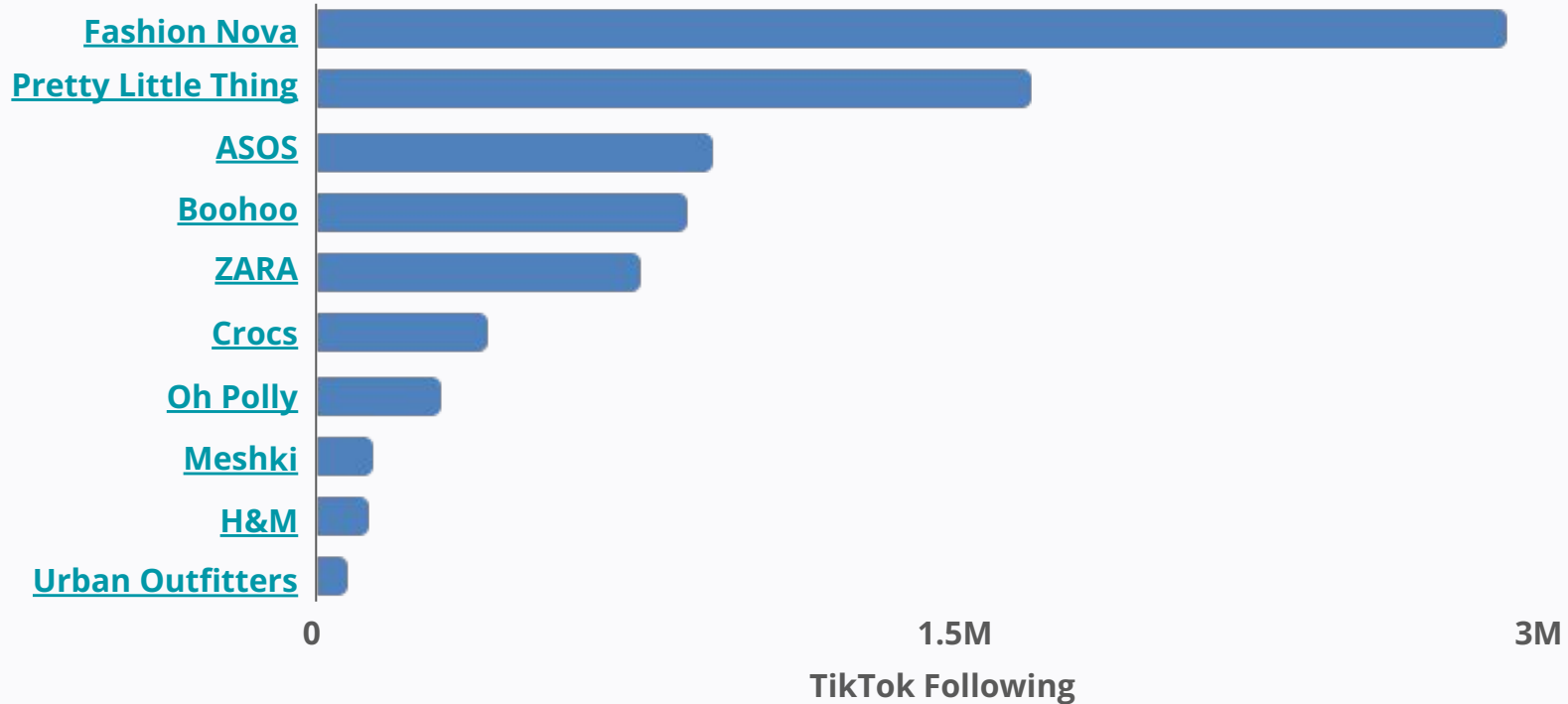
ASOS  
FASHION NOVA  
PRETTYLITTLETHING

Uncovering Strategies Generating  
1M+ Followings on Fashion TikTok  
Apparel

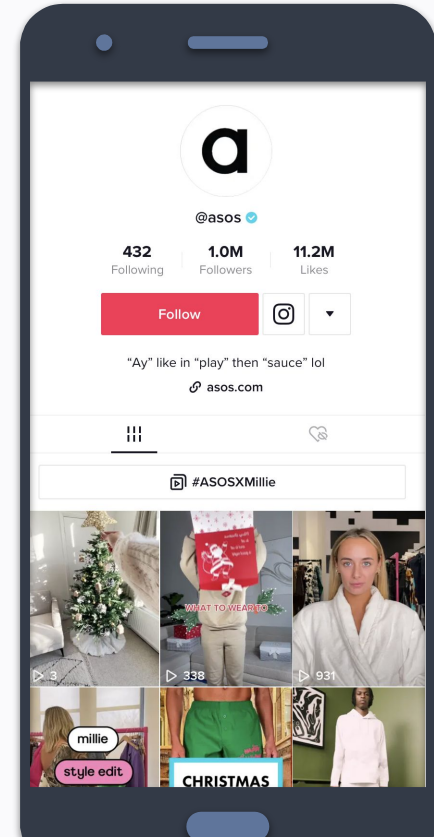
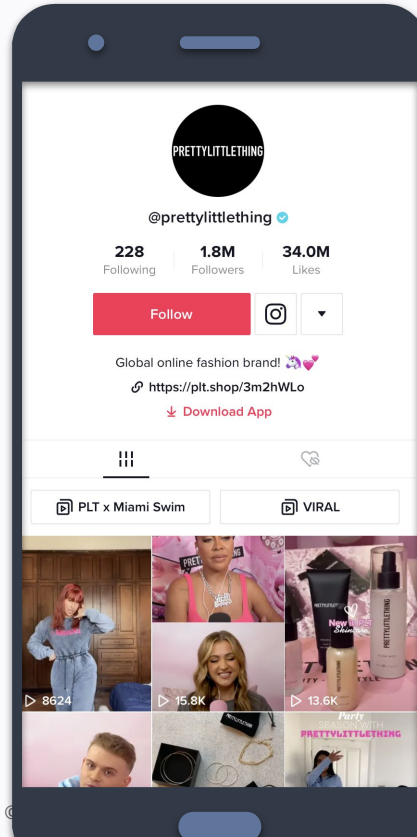
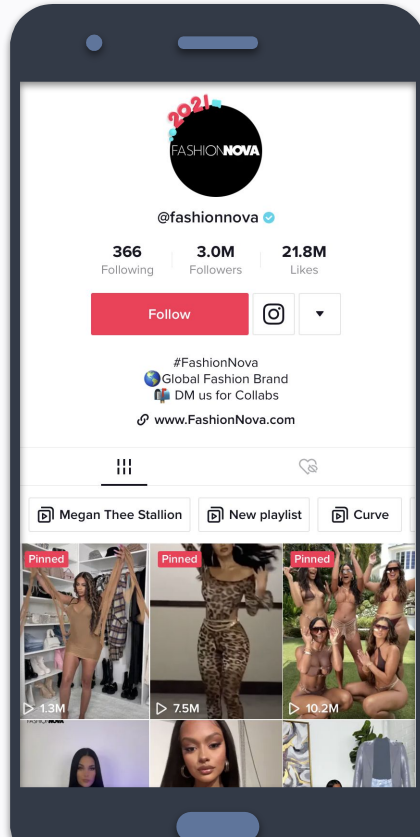
From June 2021 to November 2021, the audience interests of bodenusa.com visitors in the United States include the following brands. 60% of these brands currently have a TikTok account.



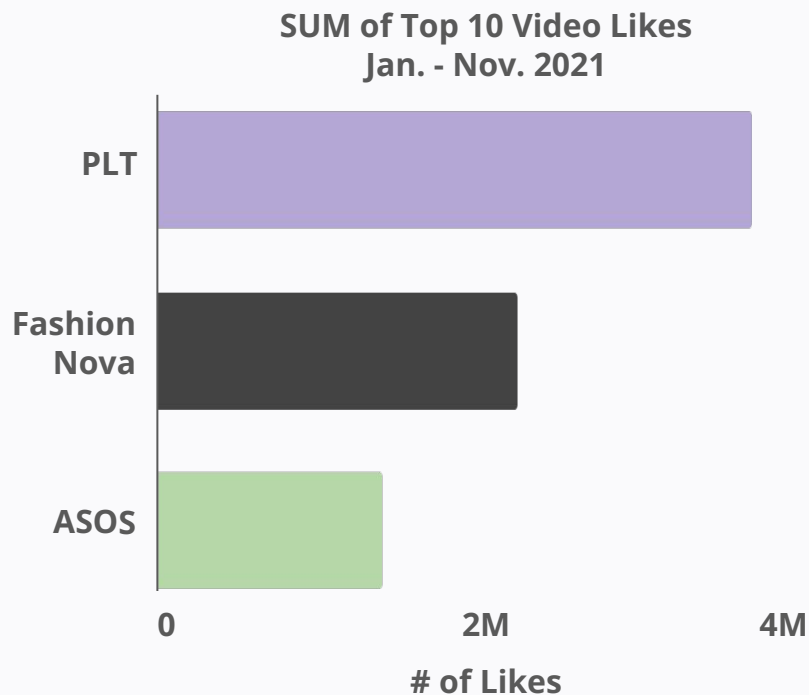
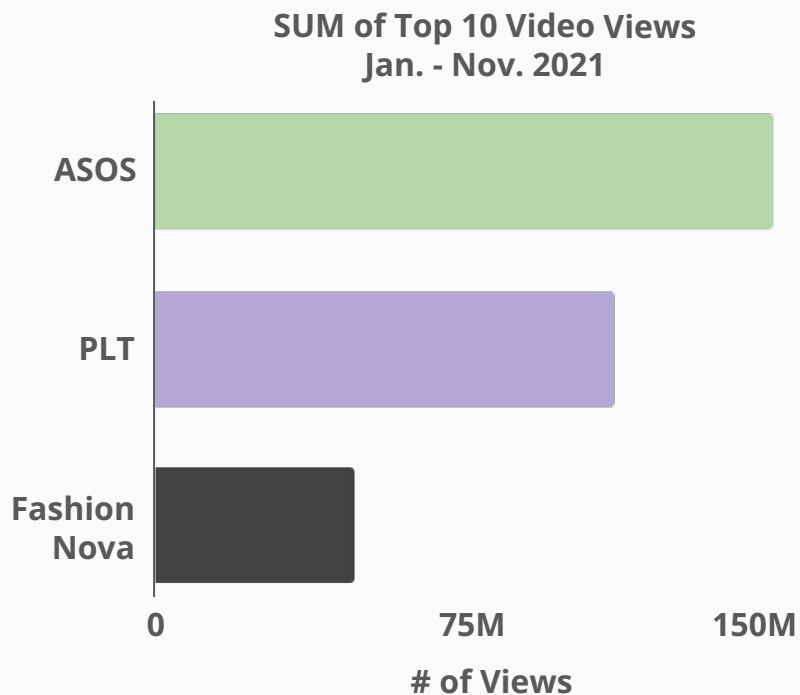
Other fashion brands with strong followings on TikTok include:



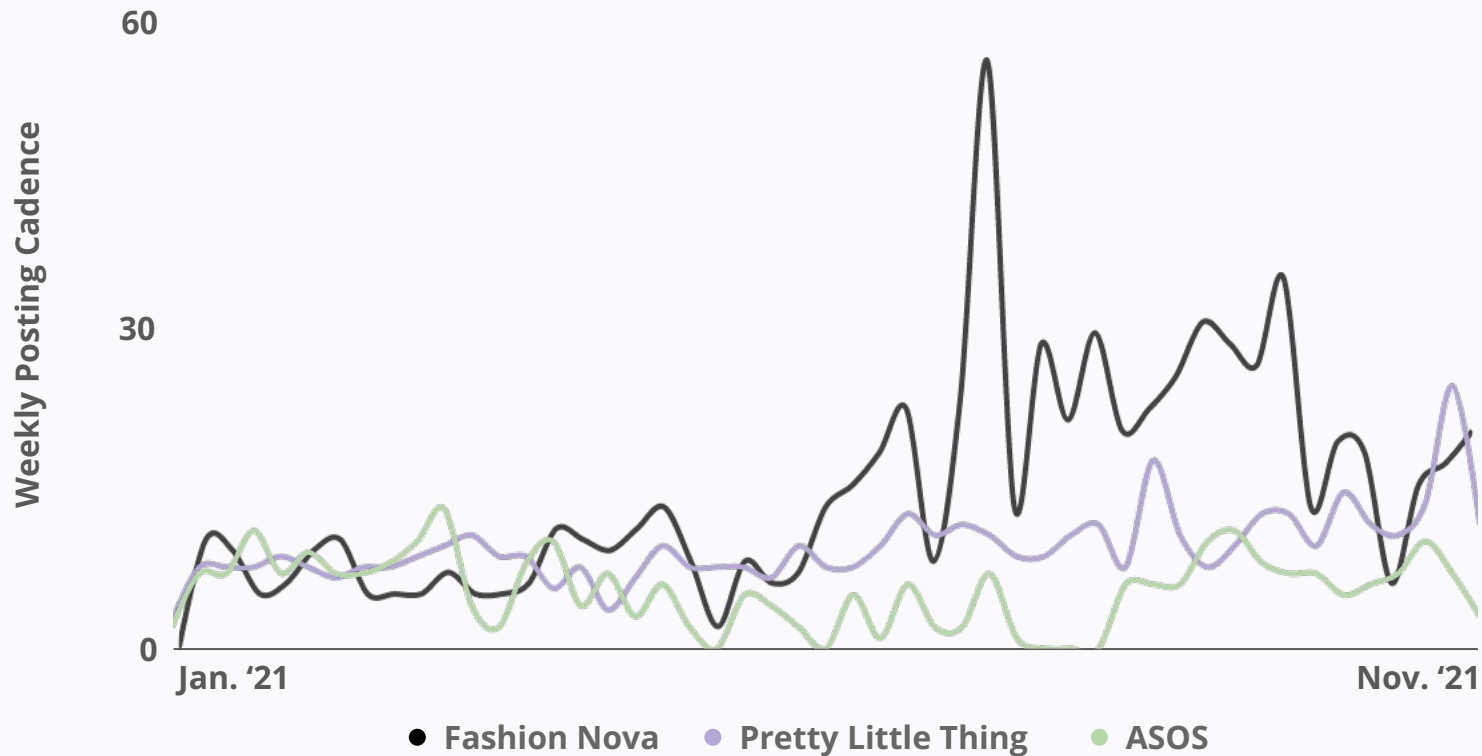
FashionNova, Pretty Little Thing (PLT) and ASOS are fashion brands with high TikTok followings at 3M, 1.8M and 1M respectively.



From January to November 2021, ASOS has generated the most total views (150M) while PLT has generated the highest number of likes (3.8M) on their respective top 10 performing videos.



From January to November 2021, FashionNova has seen an average weekly posting cadence of 14, while PLT has seen an average of 9, and ASOS has seen an average of 5 posts per week.

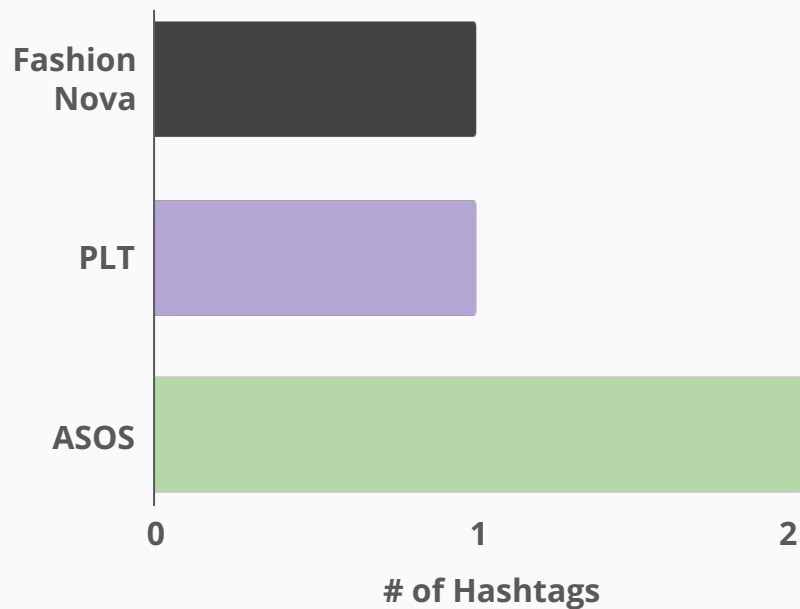


Amongst the three brands, their average weekly posting cadence from January to November 2021 is 10 posts per week.

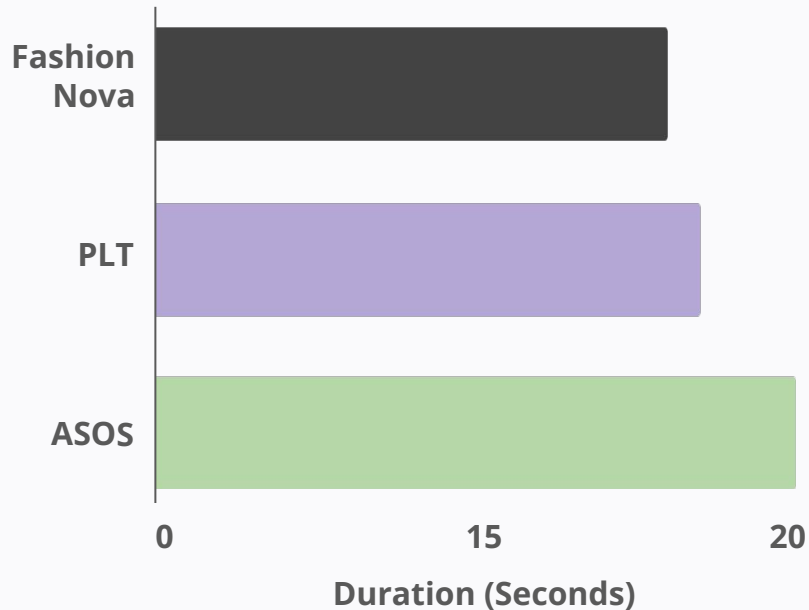


Of the top 10 performing posts for each brand, the average amount of hashtags used is **one per post**. The average duration of the top posts is **18 seconds**.

Avg. Number of Hashtags Per Post  
Top 10 Performing Posts 2021



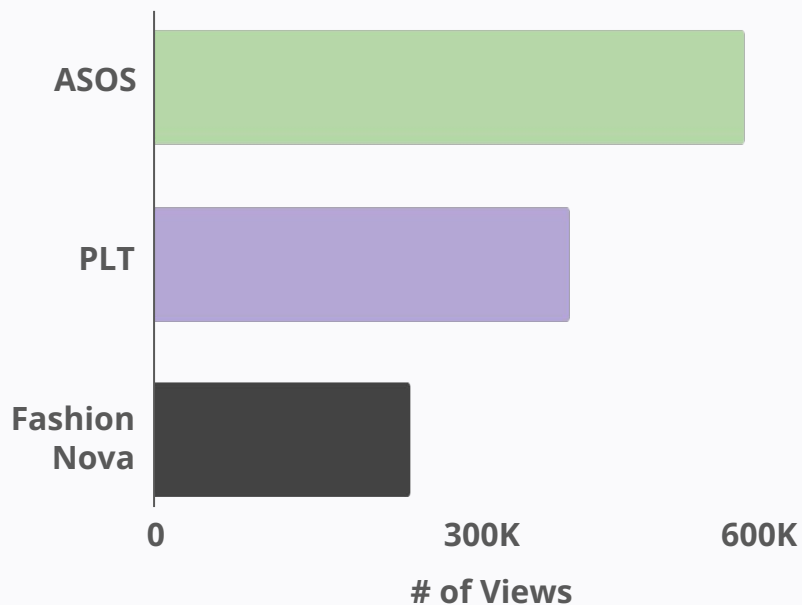
Avg. Duration of Hashtags Per Post  
Top 10 Performing Posts 2021



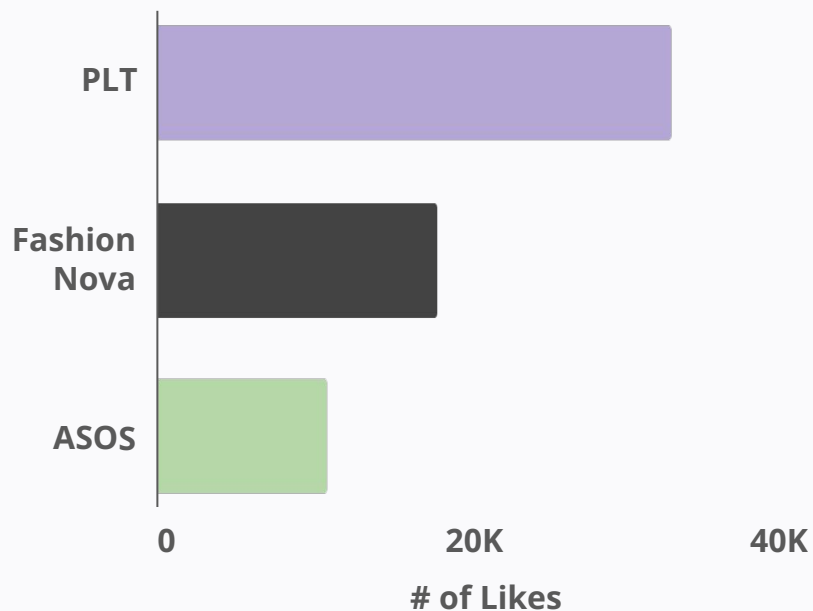


ASOS holds the highest average views (552K) on their account while PLT holds the highest average likes (34K) on their account for all time posts.

**All Time Average Post Views Benchmark**



**All Time Average Post Likes Benchmark**



ASOS' discrepancy between views and likes may be due to paid ads on their TikToks

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The main recurring strategy found in FashionNova's top 10 videos are simple clips of the **model walking towards the camera and showing off the product from all angles**. On average, FashionNova's TikToks generate 18K likes and 240K views. Videos using this tactic have generated upward of **+732%** more views and **+502%** more likes than average.

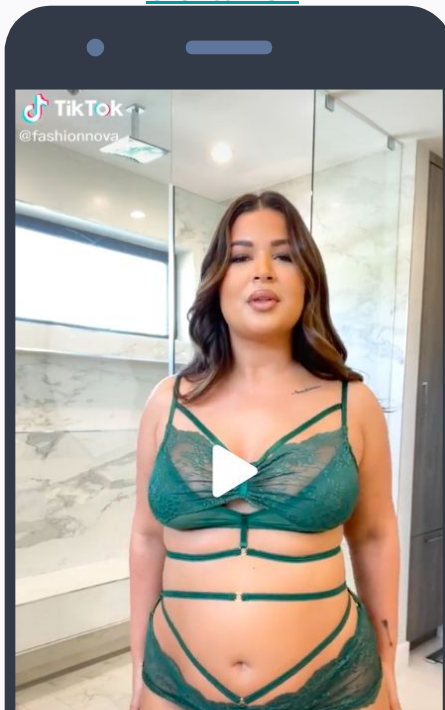
Views: **3.9M** | Likes: **130K**

[Click to view](#)



Views: **3.5M** | Likes: **158K**

[Click to view](#)



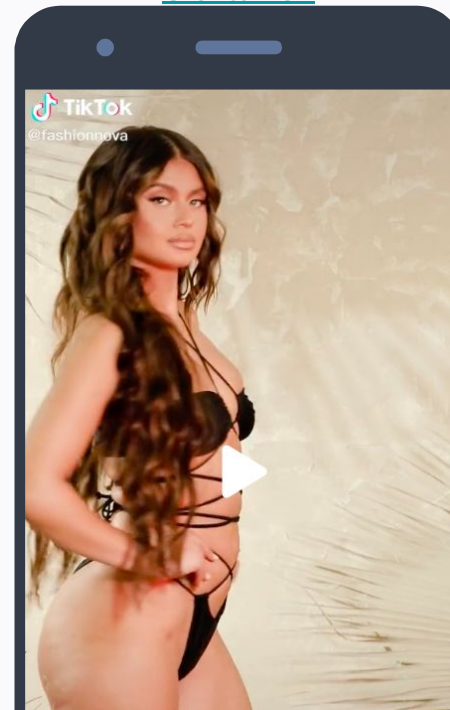
Views: **3M** | Likes: **127K**

[Click to view](#)



Views: **2M** | Likes: **106K**

[Click to view](#)



PLT's strategy uses **trending sounds, storytelling and transitions to keep their viewers engaged for longer**. Their content features famous influencers who are always tagged. On average, PLT's TikToks generate 32K likes and 389K views. Videos using this tactic have generated upward of **+2,134%** more views and **+389%** more likes than average.

Views: **23M** | Likes: **527K**

[Click to view](#)



Views: **14M** | Likes: **264K**

[Click to view](#)



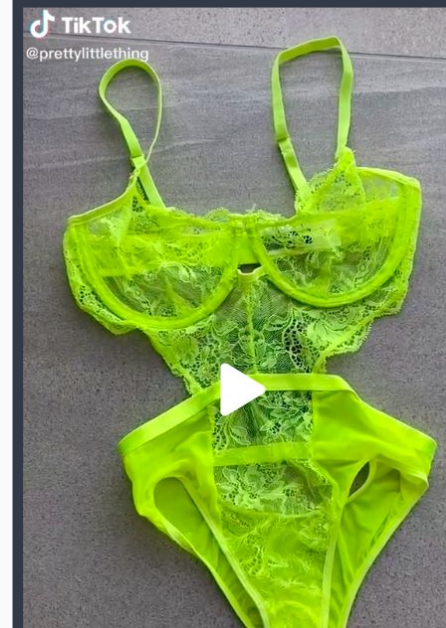
Views: **12M** | Likes: **158K**

[Click to view](#)



Views: **8.7M** | Likes: **296K**

[Click to view](#)

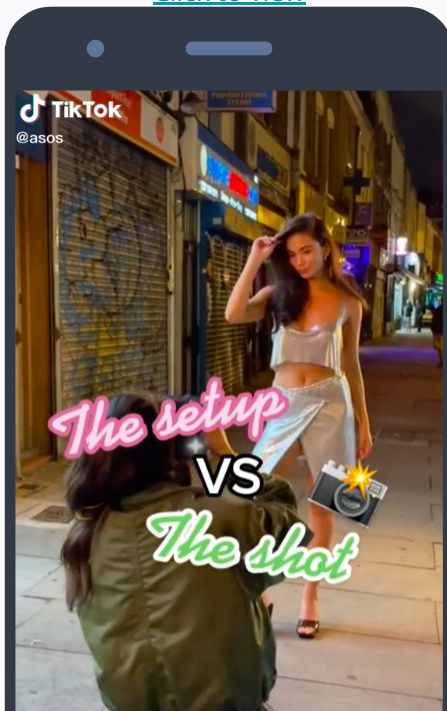




ASOS' strategy features **behind the scenes (bts) videos on photoshoots as well as influencer content using transitions to show different outfits.** On average, ASOS' TikToks generate 11K likes and 552K views. Videos using these tactics have generated upward of **+154%** more views and **+909%** more likes than average.

Views: **1.9M** | Likes: **239K**

[Click to view](#)



Views: **1.5M** | Likes: **121K**

[Click to view](#)



Views: **1.5M** | Likes: **108K**

[Click to view](#)



Views: **1.4M** | Likes: **198K**

[Click to view](#)



## Key Takeaways

FashionNova, Pretty Little Thing (PLT) and ASOS are fashion brands with high TikTok followings at 3M, 1.8M and 1M respectively. From January to November 2021, on the top 10 performing videos, ASOS has generated the most total views (150M) while PLT has generated the highest number of likes (3.8M). The following strategies are used to help generate top performing content:

- **Posting Cadence:** Amongst the three brands, their average weekly posting cadence from January to November 2021 is 10 posts per week.
- **Average Post Duration & Hashtags:** Of the top 10 performing posts for each brand, the average amount of hashtags used is one per post. The average duration of the top posts is 18 seconds.
- **Top Performing Content Strategies:**
  - **FashionNova:** The main recurring strategy found in FashionNova's top 10 videos are simple clips of the model walking towards the camera and showing off the product from all angles.
  - **Pretty Little Thing:** PLT's strategy uses trending sounds, storytelling and transitions to keep their viewers engaged for longer. Their content features famous influencers who are always tagged.
  - **ASOS:** ASOS' strategy features behind the scenes videos on photoshoots as well as influencer content using transitions to show different outfits.