

DIGITAL MEDIA TYPES

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KITH

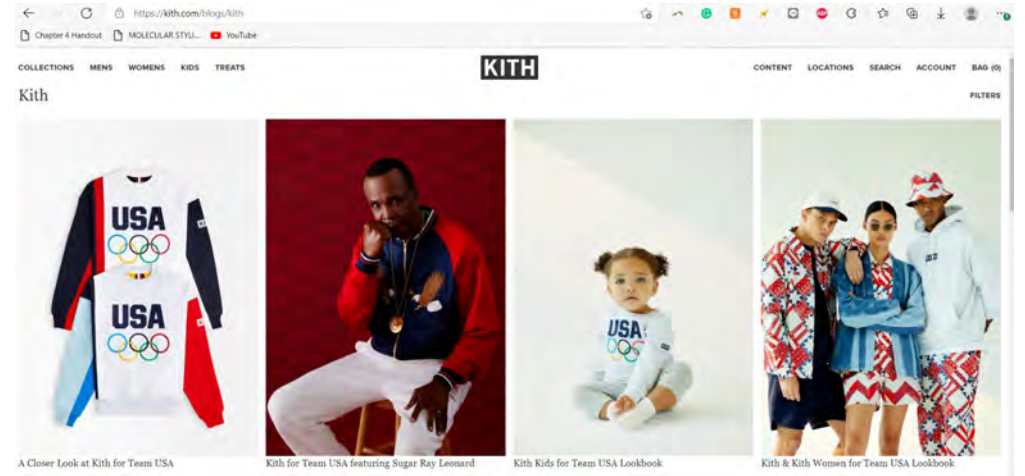
OWNED MEDIA

The image displays three social media profiles for the brand KITH:

- Twitter:** Shows the KITH profile with 14.3K tweets, navigation options for Explore and Settings, and a tweet from @KITH dated August 6 about Loewe Slip-On Loafers.
- Instagram:** Shows the KITH profile with 239 posts, 2.2m followers, and 9 following. It features a grid of posts, including a red-themed advertisement for 'GOLD MEDALS'.
- Facebook:** Shows the KITH profile with the tagline 'LONG LIVE THE KING', a profile picture, and a 'Send Message' button.

OWNED MEDIA

Kith owns 10 social media accounts in total which included 7 Instagram accounts, 1 Twitter account and 1 Facebook account. The main Instagram account has 2.2M followers, the official Twitter account has 260.3K followers, and 133K likes on Facebook. Along with that Kith also owns an official website www.kith.com and a blog under the website. Their website and Twitter are two medias that have the most traffic.



PAID MEDIA

Deals: Exclusive Deals, Highlights, Newsletter Available, We Help You Save Money.
All categories: Without Auctions, Great offers, Only Auctions, Price Alerts, Free Shipping
Visit Website

Kith: Find The Latest Kith Stories, News & Features
Kith, Kith & Kin means family and friends. This is also the foundation for Kith's clothing brand and flagship stores in New York, founded by footwear designer ...

Kith Unveils New Collab Collection With BMW | Complex
Oct 19, 2020 ... The Kith for BMW collection builds on Kith founder Ronnie Fieg's longtime love of the BMW car and includes 93 styles of apparel and ...

Kith and Nike Partner With Dipset to Help Unveil New Knicks Collab ...
Dec 15, 2020 ... Kith and Nike welcomed Harlem into Madison Square Garden by having Dipset usher in a new collaboration with the Knicks. It launches Dec.

Here's a Full Look at Kith's 'The Simpsons' Collection | Complex
Jan 24, 2021 ... Kith and 'The Simpsons' have launched a multifaceted partnership that includes an apparel collection, an immersive installation, and desserts.

Kith Showcases Summer 2021 Collection With Adrian Grenier and ...
Jun 21, 2021 ... With help from Adidas on the footwear end of things, Kith's latest collection—which drops on June 25—features 123 styles in menswear, ...

Dipset Unleashes New Freestyle for Kith x New York Knicks Collab ...
Dec 14, 2020 ... Although the Diplomats had an undeniable impact on fashion in New York (and around the world), Kith didn't limit them to being mere models like ...

Kith Celebrates 10-Year Anniversary With Vans Vault Capsule ...
May 20, 2021 ... The summer-ready range consists of 10 adult sneaker designs that feature prints, patterns, and graphics from previous Kith collections.

KITH

SEARCH RESULTS



Ronnie Fieg Just Unveiled Another AF1 Which Means: New Kith Store

(SNEAKERS) 4 DAYS AGO



The Redeem Team Approves of Kith's 2021 Olympics Collection

(STYLE) 14 DAYS AGO



Home Brands Kith



Kith

New York Retailer

kithnyc.com @kithnyc @kithset @kithnyc

Profile

Collections

Drops

Rank

212

Performance

Trend

Profile

Industries Streetwear

PAID MEDIA

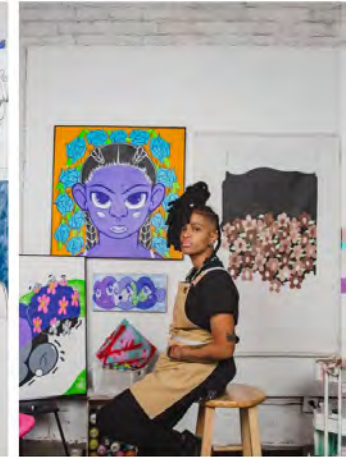
Surprisingly, Kith has no promotion or advertising on any of their social media. Three major paid media are three famous streetwear publishers: Complex, Highsnobiety, and Hypebeast. Also, parts of their paid media are coming from featuring with many artists, celebrities, and influencers. For example: Adrian Grenier for Summer 2021 campaign, Shaina McCoy for Art collection, or Kerri Jennings, Aaron Peirsol, Jason Kidd for their new Olympics collection, etc.



Marcus J. Brutus for Kith



Shaina McCoy for Kith



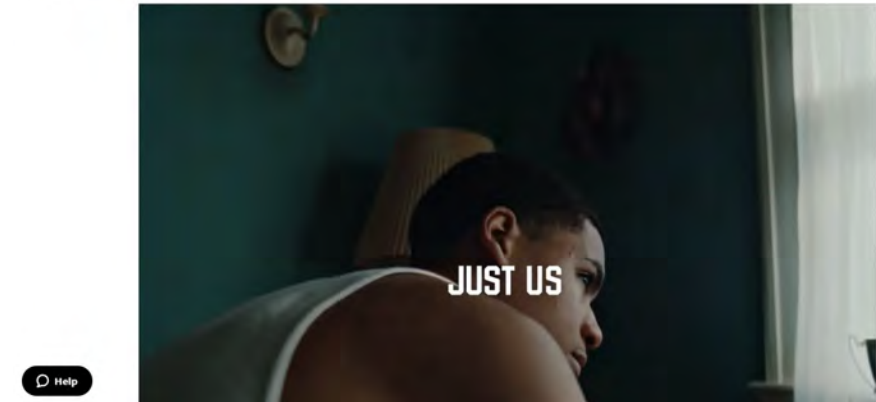
SUPERWAXX for Kith

[COLLECTIONS](#) [MENS](#) [WOMENS](#) [KIDS](#) [TREATS](#)

KITH

[CONTENT](#) [LOCATIONS](#) [SEARCH](#) [ACCOUNT](#) [BAG \(0\)](#)

Kith for Team USA - Moments In Life, Pt. I
July 23, 2021

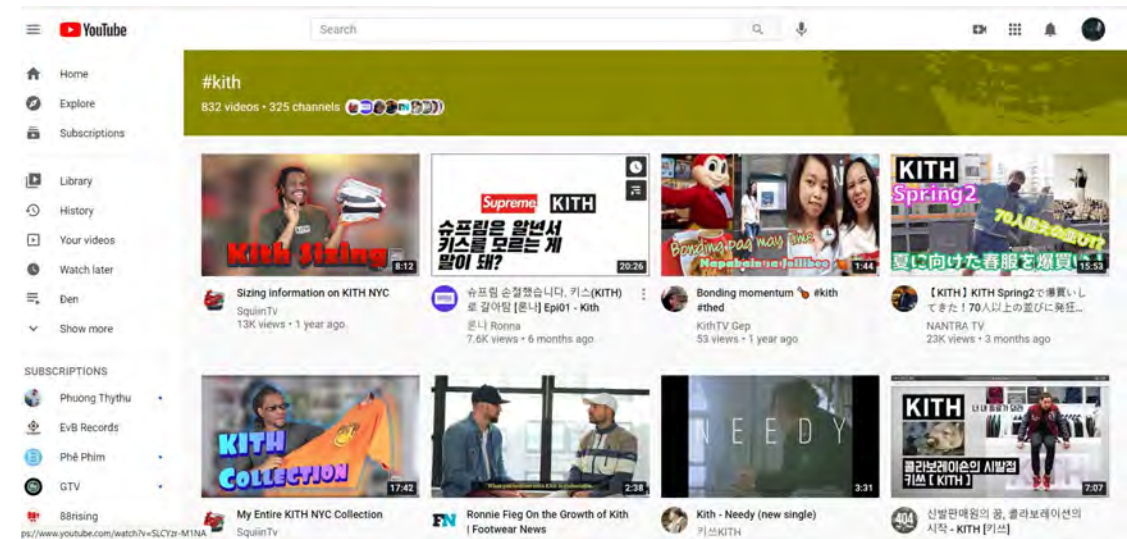
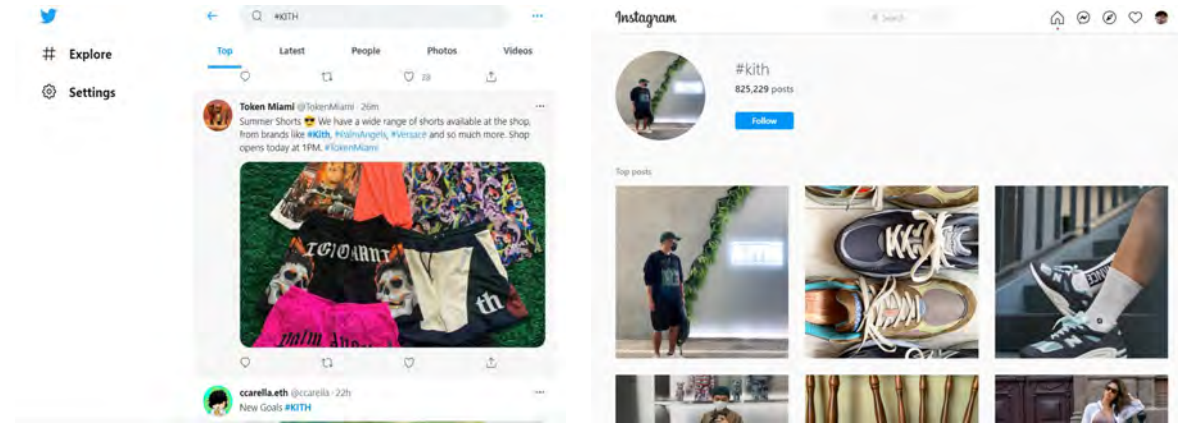




EARNED MEDIA

EARNED MEDIA

Kith got worn by many celebrities as their daily clothing items. Justin Bieber & Hailey Bieber, Kylie Jenner, Usher, Bella Hadid were caught wearing Kith while going out by paparazzi. Some of them even posted on social media. In addition, Kith hashtag has a huge amount of people used on Twitter, Instagram, and YouTube. Kith has no YouTube channel at all, however, 33.66% of its social traffic come from YouTube.



PAID AND OWNED STRATEGY

Kith has a great strength on visualize their campaigns and put it on their owned media. Also, all the publishers that Kith is working with has a large number of potential customers that match their target. However, there is something that the brand need to improve on. Also having a natural customer base on Facebook, Kith are not really active on this platform. Facebook can be a great sources to promote their products. Moreover, the brand should consider to promote and advertise on social media and search engine. There are also many new features on Instagram and Facebook which is livestreaming and online shopping while streaming, Kith should also use this method to upscale their sales. Additionally, Tiktok is one of the platform, Kith can join to improve its brand image, products can also be sold and promoted on Tiktok.

SOURCES

[https://www.similarweb.com/website/kith.com/
#social](https://www.similarweb.com/website/kith.com/#social)