

KUALA LUMPUR FASHION WEEK 2025

A CARMA ANALYSIS

Data: Social
4 – 10 August 2025



MENTIONS OF KUALA LUMPUR FASHION WEEK 2025 PEAKED ON 6TH AUGUST DUE TO BUZZ AROUND PRODUCT LAUNCHES AND CELEBRITY APPEARANCES

VOLUME OF SOCIAL MEDIA MENTIONS OF KL FASHION WEEK

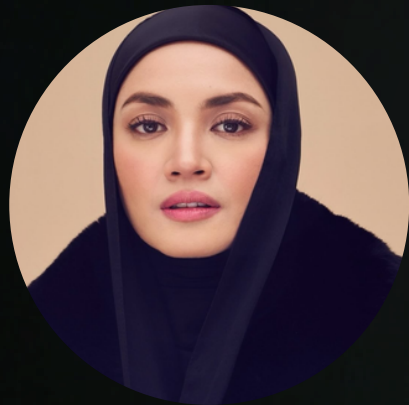


CELEBRITY INSTAGRAM ENDORSEMENTS TURN KL FASHION WEEK DESIGNER SHOWCASES INTO CULTURAL MILESTONES



WHILE CELEBRITIES RANKED HIGHLY FOR THEIR ENGAGEMENT ON INSTAGRAM, VIVO RANKED FIFTH ON OVERALL ENGAGEMENTS THROUGHOUT THE WEEK

#1



missfazura
Instagram
Engagement: 51.9K

#2



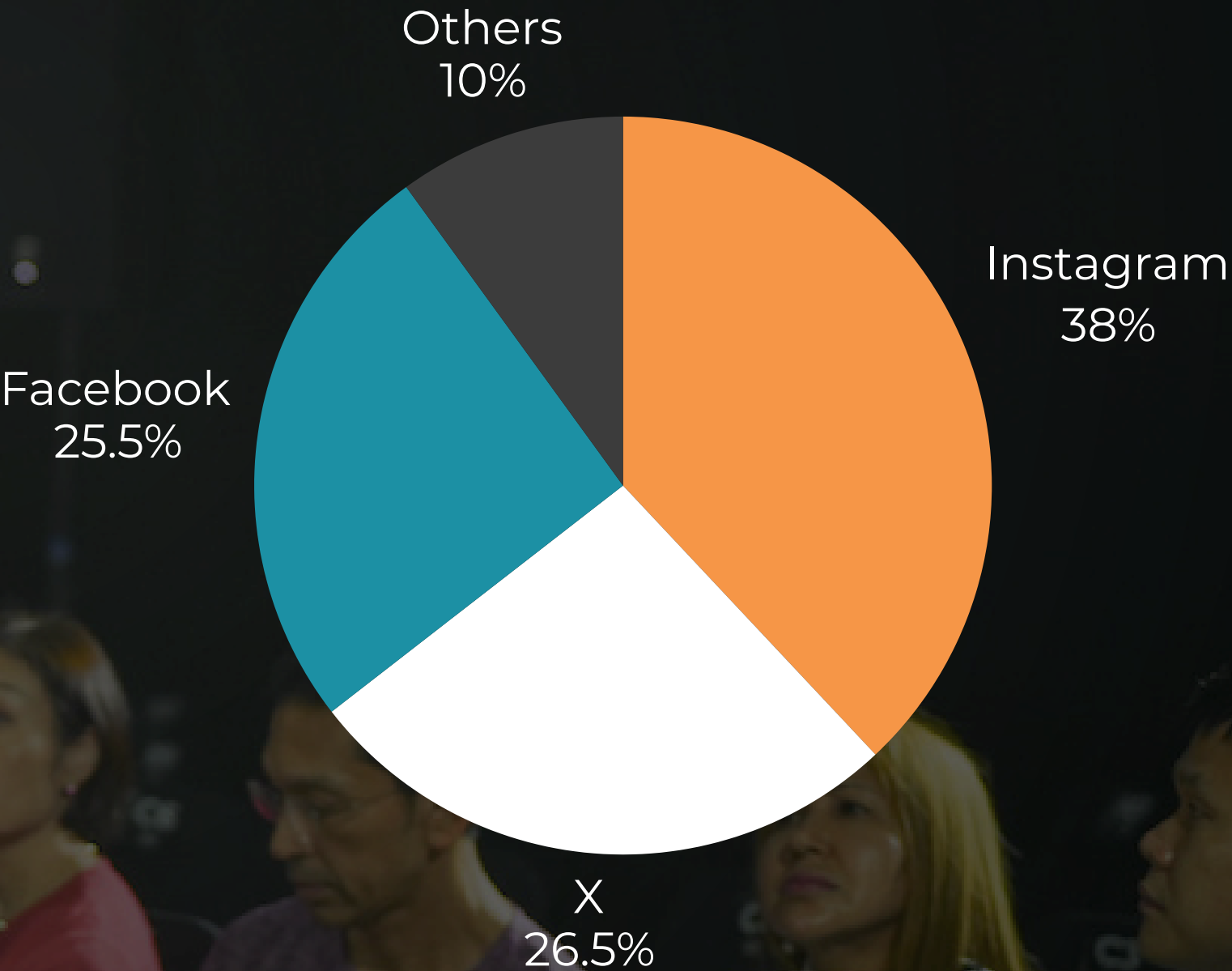
amiraaothman
Instagram
Engagement: 41.5K

#5



Vivo
Facebook
Engagement: 24.4K

TOP SOCIAL MEDIA PLATFORM





**THE TOP MENTIONED BRANDS THROUGHOUT THE WEEK WERE
VIVO, L'ORÉAL PARIS, AIRASIA AND SKECHERS**

VIVO INTEGRATED THE V60 AS A DESIGN STATEMENT

vivo

- Vivo heavily promoted the V60 smartphone in the “Berry Purple” colorway at Kuala Lumpur Fashion Week 2025.
- The brand partnered with fashion designer Kit Woo and served as the Official Mobile Partner of KLFW 2025.
- Content by influencers and some behind-the-scenes footage used the V60.

Neutral
40.8%

Negative
7.5%



Positive
57.1%

L'ORÉAL PARIS CENTERED ON WOMEN'S EMPOWERMENT



L'ORÉAL
PARIS

- L'Oréal Paris hosted the “REDManifesto Runway” showcase at KLFW 2025, celebrating 22 Women of Worth from Malaysia.
- Their campaigns for the week featured prominent personalities and focused on celebrating women's achievements and empowerment.
- The runway received extensive media coverage from major lifestyle outlets in turn leading to social media mentions.

Neutral
68.8%



Positive
24.5%

Negative
6.7%



AIRASIA'S NEW CABIN CREW UNIFORMS STOOD OUT FOR THEIR SUSTAINABILITY

AirAsia

- AirAsia unveiled new cabin crew uniforms made with up to 40% recycled materials at KLFW 2025.
- The showcase was part of the “Design to Sustain” segment, highlighting sustainability in fashion.
- They also celebrated the 10-year partnership between AirAsia and KL Fashion Week.

Neutral
44.4%



Positive
42.4%

Negative
13.2%

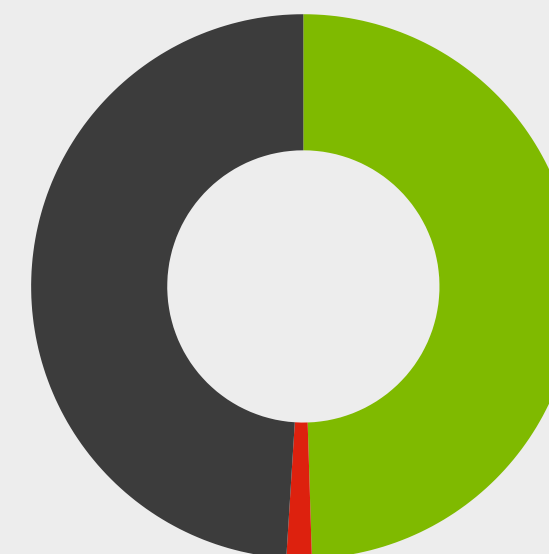


SKECHERS BLENDED RUNWAY STYLE WITH TECH-ENHANCED FOOTWEAR

SKECHERS

- Skechers participated in KLFW 2025 with a collaboration with Malaysian designer Masyadi Mansoor (MSYD).
- The runway showcased a streetwear collection featuring sneakers such as the Hotshot and Monster Evo.
- The brand introduced a “Find My Skechers” product for children that integrates with Apple AirTag technology.

Neutral
49%



Positive
49.5%

Negative
1.5%



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