

# FASHIONVALET BRAND ANALYSIS

## Traditional & Social Media Overview

Data: 20 Oct - 4 Nov 2024

### ANALYSING THE IMPACT OF THE CONTROVERSY ON FASHIONVALET

Malaysian government-linked firms Khazanah Nasional Berhad and Permodalan Nasional Berhad (PNB) faced public scrutiny over their collective RM43.9 million loss in FashionValet, a prominent local fashion e-commerce platform. The Malaysian Anti-Corruption Commission officially opened an investigation into the investment losses.

#### The Star Online leads in total online media impressions

**#1** *The Star*

Impressions: 1,143,659

**#2**

*theSun*

Impressions: 585,256

**#3**

Bloomberg

Impressions: 518,499

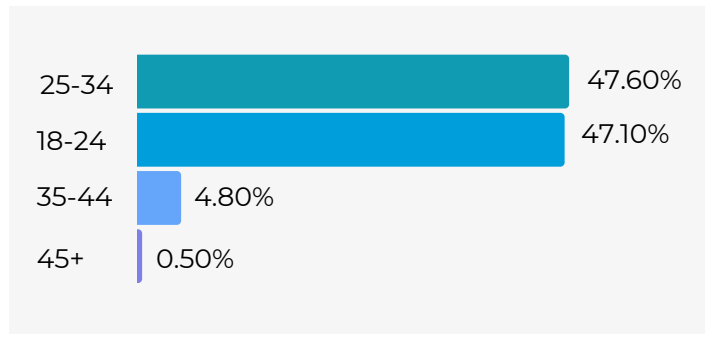
**#4**

malaymail

Impressions: 203,935

#### Keywords of FashionValet were related to the controversy

#### Gen-Z and Millennials drove the social media conversation

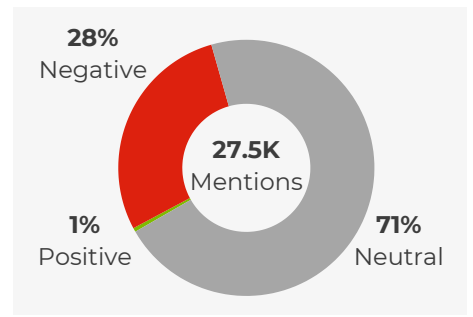


#### Founder Vivy Yusof is mentioned in 67% of all FashionValet mentions

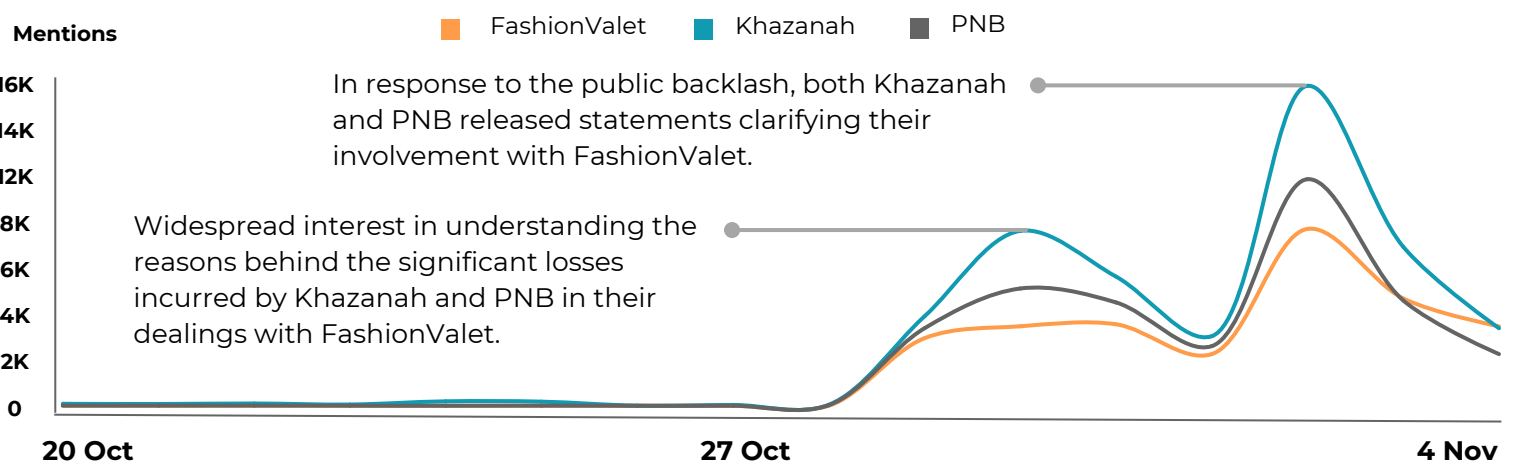


Online discussions about FashionValet's founder, Vivy Yusof, are polarised. Critics demand accountability and transparency, alleging mismanagement.

Some netizens argue her recent apology for FashionValet's losses is insufficient and question the company's business practices.



#### Social Media Mentions for involved organisations spiked due to the controversy



#### Conversations about FashionValet received the highest percentage of negative sentiments

