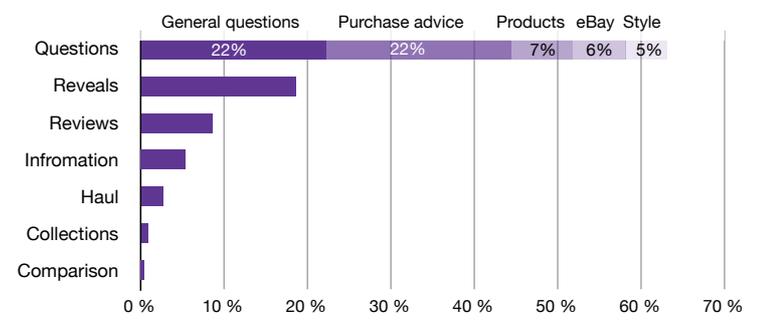
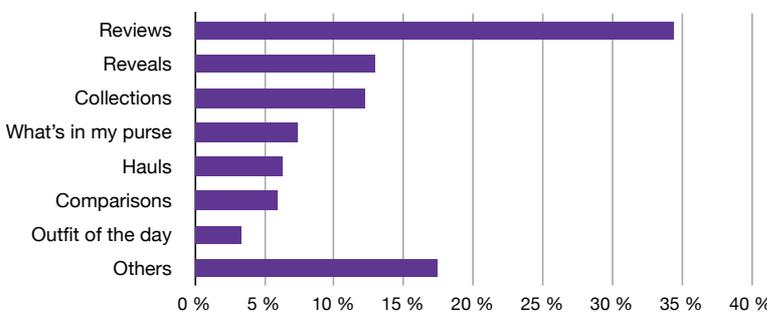


- Purse amateurs most active online communities gather on YouTube, where they post hundreds of videos each month, and on specialized North-American forum *PurseForum*, where they start thousands of threads
- While **YouTube** mostly serves as a **stage**, **PurseForum** members looks at experienced purchase advice
- The podium for both videos and discussions is held by the trio Louis Vuitton, Chanel and Coach
- Only **Louis Vuitton is a must have** starting every collection before this is upgraded with new brands
- Fear to buy counterfeits affects more the selective PurseForum than YouTube, where the practice is often encouraged

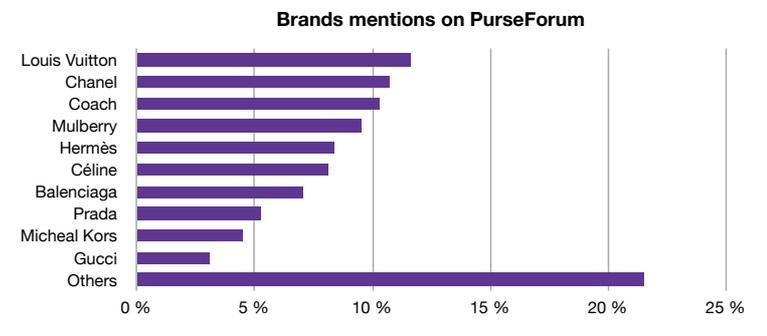
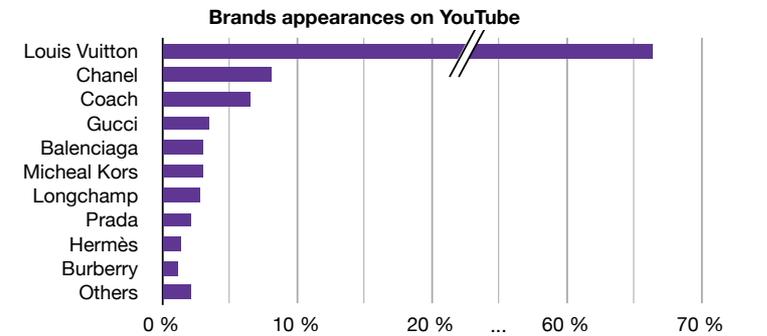
Classification of YouTube videos | Classification of PurseForum discussions



YouTube is mainly used by purse owners as a stage to show off. Videos usually feature a **single purse**, being either Reviews (35%) or Reveals (13%). Collections are also frequent (12%), exhibiting users' pride for the **size and quality of their assortment**. These videos are periodically updated when major changes (sell-out or new purchases) occur. A small connected group of influential collectors, owning **more than 30 luxury bags**, is regularly requested to publish Reviews of specific pieces or asked for advice for purchasing online.

Questions are naturally the most frequent type of conversations on a discussion forum (63% of threads). Authors of these questions consider other members as purse experts, and in a third of questions (22% of all threads), they ask for **purchase advice**. Members look for deals, especially online and 6% of posts relate to eBay issues. In opposition with YouTube, **short Reveals** (to show off an item without providing a detailed opinion) outnumber longer Reviews, the latter being more suitable for videos.

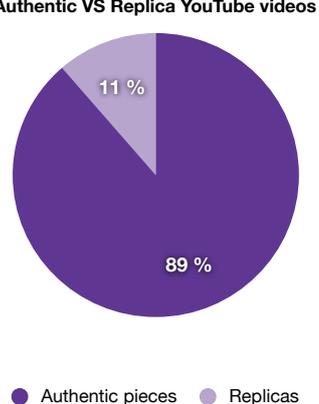
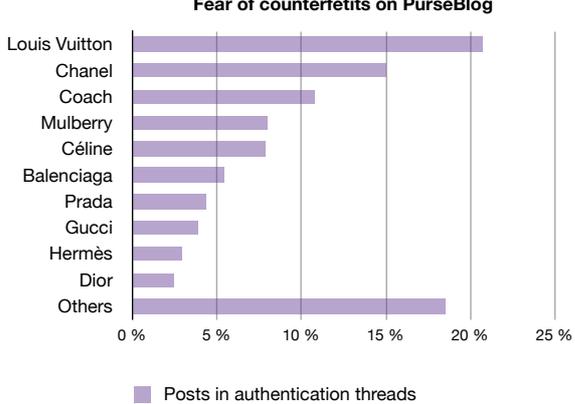
Competing designer handbags



Within 431 designer bags displayed on YouTube over a one-month period, **66%** are **Louis Vuitton**. Models *Neverfull* (36 appearances) and *Speedy 30* (30 appearances) are most represented. The brand, present in every It Bags collections, is a **must have of one's assortment**, enriched with other pieces (Chanel, Hermès, Prada) only once a "critical mass" of Louis Vuitton is reached. In particular, the upgrade from Louis Vuitton to Prada is a common discussion topic among forum participants.

The PurseForum is a preferred space to host handbags discussions, with several thousands threads dedicated to one or more brands. Positioned as **true purse experts**, members are interested in a wider **range of designers** than those of YouTube: conversations are dispersed among 39 brands with dedicated sections among which **Louis Vuitton**, leading with 12% of threads, **has not a monopolistic position**. Top brands are mostly high-priced (Chanel, Mulberry, Hermès) although the cheaper Coach ranks 3rd.

Worry and pride of counterfeits



Although tempted by online deals, **PurseForum** members are **worried to buy counterfeits**. More than 10,000 messages asking for **authenticity validation** were posted in the forum within the month. Top 3 positions (Louis Vuitton, Chanel, Coach) are sharply affected. Together, the brands gather half of the authenticity posts, while they represent only 22% of general threads. Conversely, Hermès is mentioned by less authentication messages than competitors with comparable discussion volumes (e.g. Céline, Mulberry). In opposition to forum rejections against fakes, a part of the **YouTube community** shows a **positive attitude toward replicas**, enthusiastically reviewed in 11% of the videos.