

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Fashion retail

19 October – 25 October 2026 (7 days) · Instagram posts, reels and stories · Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October

Boyner

Zara

LC Waikiki

Mango

This report covers the 4 brands with the most creator content in Fashion retail for the week of 19–25 October 2026.

100 of the 104 reels in the period were analysed from the video itself.

CONTENTS

899

posts naming a brand

CREATORS

223

distinct accounts

BRAND

4

fashion retailers

PERIOD

7

days

Prepared by: Starlecta

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Executive summary

This report covers the 4 brands with the most creator content in Fashion retail for the week of 19–25 October 2026.

CONTENTS

899

7 days · 901 assignments per brand

CREATORS

223

24 accounts with 2+ brands

STORY SHARE

84%

of 901 brand assignments

LARGEST VOLUME

Boyner

504 contents · 68 creators

KEY FINDINGS

- On 19–25 October 2026, four fashion retail brands appeared across 223 accounts: Boyner 504, Zara 179, LC Waikiki 160, Mango 58 contents.
- All or 95.0% of the contents of Boyner, Zara and Mango are stories; only LC Waikiki is reels-heavy (59.4%).
- All 237 contents of Zara and Mango are shopping-link stories; because their names are common words, they were matched by link only.
- Account-content rows rose from 382 to 506 at Boyner and from 126 to 179 at Zara; LC Waikiki fell from 180 to 160; most of the change comes from stories.
- 43.5% of Boyner's 504 contents came from two accounts; at LC Waikiki the top account leads with 18 contents.
- LC Waikiki's most-played reel, with 1,118,197 plays, was a multi-brand Black Friday discount calendar.
- Discount codes and link calls stood out in Boyner's stories; at LC Waikiki a call to action is mostly absent.

WHAT THE COMPARISON SHOWS

- Format: Boyner 95.0%, Zara 100.0% and Mango 100.0% stories; at LC Waikiki reels 59.4%, stories 25.0%, posts 15.6%.
- Scale: Mango median followers 121,805, Boyner 108,098, Zara 64,298, LC Waikiki 16,968; macro and mega share at Boyner 44.5%.
- Repeat accounts supplied 95.3% of contents at Boyner, 84.9% at Zara, 65.5% at Mango and 49.4% at LC Waikiki.
- Account count: LC Waikiki 102, Boyner 68, Zara 50, Mango 29; 95.7% of LC Waikiki's accounts worked only with this brand.
- Shared accounts: Boyner–Mango 7, Boyner–Zara 6, Zara–Mango 5, Zara–LC Waikiki 3, Boyner–LC Waikiki 2; news and deal accounts excluded.

Comparison table

Volume, format, creator pool, disclosure and performance; brands ordered by 7-day volume.

BRAND	CONTENTS 7 D	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO- AUTHORED POST	MEDIAN REELS PLAYS	MEDIAN ER POST PER FOLLOWER	MEDIAN ER REELS PER PLAY
Boyner	504	68	<div><div></div><div></div><div></div></div> <div>95% · 2% · 3%</div>	44.5%	95.3%	29.6%	0.8%	9,790 n=8	0.40% n=6	0.97% n=7
Zara	179	50	<div><div></div><div></div><div></div></div> <div>100% · 0% · 0%</div>	28.5%	84.9%	—	0.0%	— n=0	— n=0	— n=0
LC Waikiki	160	102	<div><div></div><div></div><div></div></div> <div>25% · 59% · 16%</div>	2.5%	49.4%	25.8%	18.1%	9,024 n=86	0.94% n=16	0.99% n=79
Mango	58	29	<div><div></div><div></div><div></div></div> <div>100% · 0% · 0%</div>	37.9%	65.5%	—	0.0%	— n=0	— n=0	— n=0

Story Reels Post

Period 19 October – 25 October 2026. Format mix is by distinct content (Contents 7 d column); macro+mega share, repeat creator share, ad disclosure and co-authored post are over account-content rows (a post published jointly by two accounts is one content and two rows). Account-content rows: Boyner 506, Zara 179, LC Waikiki 160, Mango 58; posts and reels only: 27, 0, 120, 0. Macro 250 K–1 M, mega 1 M+ followers. Repeat creator share: share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: share of posts and reels carrying a #reklam / #işbirliği / #tanıtım tag; includes the 'Ücretsiz #reklam' tag on gifted products, excludes contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) (stories are not part of this rate). Co-authored post: content published with Instagram's co-author feature. Plays are for reels only. ER = (likes + comments) rate, two separate medians: per follower for posts, per play for reels; the two use different denominators and are not comparable with each other. n = account-content rows entering the median; contents with hidden like counts excluded.

Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October; posts, reels and stories.
- Period: 19 October – 25 October 2026 (7 days). Last 9-week series for the weekly trend (from the week of 24 August 2026).
- A total of 899 contents from 223 distinct accounts; the 2 contents that mention several brands were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- Posts by the brands' own accounts were not counted; contents removed on 19–25 October: Boyner 19 (10 posts, 3 reels, 6 stories), LC Waikiki 4 (4 stories).

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the description text. Brands were selected as the 4 brands with the most contents in the weekly ranking (tag and link matching; the brand's own account and deal accounts excluded). In this story- and link-heavy sector, the minimum-5-reels criterion was not applied to the selection for the week of 19–25 October. Frequently matching accounts:

Boyner @boyner

Zara

LC Waikiki @lcwaikiki

Mango

MEDIA ANALYSIS

- 651 unique creatives were analysed: images directly, videos through the opening frame and a 4-frame summary.
- 100 of the 104 reels in the period were analysed from the video itself: four frames, the opening frame and the audio. The audio of the 44 videos containing speech was transcribed; the communication language was taken from these transcripts and the descriptions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and season/occasion were classified; six of the unique creatives could not be classified.
- Repeats of the same image across different accounts (perceptual similarity) were grouped as a single creative.
- Story visuals were analysed from a sample of at most 300 stories per brand (Boyner 297 / 479; all stories for Zara, LC Waikiki and Mango); story counts and shares are over all stories.

LIMITS AND READING NOTES

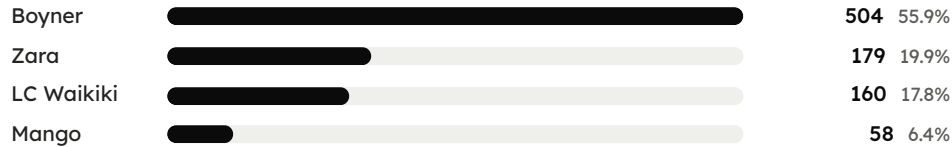
- The universe is not all of Instagram; absolute volumes are a lower bound. The number of tracked accounts grew over the last 9 weeks; weekly trends show direction.
- For story contents, visibility is measured by content count; ad disclosure and performance are computed over posts and reels. Ad disclosure includes the 'Ücretsiz #reklam' tag on gifted products; contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) do not enter the rate.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared excluding these accounts.
- A brand name appearing is not evidence of a paid collaboration.
- The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

Visibility share, format and follower segment

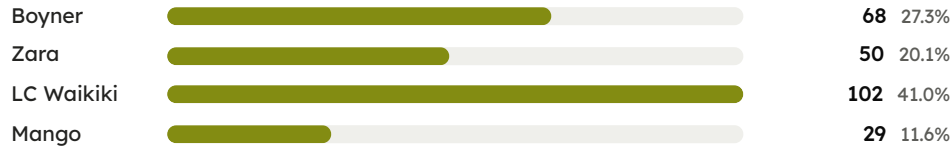
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 901 BRAND ASSIGNMENTS

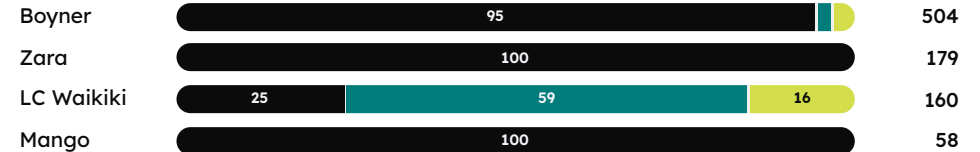


CREATOR COUNT AND SHARE · N = 249 BRAND-ACCOUNT PAIRS



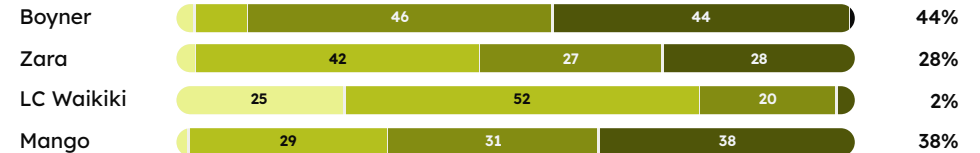
FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



● Story ● Reels ● Post

FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT

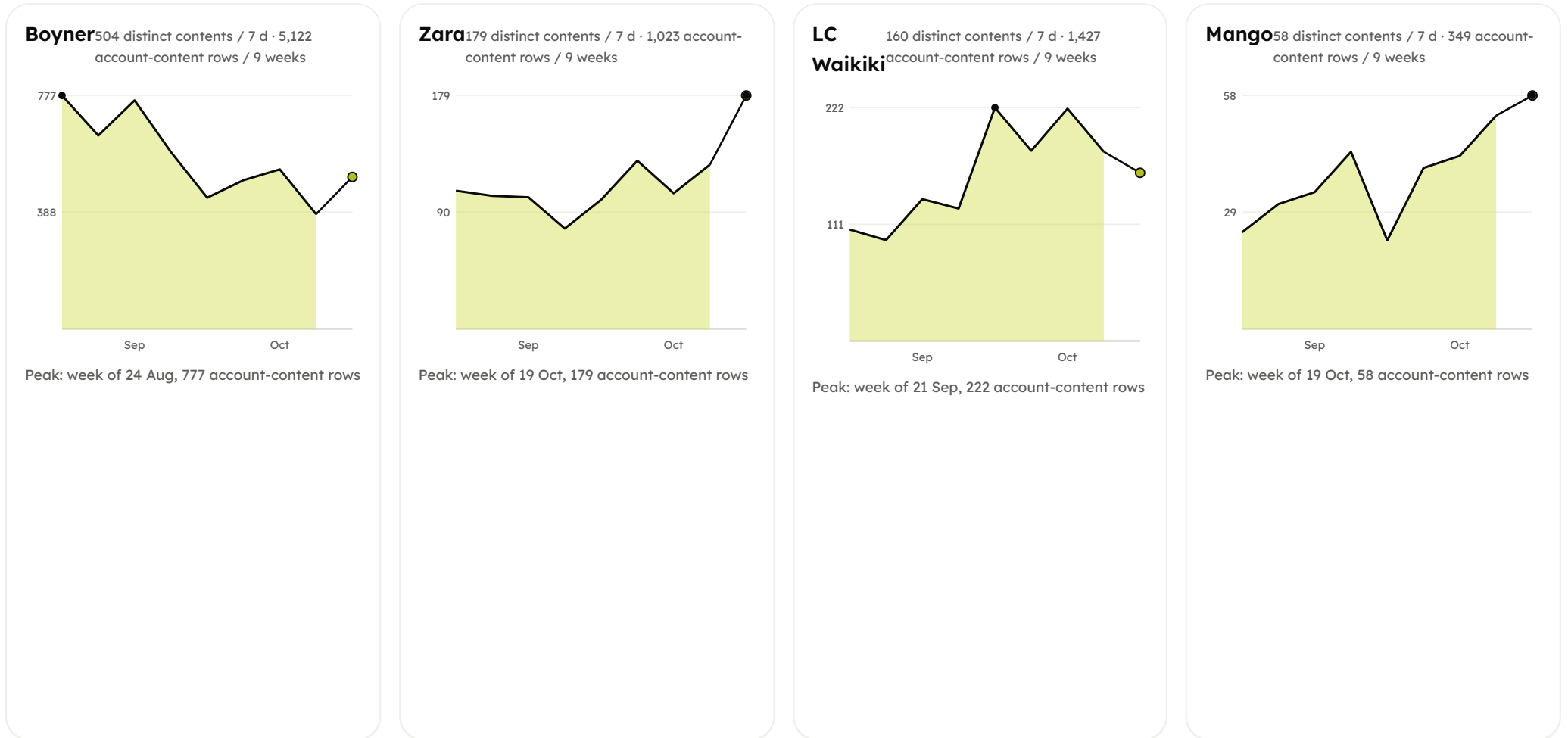


● Nano <10 K ● Micro 10-50 K ● Mid 50-250 K ● Macro 250 K-1 M ● Mega 1 M+

Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

Last 9 weeks (24 Aug–25 Oct 2026)

Campaign waves: which brand concentrated when?



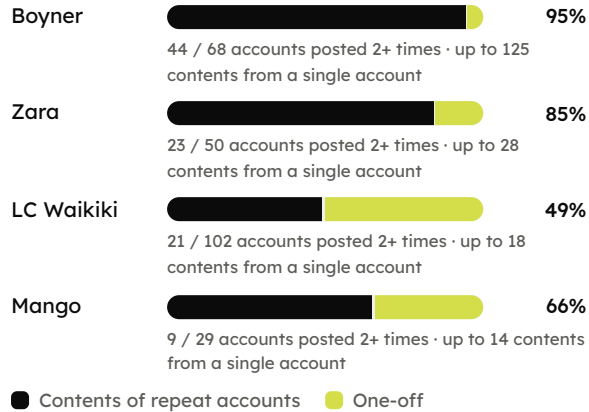
7-day analysis period

Weekly number of account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 7,921 account-content rows. Each panel's vertical scale is its own; for the level across brands see the previous page. The series shows nine weeks, from the week of 24 August to the report week, with the same matching. The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted in two weeks with the same matching. The last point is the report week. Because the number of tracked accounts increased during the period, trends indicate direction; early weeks may look low.

Creator pool, disclosure and timing

Continuity with the same accounts or visibility with a broad pool? How is disclosure done, when is it posted?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Boyner	30%	1%	3%	0%	27
Zara	—	0%	0%	0%	0
LC Waikiki	26%	18%	47%	0%	120
Mango	—	0%	0%	0%	0

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n = account-content rows). Co-authored post, brand tag and Instagram paid-partnership label are over all account-content rows (counts in the comparison table note).

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Boyner	15	17	13	15	15	12	12	21:00
Zara	14	12	9	7	14	11	33	21:00
LC Waikiki	17	13	14	13	14	13	16	19:00
Mango	12	19	14	7	12	16	21	21:00

Percentages in rows: distribution of contents across weekdays (TRT). Dark cells are the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day account-content rows (Boyner 506 ... Mango 58).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS				
	Boyer	Zara	LC Waikiki	Mango
Boyer	54	6	2	7
Zara	6	46	3	5
LC Waikiki	2	3	92	0
Mango	7	5	0	27

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 197 accounts, 21 accounts with 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Boyer – Zara 6 in common
Creator 01, Creator 02, Creator 03, Creator 04, Creator 05

Boyer – LC Waikiki 2 in common
Creator 06, Creator 07

Boyer – Mango 7 in common
Creator 08, Creator 09, Creator 10, Creator 11, Creator 12

Zara – LC Waikiki 3 in common
Creator 13, Creator 14, Creator 07

Zara – Mango 5 in common
Creator 15, Creator 16, Creator 17, Creator 18, Creator 19

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 07 4,591 followers
Zara 2 Boyer 1 LC Waikiki 1

Creator 01 501 K followers
Zara 2 Boyer 1

Creator 02 469 K followers
Boyer 3 Zara 2

Creator 08 468 K followers
Boyer 125 Mango 14

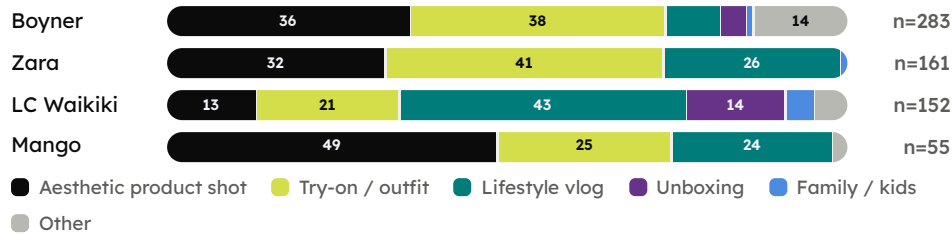
Creator 15 338 K followers
Zara 24 Mango 1

News and deal accounts were excluded because they inflate the raw overlap.

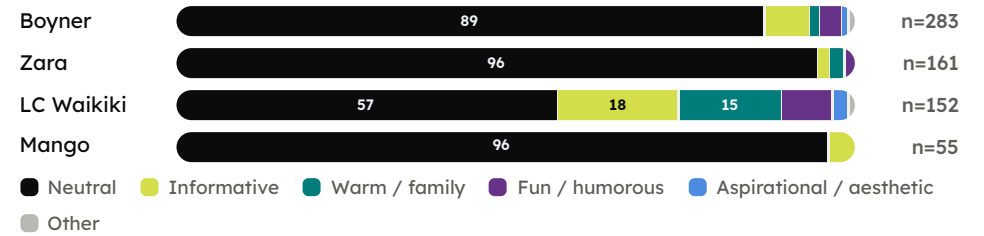
Creative and communication comparison

How brands build their contents: type, tone, product placement, setting and call.

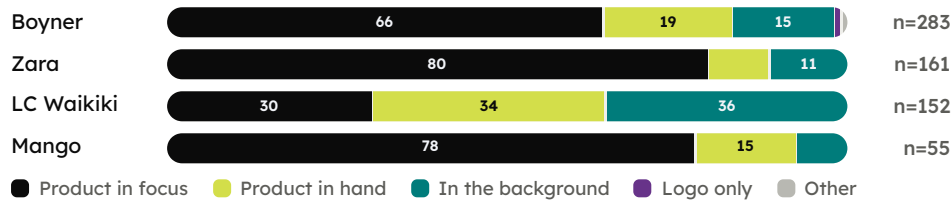
CONTENT TYPE



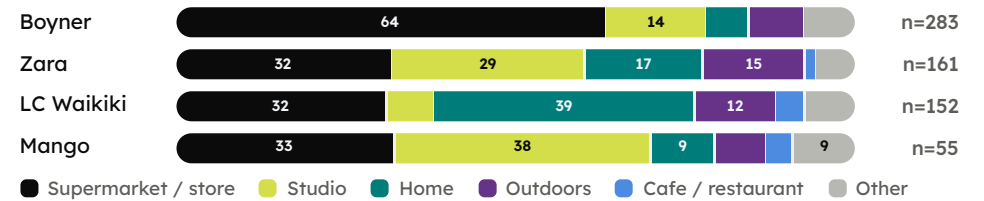
TONE



PRODUCT PLACEMENT



SETTING

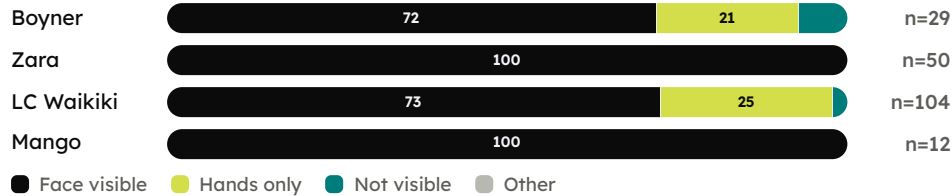


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

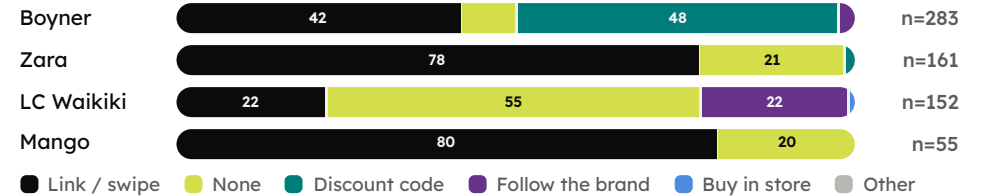
Creative and communication comparison (continued)

How brands build their contents: type, tone, product placement, setting and call.

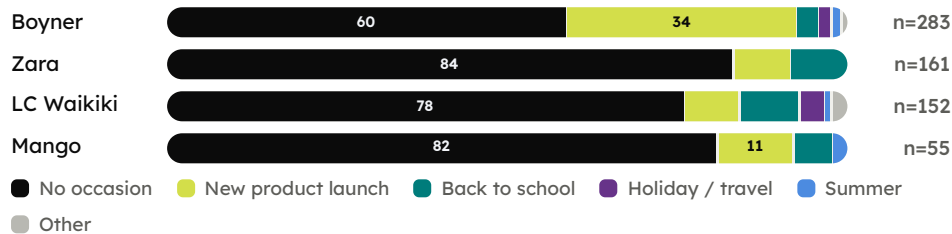
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

Boyner

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
504	68	95% · 2% · 3%	9,790	0.40%	0.97%	30%
19–25 October 2026		story · reels · post	n = 8 reels	median, per follower · n = 6	median, per play · n = 7	posts+reels, n = 27 · co-authored post 1%

Reels

Creator 20
41.7 K plays · 25 Oct

Reels

Creator 21
54.5 K followers · 22 Oct

Reels

Creator 22
4,263 plays · 20 Oct

Story

Creator 23
372 K followers · 20 Oct

Story

Creator 24
121 K followers · 24 Oct

Story

Creator 08
468 K followers · 19 Oct

Story

Creator 25
164 K followers · 20 Oct

Post

Creator 26
ER 0.3% per follower · 21 Oct

Reels

Creator 06
32.4 K plays · 25 Oct

Reels

Creator 27
15.3 K plays · 23 Oct

SUMMARY

In 19–25 October, Boyner ran 95.0% of its 504 contents as stories, with discount codes and link calls.

- On 19–25 October 2026, Boyner appeared in 504 contents from 68 accounts: 479 stories (95.0%), 15 posts (3.0%), 10 reels (2.0%).
- 477 of the 479 stories matched Boyner's shopping link; posts and reels matched by tag and mention.
- Account-content rows rose from 382 on 12–18 October to 506; the rise comes from stories (from 362 to 479), and stories are not comparable across weeks.
- 29.6% of the 27 non-story account-content rows carry an ad disclosure (#reklam/#işbirliği/#tanıtım); 3 rows have a 'reklam değil' (not an ad) note.
- 43.5% of contents came from two accounts: Creator 08 125, Creator 24 94.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 08	Fashion & style	468 K	125
Creator 24	Unclear	121 K	94
Creator 28	Fashion & style	844 K	27
Creator 29 deal	Shopping & deals	123 K	20
Creator 30	Fashion & style	72.7 K	19

Boyer · campaigns and collaborations

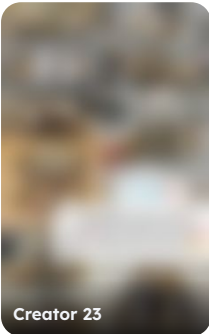
Campaigns that stood out in the period, with sample contents

CAMPAIGN

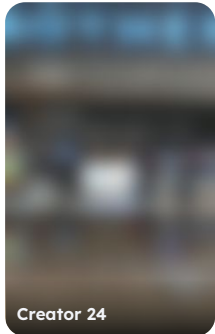
Discount-code stories (APP15, EKİM400)

19–25 Oct 2026

In 8 of the 258 analysed stories the on-screen text mentions APP15, and in 3 EKİM400 or the October discounts; the code and the rate stand out.



Creator 23



Creator 24

Creator 23 Story saying 'APP15 code is active on top of the discount', highlighting the code.

Creator 24 Story explaining the code '400 TL off on purchases of 4,000 TL and above'.

CAMPAIGN

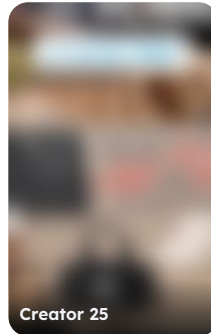
Guess, Calvin Klein and Tommy discounts

19–25 Oct 2026

Guess appears in the on-screen text of 18 of the 258 stories and Calvin or Tommy in 31; the discount rate and an extra coupon are emphasised.



Creator 08



Creator 25

Creator 08 Story showing the newly arrived Guess bag with a discount note.

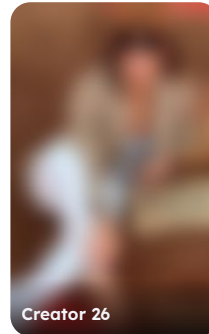
Creator 25 Story explaining the 25% discount in the basket for Calvin and Tommy.

CAMPAIGN

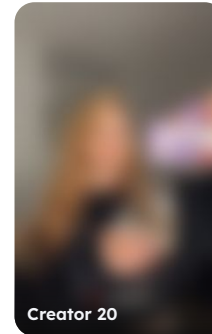
UGG new-season invitation

19–25 Oct 2026

'ugg' appears in the description of 5 of the 27 non-story contents; the invitation and new-season posts are tagged #reklam (ad) and #davet (invitation).



Creator 26



Creator 20

Creator 26 #reklam (ad) #davet (invitation) post tagging @boyner and UGG; 608 likes.

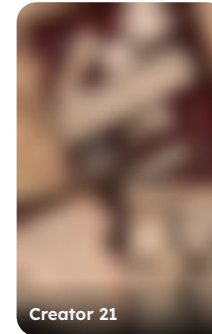
Creator 20 Daily vlog stretching from the UGG invitation to sport and home; 41,708 plays.

CAMPAIGN

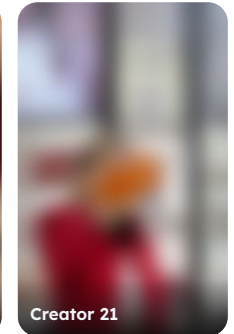
Lancôme event, Diyarbakır Ceylan Karavil mall

22–23 Oct 2026

A creator shared the Lancôme event at the Boyner store in Ceylan Karavil mall in two reels, with the invitation, a PR box and a store tour.



Creator 21



Creator 21

Creator 21 Reel opening a PR box and inviting to the event; the speech mentions Boyner and the Lancôme team.

Creator 21 Reel telling the Lancôme experience from the event day at the Boyner mall store.

Boyner · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 219 contents came from two accounts: Creator 08 125, Creator 24 94; the third, Creator 28, 27.
- 44.5% of contents come from macro and mega accounts; median followers 108,098; 29.4% of accounts are nano or micro.
- 44 accounts (64.7%) posted 2 or more times and supplied 95.3% of contents; 20 accounts posted 5 and above.
- 19.1% of accounts are in the shopping-deals category; 446 of the 504 contents remain once news and deal accounts are removed.
- Shared accounts: 7 with Mango, 6 with Zara, 2 with LC Waikiki; news and deal accounts excluded.

PLATFORM AND FORMAT

- 479 stories, 15 posts, 10 reels; story share 95.0%; 477 stories matched the Boyner link.
- Stories ran at 56 to 82 per day on 19–25 October; the busiest day was 20 October (82).
- Median ER per follower on posts 0.40% (n=6); median plays on reels 9,790 (n=8).
- Busiest day Tuesday (17.2%), busiest hour 21:00.

CREATIVE APPROACH

- In 65.7% of the 283 analysed creatives the product is alone in the foreground; in 19.1% it is in hand, in 14.8% in the background.
- 38.2% of creatives are try-ons and outfits, 36.4% product shots; 47.7% carry a discount code and 42.4% a link call.
- Faces appear in 72.4% of creatives and only hands in 20.7%; tone is 88.7% neutral.
- Speech was transcribed in 8 of 29 videos (27.6%); the on-screen text of 123 of the 258 stories contains a percent sign.

CONTENT STRUCTURES

- Story: product image → discount rate in on-screen text → code or coupon → link sticker.
- Vlog reels: invitation or day narration → product and venue footage → brand tags.
- Unboxing reels: presenting the product → watch and brand tags → 'reklam değil' (not an ad) note.
- Event narration: PR box or invitation → Boyner store in the mall → product experience.

COMMUNICATION LANGUAGE

Focused on discounts, codes and coupons; short, exclamatory, direct call language.

"Don't miss up to 70% off on Fabrika new-season products!"

"15% off at Fabrika with code APP15"

"EKİM400 400 TL off on purchases of 4,000 TL and above on new-season products!"

"The new UGG is super, girls"

- The on-screen text of 58 of the 258 stories contains a coupon or code expression and that of 54 an ad note.
- 8 of the 27 non-story account-content rows carry #reklam (ad) or #işbirliği (collaboration); 3 rows have a 'reklam değil' (not an ad) note.
- Language gets personal in posts and reels: invitation, unboxing and daily vlog narration.

DATA NOTE

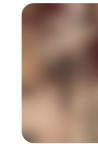
- 43.5% of contents come from two accounts; the figures largely reflect the story rhythm of these two accounts.
- Story visuals were analysed from a sample of at most 300 (297 stories; 479 in total); creative shares belong to this sample.
- Only 10 reels; median plays and ERs rest on 7–8 reels, a limited base for reels language.

STANDOUT CREATIVES



Creator 20

Vlog reel stretching from the UGG invitation to sport and a coffee break at home; 41,708 plays, ad note for the brands visible in the description.



Creator 21

Reel opening a PR box and inviting to the Lancôme event; the speech mentions Diyarbakır, Boyner and the Lancôme team.



Creator 22

Just Cavalli watch unboxing reel; with a 'reklam değil' (not an ad) note, 4,263 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@boyner 15

TOP HASHTAGS · CONTENTS

#boyner 6

#indirim 4

#blackfriday 3

#davet 3

#evdekorasyonönerisi 3

#stildanışmanı 3

News and deal accounts excluded.

Zara

Figures, creative selection and summary

CONTENTS · 7 D

179

19–25 October 2026

CREATORS

50

FORMAT

100% · 0% · 0%

story · reels · post

MEDIAN REELS PLAYS

—

n = 0 reels

ER · POST

—

median, per follower · n = 0

ER · REELS

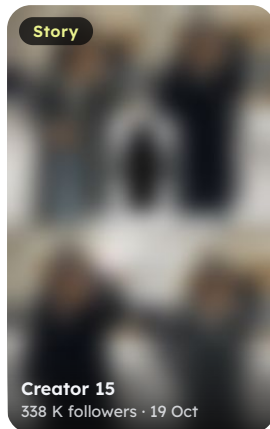
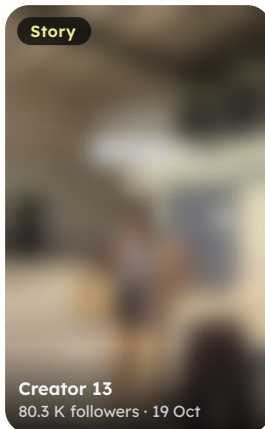
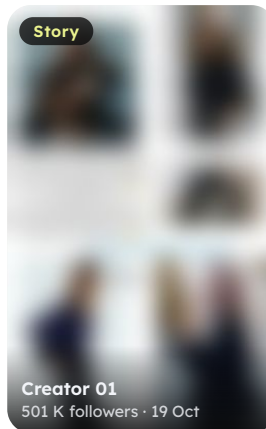
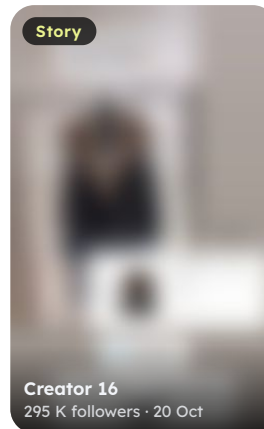
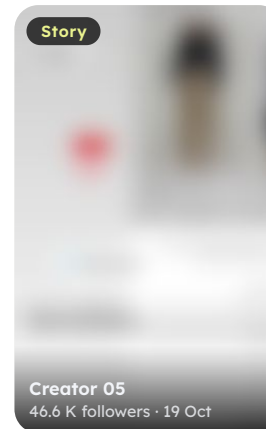
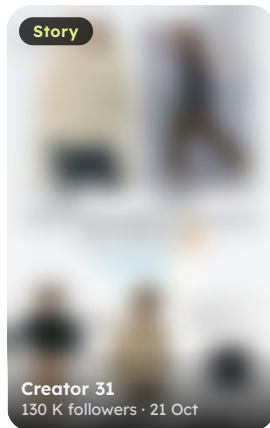
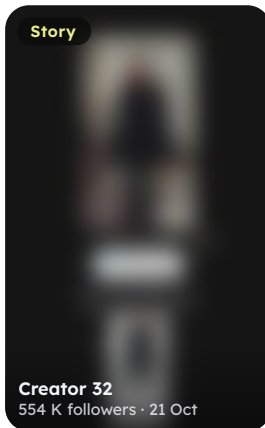
—

median, per play · n = 0

AD DISCLOSURE

—

posts+reels, n = 0 · co-authored post 0%



SUMMARY

With 179 contents, Zara appeared in 19–25 October entirely in shopping-link stories; a third of the volume was concentrated on Sunday.

- On 19–25 October 2026, Zara appeared in 179 contents from 50 accounts; all were stories and all matched the Zara shopping link.
- Because Zara is a common word, matching was done by link only; that is why there are no reels or posts.
- Account-content rows rose from 126 on 12–18 October to 179; since all are stories, they are not directly comparable across weeks.
- 33.0% of the volume fell on Sunday (25 October, 59 stories); busiest hour 21:00.
- 29 of the 179 contents come from deal accounts; 150 contents remain once these accounts are removed.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 19	Fashion & style	13.7 K	28
Creator 15	Street fashion & luxury	338 K	24
Creator 35 deal	Shopping & deals	183 K	21
Creator 18	Street fashion & luxury	28.2 K	17
Creator 16	Street fashion & luxury	295 K	10

Zara · campaigns and collaborations

Campaigns that stood out in the period, with sample contents

CAMPAIGN

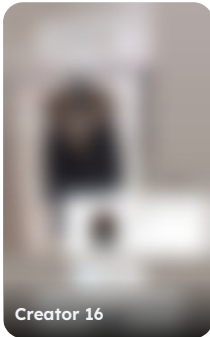
Fur jacket, coat and jacket recommendations

19–25 Oct 2026

The on-screen text of 42 of the 161 analysed stories mentions fur, coat, jacket or overcoat; the product name and the Zara link are given together.



Creator 01



Creator 16

Creator 01 Story captioned 'Zara viral fur jackets'.

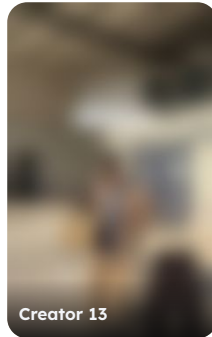
Creator 16 Story giving a fur-collar jacket recommendation with a headline.

CAMPAIGN

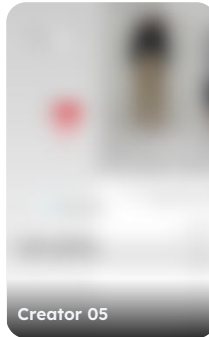
Viral barrel trousers and stock tracking

19–25 Oct 2026

5 stories mention viral or barrel trousers; 5 stories give a stock or sold-out note, and colour and size tracking stand out.



Creator 13



Creator 05

Creator 13 Story announcing the brown colour of the viral trousers and that all sizes are in stock.

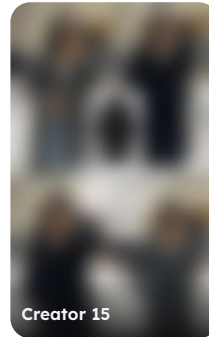
Creator 05 Story showing the updated model of the viral barrel trousers as in stock.

CAMPAIGN

Size try-ons

19–25 Oct 2026

The on-screen text of 20 of the 161 stories gives size information; 11 of these are Creator 15's 'I tried size S' type notes.



Creator 15



Creator 15

Creator 15 Story showing a jacket try-on with the note 'I tried size S'.

Creator 15 Story showing the blouse in size M and mentioning the other colour.

CAMPAIGN

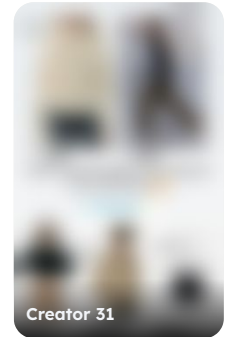
Special prices and a discounted bag

19–25 Oct 2026

The on-screen text of 19 of the 161 stories mentions a discount or special price; newly added products among bags and jackets are announced.



Creator 16



Creator 31

Creator 16 Story announcing discounted tote bags added to the special prices.

Creator 31 Story showing products newly added to the special prices.

Zara · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 44.0% of the 50 accounts are nano or micro; median followers 64,298; 28.5% of contents come from macro accounts.
- 23 accounts (46.0%) posted 2 or more times and produced 84.9% of contents; Creator 19 28, Creator 15 24.
- Size notes are frequent in Creator 15's stories: 11 of the 161 analysed stories are their size try-ons.
- Shared accounts: 6 with Boyner, 5 with Mango, 3 with LC Waikiki; news and deal accounts excluded.
- 40.0% of accounts are in the fashion-style category and 18.0% in streetwear and luxury; 86.0% are women.

CREATIVE APPROACH

- Of the 161 analysed story creatives, 41.0% are try-ons and outfits, 32.3% product shots, 26.1% lifestyle narration.
- The product is alone in the foreground in 80.1%; setting: store 32.3%, studio 28.6%, home 17.4%.
- Call: 77.6% link or swipe; 21.1% no call. Tone 95.7% neutral.
- 50 of the creatives are video; 6.0% of these contain speech, and the narration is done with on-screen text.

COMMUNICATION LANGUAGE

Short, list-like shopping language giving product name, size and stock information in on-screen text.

"I tried size S"

"Zara.com the first coat link you asked about, girls"

"Girls, the trousers keep selling out at Zara, you can catch them if you keep an eye on your size"

"The Zara viral trousers came in brown too, all sizes in stock if anyone wants to get them"

- The on-screen text of 20 of the 161 stories gives size information and that of 5 a stock or sold-out note.
- The on-screen text of 17 stories contains an ad or collaboration expression.
- 9 stories give a product code or reference number; 4 are from Creator 18.

STANDOUT CREATIVES



Creator 15

Story giving the size try-on in a single sentence; Creator 15 shared 24 Zara stories with this kind of note.



Creator 13

Story announcing the new colour of the viral trousers and the stock status of the sizes.



Creator 01

Story of a macro-scale account highlighting the fur jacket selection with a headline.

PLATFORM AND FORMAT

- 179 stories; all matched the Zara link; no reels or posts.
- Busiest day Sunday (33.0%), busiest hour 21:00; 12–26 stories per day on other days.
- Stories have no likes, plays or description text; ER was not calculated.
- Of the 161 analysed unique creatives, 50 are video and 111 are images.

CONTENT STRUCTURES

- Product image → on-screen text (product name, colour, size) → Zara.com link.
- Try-on: wearing the item on camera → 'I tried size S or M' note → link.
- Stock news: 'in stock' or 'selling out' note → call to track sizes → link.

DATA NOTE

- The count covers only stories with a Zara link; mentions without a link were not counted.
- 29 of the 179 contents come from deal accounts; they are included in the count and were not shown as collaboration examples.
- The rise from 126 to 179 is entirely stories; since the account base widened on 24–26 October, it should not be read as market growth.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

—

News and deal accounts excluded.

LC Waikiki

Figures, creative selection and summary

CONTENTS · 7 D

160

19–25 October 2026

CREATORS

102

FORMAT

25% · 59% · 16%

story · reels · post

MEDIAN REELS PLAYS

9,024

n = 86 reels

ER · POST

0.94%

median, per follower · n = 16

ER · REELS

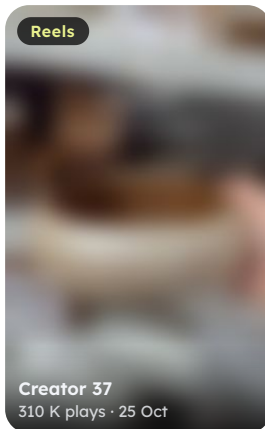
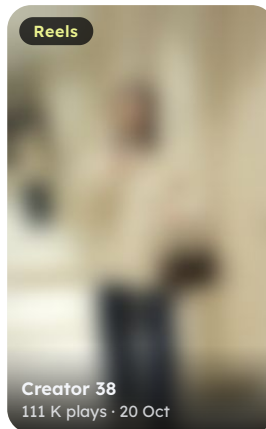
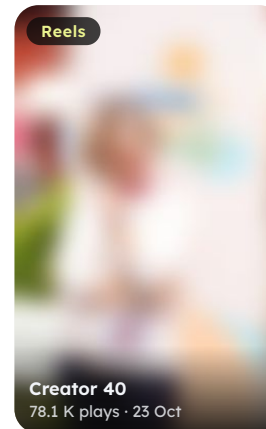
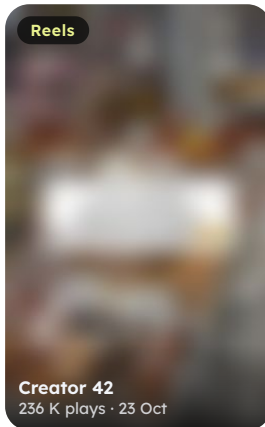
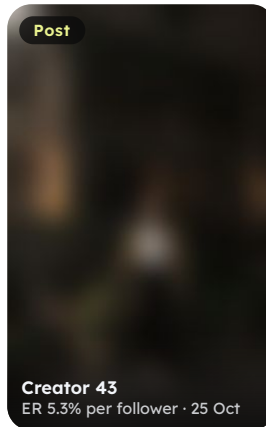
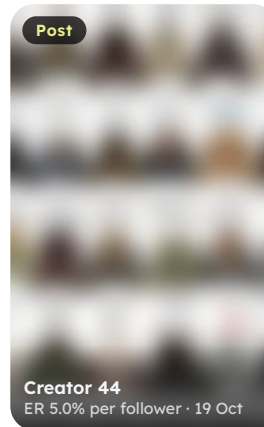
0.99%

median, per play · n = 79

AD DISCLOSURE

26%

posts+reels, n = 120 · co-authored post 18%



SUMMARY

In 19–25 October, LC Waikiki was the only reels-heavy brand: 59.4% of its 160 contents are reels, and home and kids narratives stood out.

- On 19–25 October 2026, LC Waikiki appeared in 160 contents from 102 accounts: 95 reels (59.4%), 40 stories (25.0%), 25 posts (15.6%).
- Account-content rows fell from 180 on 12–18 October to 160; the drop is in stories (from 70 to 40), while reels rose from 92 to 95 and posts from 18 to 25.
- 'lcwhome' appears in the description of 23 of the 120 non-story contents and 'lcwkids' in 13; the home and kids lines stood out.
- Median reels plays 9,024 (n=86); the most-played reel is a multi-brand Black Friday discount calendar: 1,118,197.
- 18 of the 160 contents come from deal and news accounts; 142 contents remain once they are removed.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 46	Modest fashion	11.2 K	18
Creator 13	Fashion & style	80.3 K	11
Creator 47 deal	Shopping & deals	22.7 K	5
Creator 48		4,266	5
Creator 49	Modest fashion	11.2 K	4

LC Waikiki · campaigns and collaborations

Campaigns that stood out in the period, with sample contents

CAMPAIGN

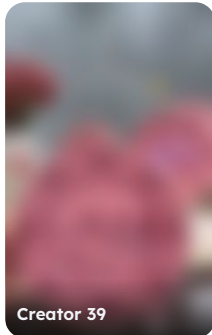
LCW Home home products

19–25 Oct 2026

'lcwhome' appears in the description of 23 of the 120 non-story contents; tableware, decor and kitchen products were shared by small and mid-sized accounts.



Creator 37



Creator 39

Creator 37 Reel showing tableware and decor products in hand; 309,981 plays on an account with 9,240 followers.

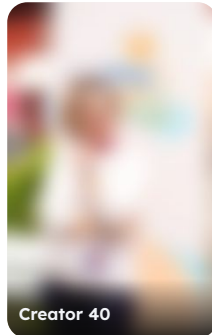
Creator 39 #reklam (ad) tagged reel showing pink home products in the store; 213,258 plays.

CAMPAIGN

Vital Development Journey with TEGV

23 Oct 2026

'tegv' appears in the description of 5 contents; the programme was presented through child-development narration.



Creator 40

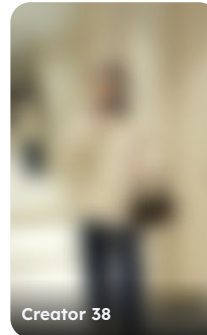
Creator 40 Reel explaining the programme by speaking; 78,137 plays on an account with 293,942 followers.

CAMPAIGN

LC Waikiki Modest coat

20 Oct 2026

The modest-wear line was presented through a coat try-on; the product found in the store is covered in the speech and description.



Creator 38

Creator 38 #reklam (ad) tagged reel describing the search for a high-collar coat in modest wear; 110,661 plays.

CAMPAIGN

#BizimInfluencerımızSensin (#YouAreOurInfluencer)

19–25 Oct 2026

7 contents used the brand's creator tag; outfits were shared with the note 'all outfit @lcwaikiki'.



Creator 41

Creator 41 Reel showing an office outfit made entirely of LC Waikiki pieces; 16,803 plays.

LC Waikiki · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 77.4% of the 102 accounts are nano or micro; median followers 16,968; macro and mega account share is only 2.5%.
- 21 accounts (20.6%) posted 2 or more times and supplied 49.4% of contents; Creator 46 leads with 18 contents.
- 95.7% of accounts worked only with LC Waikiki (news and deal accounts excluded); shared accounts: 3 with Zara, 2 with Boyner.
- Account categories are scattered: fashion-style 15.7%, parenting 12.7%, home and living 10.8%.
- There are 29 co-authored contents (18.1%); Creator 46 appears in 20 of them.

PLATFORM AND FORMAT

- 95 reels, 25 posts, 40 stories; reels share 59.4%, story share 25.0%.
- Median reels plays 9,024 (n=86); median ER per play 0.99% (n=79); on posts, per follower 0.94% (n=16).
- Busiest day Monday (16.9%), busiest hour 19:00; 11 stories on 25 October.
- 38 of the stories are link-matched; reels and posts matched by tag and mention.

CREATIVE APPROACH

- Of the 152 analysed creatives, 42.8% are lifestyle narration, 21.1% try-ons and outfits, 13.2% product shots, 14.5% unboxing.
- Setting: home 38.8%, store 31.6%, street 11.8%; 19.1% of creatives feature a child.
- Call: 55.3% no call, 22.4% link or swipe, 21.7% follow the brand. Tone 57.2% neutral, 17.8% informative.
- Speech was transcribed in 26.0% of the 104 videos; faces appear in 73.1% and only hands in 25.0%.

CONTENT STRUCTURES

- Home video: showing products in hand one by one → price or line name → call to comment.
- Outfit series: 'we are styling what I bought' → trying piece by piece → part 2 call.
- Mum narration: what was bought for the child → price comparison → stating size and season.
- Programme narration: expert talk → child-development message → LC Waikiki and TEGV tags.

COMMUNICATION LANGUAGE

Warm, mum-and-home language; describes price and the joy of shopping in personal sentences.

"I got a coat at this price, even the top and bottom alone cost more than this"

"All so cute, worth sending to mums of baby girls"

"I bought more cute things from LCW Home for my daughter and myself!"

"I finally found that ideal modest coat I love at @lcwaikiki Modest"

- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 31 of the 120 non-story contents (25.8%); 44 contents have an organic note such as 'reklam yok' (no ad) or 'reklam değil' (not an ad) and do not enter the rate.
- Product lines appear by name in the description: lcwhome in 23, lcwkids in 13 contents.
- In 15 of the 120 non-story contents the description gives a pointer such as 'link' or 'in highlights'; 8 are from deal accounts.

DATA NOTE

- The most-played reel is a multi-brand discount calendar; it should not be read as a performance specific to LC Waikiki content.
- Most of the drop is in stories (from 70 to 40); story counts are affected by the account-base widening on 24–26 October.
- ER per play can inflate on small play counts; ER per play is not shown for reels under 10,000 plays.

STANDOUT CREATIVES

Creator 36
The week's most-played reel (1,118,197): a multi-brand Black Friday discount calendar; LC Waikiki is one of the rows in the list.

Creator 37
Reel showing LCW Home tableware and decor products; 309,981 plays on an account with 9,240 followers.

Creator 38
Reel describing the search for a modest coat: 'I'm just going to buy a coat and leave' and the model found in the store; 110,661 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@lcwaikiki 66

TOP HASHTAGS · CONTENTS

#lcwaikiki 29

#lcwhome 17

#lcw 16

#biziminfluencerimizsensin 7

#kombin 5

#reklamdeğiltavsiye 5

News and deal accounts excluded.

Mango

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
58	29	100% · 0% · 0%	—	—	—	—
19–25 October 2026		story · reels · post	n = 0 reels	median, per follower · n = 0	median, per play · n = 0	posts+reels, n = 0 · co-authored post 0%

Story

Creator 50
122 K followers · 25 Oct

Story

Creator 51
137 K followers · 20 Oct

Story

Creator 52
20.0 K followers · 23 Oct

Story

Creator 11
227 K followers · 20 Oct

Story

Creator 08
468 K followers · 24 Oct

Story

Creator 53
18.2 K followers · 24 Oct

Story

Creator 54
37.7 K followers · 20 Oct

Story

Creator 55
492 K followers · 22 Oct

Story

Creator 15
338 K followers · 24 Oct

Story

Creator 09
313 K followers · 21 Oct

SUMMARY

In 19–25 October, Mango appeared in 58 stories from 29 accounts, with shopping links focused on bags and fur.

- On 19–25 October 2026, Mango appeared in 58 contents from 29 accounts; all were stories and all matched the Mango shopping link.
- Because Mango is a common word, matching was done by link only; that is why there are no reels or posts.
- Account-content rows rose from 53 on 12–18 October to 58 (9.4%); since they are stories, they are not directly comparable across weeks.
- 24.1% of contents are from Creator 08 (14); this account posted 125 stories for Boyner in the same week.
- Median followers 121,805; 37.9% of contents come from macro accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 08	Fashion & style	468 K	14
Creator 50	Fashion & style	122 K	5
Creator 16	Street fashion & luxury	295 K	4
Creator 52	Family & parenting	20.0 K	4
Creator 53	Fashion & style	18.2 K	3

Mango · campaigns and collaborations

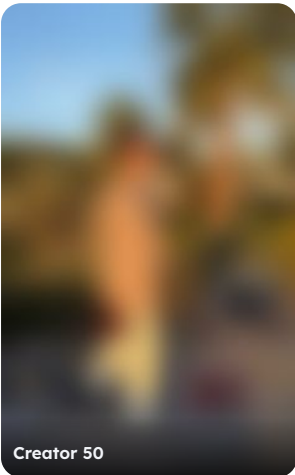
Campaigns that stood out in the period, with sample contents

CAMPAIGN

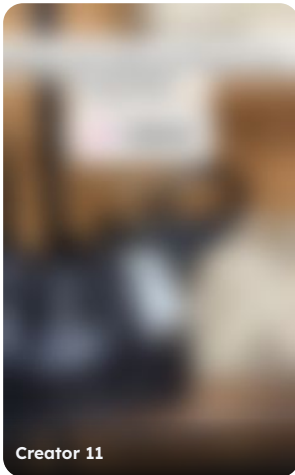
Bag selections

19–25 Oct 2026

The on-screen text of 10 of the 55 analysed stories mentions bags; new-season bags, colour and size options were shared.



Creator 50



Creator 11

Creator 50 Story from the new-season bags saying 'the piece I bought right away'.

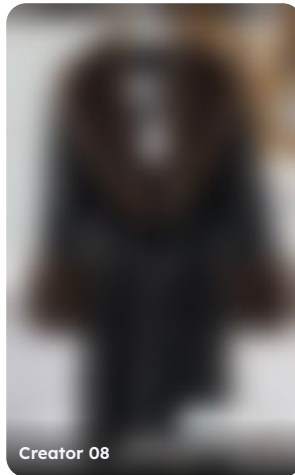
Creator 11 Story announcing that the cream colour of the most-loved bag is in stock.

CAMPAIGN

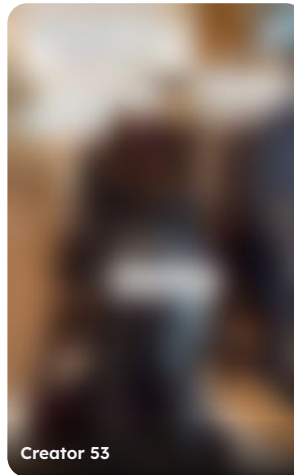
Fur, coat and jacket

19–25 Oct 2026

The on-screen text of 12 of the 55 stories mentions fur, coat, overcoat or jacket; try-on notes and size warnings stand out.



Creator 08



Creator 53

Creator 08 Story recommending a fur-detail coat as 'good quality and warm'.

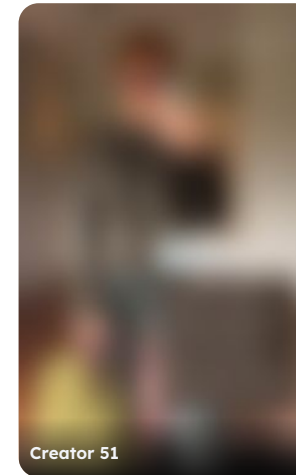
Creator 53 Story showing a fur coat and hat with a size L note.

CAMPAIGN

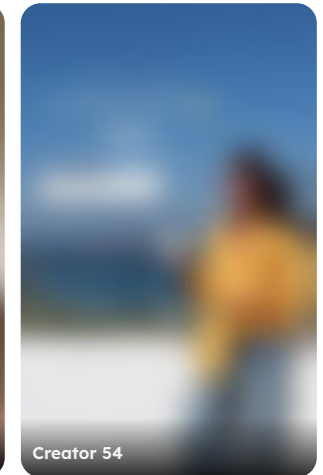
Stock and size notes

20 Oct 2026

The on-screen text of 7 of the 55 stories gives stock information; where each product is in stock was shared via a link.



Creator 51



Creator 54

Creator 51 Story announcing that sizes of the jacket are running low and where it is in stock.

Creator 54 Story giving the shade and stock of the shirt people asked about.

Mango · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 34.4% of the 29 accounts are nano or micro; median followers 121,805; 37.9% of contents come from macro accounts.
- 9 accounts (31.0%) posted 2 or more times and supplied 65.5% of contents; 2 accounts posted 5 and above.
- Creator 08 posted 14, Creator 50 5, Creator 16 4, Creator 52 4 stories.
- Shared accounts: 7 with Boyner, 5 with Zara, 0 with LC Waikiki; news and deal accounts excluded.
- 41.4% of accounts are in the fashion-style category; 96.6% are women.

CREATIVE APPROACH

- Of the 55 analysed story creatives, 49.1% are product shots, 25.4% try-ons and outfits, 23.6% lifestyle narration.
- The product is alone in the foreground in 78.2%; setting: studio 38.2%, store 32.7%.
- Call: 80.0% link or swipe; 20.0% no call. Tone 96.4% neutral.
- 33.3% of the 12 video creatives contain speech; narration is mostly done with on-screen text.

COMMUNICATION LANGUAGE

Short, recommendation- and price-focused shopping language giving stock and size information.

“I added my favourites from the new Mango pieces to the link, the grey top with a scarf is so good”

“I love this basic blouse from Mango, I think the price is extremely reasonable!”

“Mango’s most-loved bag in cream is in stock”

“People ask about this shirt from time to time and I love its shade too. I just saw its stock now.”

- The on-screen text of 9 of the 55 stories contains an ad or collaboration expression.
- 7 stories give a stock note and 9 stories give price or TL information.
- Price language comes together with praise: ‘the price is very good’, ‘extremely reasonable’.

DATA NOTE

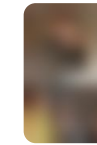
- The count covers only stories with a Mango link; mentions without a link were not counted.
- 24.1% of the volume is from a single account; this account’s Boyner stories are far more numerous (125).
- The change from 53 to 58 is on a small base and in stories; it is affected by the account-base widening.

STANDOUT CREATIVES



Creator 50

Video story saying the small size of the bag is back in the new season; Creator 50 shared 5 Mango stories on 19–25 October.



Creator 51

Story giving the size and stock status of the jacket, saying ‘models that are not available on other platforms are here’.



Creator 52

Story praising the price, saying ‘the price is extremely reasonable’ for the basic blouse.

PLATFORM AND FORMAT

- 58 stories; all matched the Mango link; no reels or posts.
- Busiest day Sunday (20.7%), busiest hour 21:00; 4 to 12 stories per day.
- Stories have no likes, plays or description text; ER was not calculated.
- Of the 55 analysed unique creatives, 12 are video and 43 are images.

CONTENT STRUCTURES

- Product image → on-screen text (product, price, colour) → Mango link.
- Try-on: wearing a fur coat or overcoat → size and fit note → link.
- Stock news: ‘in stock’ note → stating colour or size → pointing to the link.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

—
News and deal accounts excluded.

Additional insights

Examples drawn from competitor activity that enrich the analysis; supporting data below.

WEEKLY CHANGE: IT COMES FROM STORIES

Boyner's account-content rows rose from 382 on 12–18 October to 506 on 19–25 October (32.5%), and Zara's from 126 to 179 (42.1%); 117 of Boyner's rise and all of Zara's are in stories.

With the same matching: Boyner 382 → 506 (stories 362 → 479), Zara 126 → 179, Mango 53 → 58, LC Waikiki 180 → 160 (stories 70 → 40, reels 92 → 95). Stories are affected by the account-base widening on 24–26 October.

REEL OF THE WEEK

The most-played reel was a multi-brand Black Friday discount calendar shared on 20 October. A table of brand, date and discount rate sits on a zebra-pattern background; the video shows the table with still frames.

Creator 36 (189,095 followers): 1,118,197 plays, 3,260 likes, 28 comments; ER per play 0.29%. All four brands' names appear in the table; ranking excludes deal accounts.

STORY OR REELS?

Boyner, Zara and Mango worked with stories; LC Waikiki is reels-heavy. A significant part of the stories belongs to Boyner: 479 stories, 63.4% of the four brands' stories.

Story share: Boyner 95.0%, Zara 100.0%, Mango 100.0%, LC Waikiki 25.0%. Of the total 756 stories, 479 are Boyner's; at Zara 59 stories fell on Sunday.

CREATOR SPREAD: NARROW ACCOUNTS, WIDE BASE

Boyner produced 219 contents with two accounts, while LC Waikiki spread across 102 accounts. Zara and Mango relied on mid-sized, repeat accounts.

Account count: LC Waikiki 102, Boyner 68, Zara 50, Mango 29. Top account by contents: 125 at Boyner, 28 at Zara, 14 at Mango, 18 at LC Waikiki.

LINK AND CALL

Calls differed by brand: discount codes at Boyner, links and size-stock notes at Zara and Mango, mostly call-free narration at LC Waikiki.

In the analysed creatives, discount code Boyner 47.7% (n=283); link or swipe Zara 77.6% (n=161), Mango 80.0% (n=55); no call LC Waikiki 55.3% (n=152).

Opportunities

Areas to differentiate for your brand, drawn from rivals' creator activity.

OPPORTUNITIES FOR YOUR BRAND

- 1 47.7% of Boyner's creatives carry a discount-code call. For your brand, a story that reduces the code to one sentence and puts the product image in front would differentiate.
- 2 Size and stock notes repeat in Zara's stories. For your brand, a story giving product, size and stock status in a single frame could be tried.
- 3 Mango's stories concentrated on bag and fur selections. For your brand, a weekly selection story focused on a single product group could be tried.
- 4 Home and kids narratives stood out in LC Waikiki's reels. For your brand, a reel showing the product in a home setting and stating price and age could be tried.
- 5 The most-played reel was a multi-brand discount calendar. For your brand, a short video showing discount dates in a single table could be tried.
- 6 43.5% of Boyner's contents came from two accounts. For your brand, widening the account base reduces dependence on a single rhythm.

Panel view: share and performance

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

SHARE OF TRACKED CONTENT

Boyner

68.5%

483 contents · 52 creators · -1.9 pp previous week

Zara

25.4%

179 contents · 50 creators · 0.0 pp previous week

LC Waikiki

6.1%

43 contents · 23 creators · +1.9 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Boyner	483 483 Story · 0 Post · 0 Reel	—	—	26,462,274 483 of 483 Story	—
Zara	179 179 Story · 0 Post · 0 Reel	—	—	8,787,420 179 of 179 Story	—
LC Waikiki	43 42 Story · 0 Post · 1 Reel	3,487 1 of 1 Reel (100.0%)	51 1 of 1	1,107,323 42 of 42 Story	1,160 1 of 1

Measured counters, the Story model and the reach estimate are separate fields; none is added to another. —: no such counter in that row.

Counted with the panel's method (link evidence, verified account and hashtag tags). Not in the panel catalogue as a platform: Mango.

Panel view: quality and audience

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

QUALITY (MEAN SQS)

Boyner	<div><div></div></div>	63.5
	52 creators with SQS · Nano 69.8 · Micro 61.0 · Macro 65.6 · Mega 47.2	
Zara	<div><div></div></div>	66.1
	49 creators with SQS · Nano 58.2 · Micro 66.2 · Macro 67.3	
LC Waikiki	<div><div></div></div>	62.8
	23 creators with SQS · Nano 64.1 · Micro 63.7 · Macro 59.4	

Each row is the mean stored SQS (0–100) of the unique creators who shared the brand.

AUDIENCE (COMMENTERS)

Boyner	<div><div>Women 81%</div><div>Men 19%</div></div>
	Largest age band: 25-34 54% · Largest city: İstanbul 28% · Largest country: Türkiye 93%
Zara	<div><div>Women 78%</div><div>Men 22%</div></div>
	Largest age band: 25-34 52% · Largest city: İstanbul 28% · Largest country: Türkiye 96%
LC Waikiki	<div><div>Women 80%</div><div>Men 20%</div></div>
	Largest age band: 25-34 55% · Largest city: İstanbul 24% · Largest country: Türkiye 97%

Average of the sharing creators' commenter profiles (equal weight per creator). Commenters are a sample: not followers, not reached people.

Counted with the panel's method (link evidence, verified account and hashtag tags). Not in the panel catalogue as a platform: Mango.

Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

Content	A post, reel or story naming the brand name, brand account or brand hashtag.
Creator	The tracked account that shared the content; brand accounts excluded.
Follower segment	Nano <10 K · Micro 10–50 K · Mid 50–250 K · Macro 250 K–1 M · Mega 1 M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	#reklam, #işbirliği, #tanıtım tag (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself)); within posts and reels.
Co-authored post	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Plays	Number of reel plays; measured only for reels.
ER	Engagement rate, percent: for reels (likes + comments) / plays (per play), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; they are not comparable because the denominators differ.
Overlap	Number of accounts that posted both brands in the period; news and deal accounts excluded.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); Zara and Mango were matched by shopping link only, and their contents are link-based stories.
- 100 of the 104 reels in the period were analysed from the video itself.
- The weekly change comes from the nine-week series produced with the same matching; percentages are given only on a base of 10 or more contents.
- Contents of deal accounts are included in the counts; they were not shown as collaboration examples.
- Play, like and follower values were taken from the data reading of 29 October 2026.
- Timestamps were interpreted as Turkey time (UTC+3).
- Contents naming more than one brand were counted separately for each brand; totals may exceed the content count.
- Co-authored contents published on multiple accounts with the same description and time are separate rows per account.
- Audience distributions are averages weighted by creators' follower counts.