

Acne Studios

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Social Media Audit
2025

Brand Summary

Acne Studios was founded in 1996 in Stockholm, Sweden, by Jonny Johansson and a collective of creatives as part of the multidisciplinary Acne (Ambition to Create Novel Expressions) group. Originally focused on graphic design, film, and advertising, the brand gained attention when Johansson designed and distributed 100 pairs of raw denim jeans with red stitching to friends and industry insiders. This unexpected success led to the launch of Acne Jeans in 1997, which later evolved into Acne Studios, a full-fledged fashion house known for its minimalist yet experimental aesthetic. Today, Acne Studios is a global brand celebrated for its innovative approach to tailoring, contemporary silhouettes, and artistic collaborations, maintaining its Scandinavian roots while influencing fashion worldwide.



Acne Studios

Top Performing Social Media Accounts



Instagram

- @acnestudios
- 4.3M followers
- Average likes: 6,332
- More emphasis on photos with occasional Reel posted
- Greater emphasis on aesthetics and new products



TikTok

- @acnestudios
- 164.8k followers
- Average likes: 12,010
- Average views: 804,643
- Almost exclusively videos
- Emphasis placed on the lifestyle aspect of the brand
- Very few product promotions as they launch



Facebook

- 595k followers
- 602,370 profile likes
- Majority of content is simultaneous posts as Instagram with the Meta Suite
- Usage of Facebook events for runway shows and other activations

Instagram Analysis



PRODUCT PROMOTION

Page makes great use of Instagram Shop as well as calls to actions for consumers to view Acne Studios' website and stores

BEST PERFORMING

- New product reveals
 - Posts with celebrities/influencers/other noteworthy people (see next)
- Single photos vs. carousel posts
- Call to action in caption gets more comments; starts a discussion

POST INSIGHTS

- Average comments: 24.5
- Most common day of week: Friday
- Reels only account for 13.3% of posts

Acne Studios

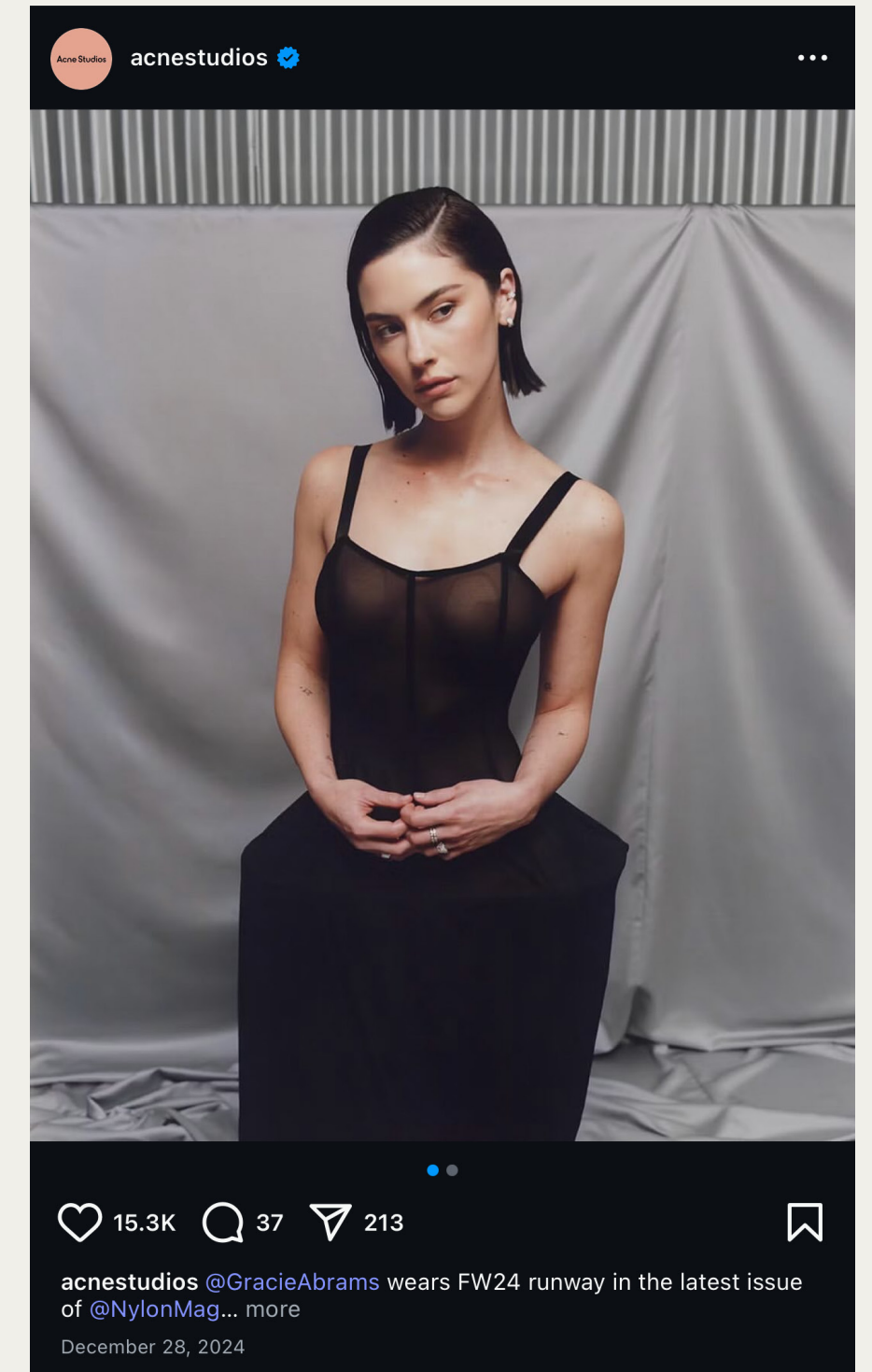
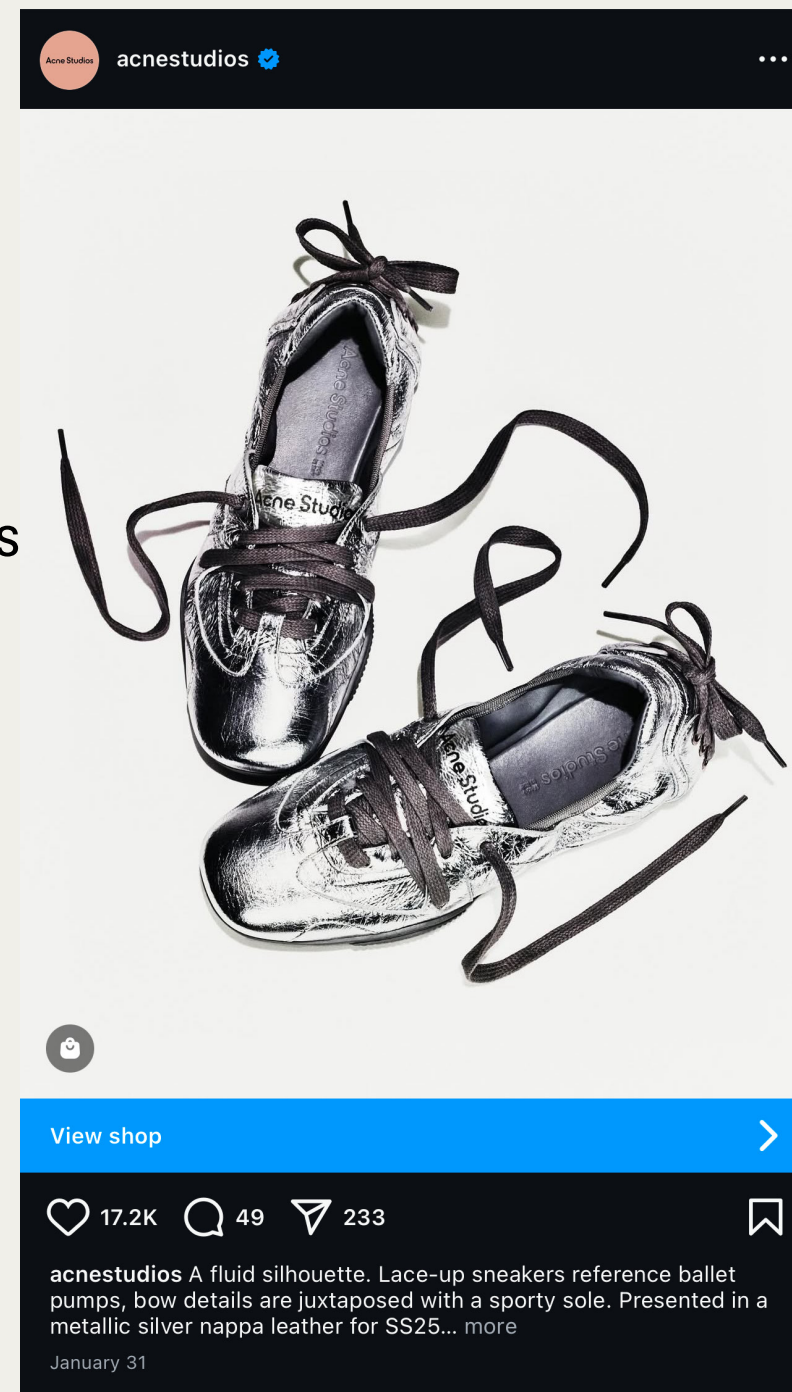
Top 3 Instagram posts



Page 05

1. Free flowers in store on Valentine's Day
25.1k likes 477k views

2. New Lace-up shoes
Feat. shop link
17.2k likes



3. Singer Gracie Abrams in Acne
for Nylon Magazine
15.3k likes

Acne Studios

TikTok Analysis



POST INSIGHTS

- Average comments: 81.87
- Most common day of week: Friday & Saturday (tied)
- 96.7% of posts are videos

PRODUCT PROMOTION

- Lots of promotional content
- However, not nearly as much as on Instagram
- No call to action or shopping links like on Instagram

BEST PERFORMING

- New product reveals
 - Posts with celebrities/influencers/other noteworthy people; especially when they talk (see next)
- Influencers/celebrities in posts get more comments

Acne Studios

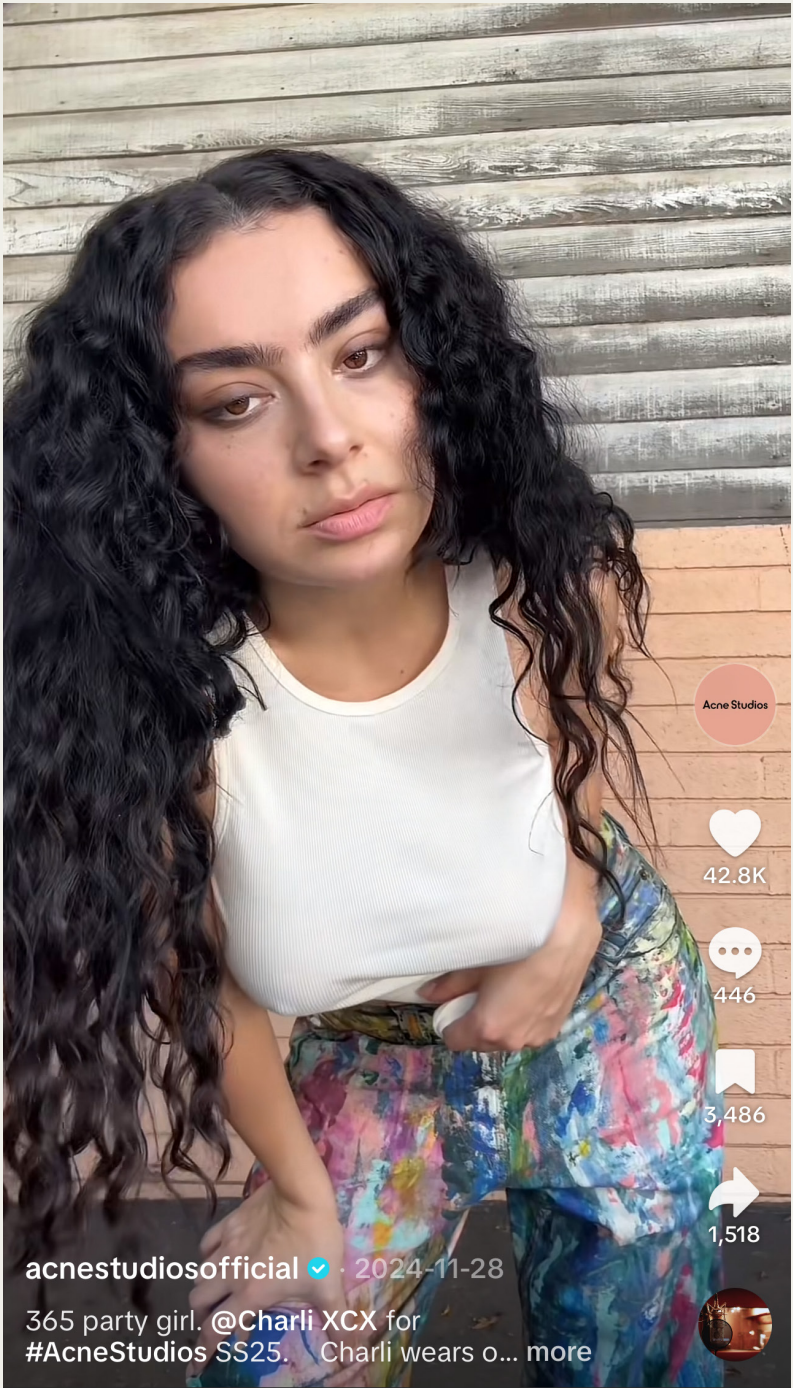
Top 3 TikTok Posts

Charli XCX is the only one on screen in all three posts

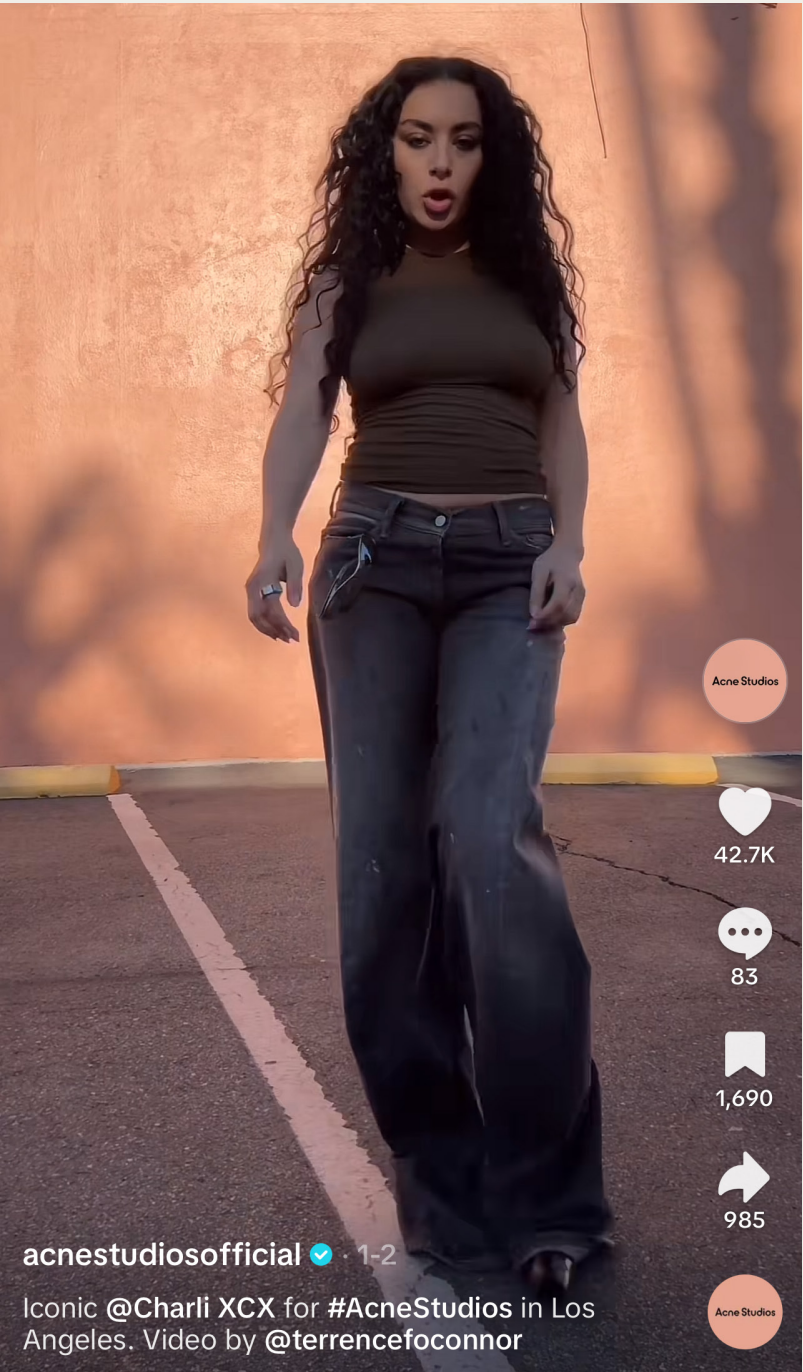
1.
5.7M Views
141.2k likes



2.
4.1M Views 42.8k likes



3.
512.9k Views 42.7k likes



Competitor 1:

FILIPPAK

Brand Summary

Filippa K was established in Stockholm in 1993 by Filippa Knutsson with a vision to create timeless, clean, and sustainable fashion. Rooted in Scandinavian minimalism, the brand has grown from a modest local label to an internationally recognized fashion house, known for its sophisticated yet understated designs. Emphasizing quality, simplicity, and functionality, Filippa K has consistently pushed for a more sustainable approach to fashion, resonating with consumers who value both style and ethical production.



Top Performing Social Media Accounts

FILIPPA K



Instagram

- @filippa_k
- 288k followers
- Average likes: 12,907
- Entire feed focused on only showcasing products as they come out
- Wide variety of formats but overall emphasis on aesthetics and high quality showcases



TikTok

- @filippa_k
- 5,483 followers
- Average likes: 173.3
- Average views: 790,881
- Posting the same videos as Instagram but without the pictures
- 30 posts ago goes all the way back to April 2024 so general neglect of platform



Facebook

- 104k followers
- 103k profile likes
- Majority of content is simultaneous posts as Instagram with the Meta Suite
- Usage of Facebook events for runway shows and other activations

Instagram Analysis



POST INSIGHTS

- Average comments: 7.4
- Most common day of week: Thursday
 - No posts on Sundays
- Reels account for 30% of posts

PRODUCT PROMOTION

Almost all posts are promotions for new products and collections. Some calls to action but no promotion of products after they launch

BEST PERFORMING

- Teasers for collections got the most comments- with people sharing their excitement
 - Collection lookbooks and teasers do the best, but interest fades after the first couple of posts after a teaser or show

Top 3 Instagram posts

1. F/W 25 Preview
26k Views 374 likes



2. F/W 25 Lookbook
673 likes



3. F/W 25 Collection Teaser
13.3k Views 287 likes

TikTok Analysis



POST INSIGHTS

- Average comments: 2.07
- Most common day of week: Wednesday
- Also no posts on Sundays
- 90% of posts are videos

PRODUCT PROMOTION

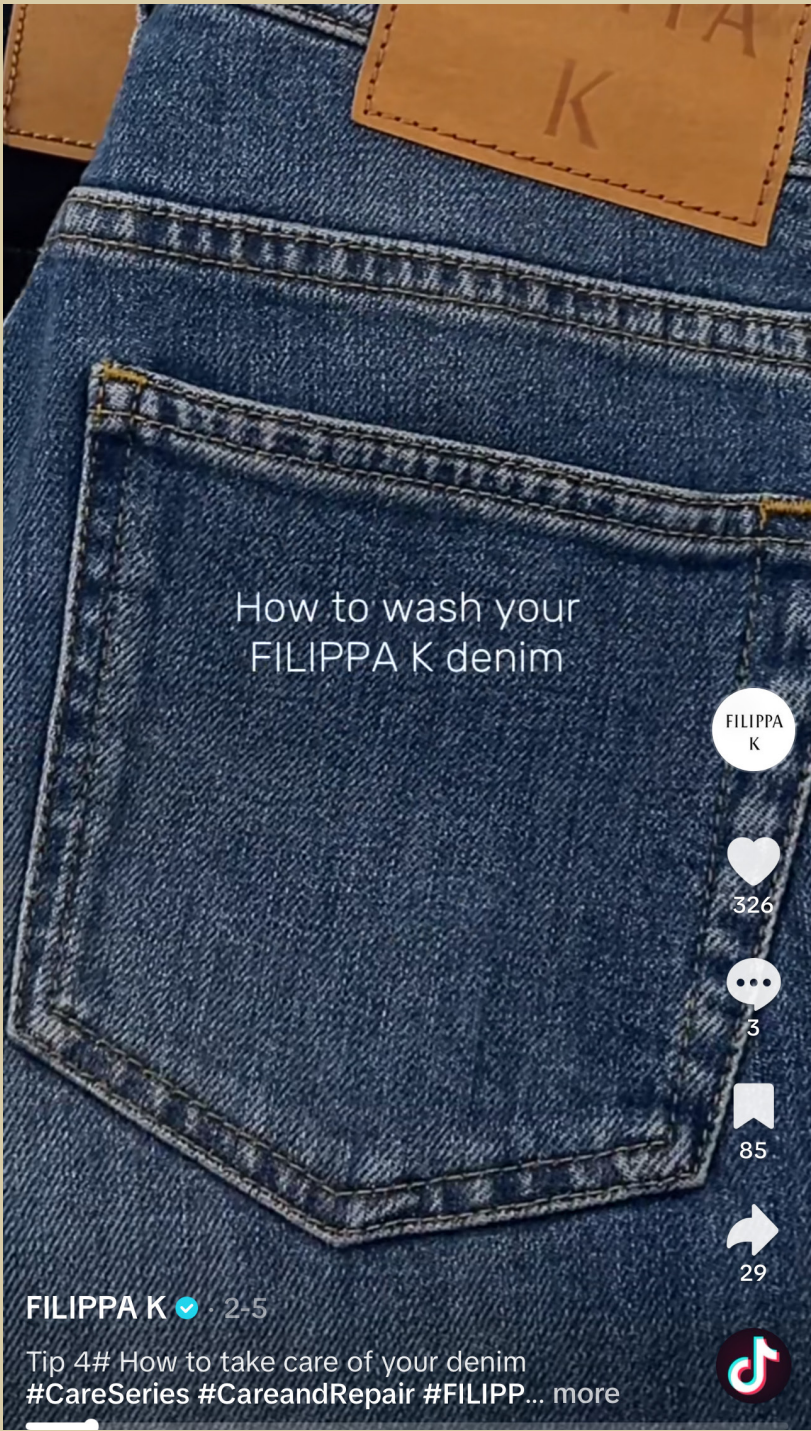
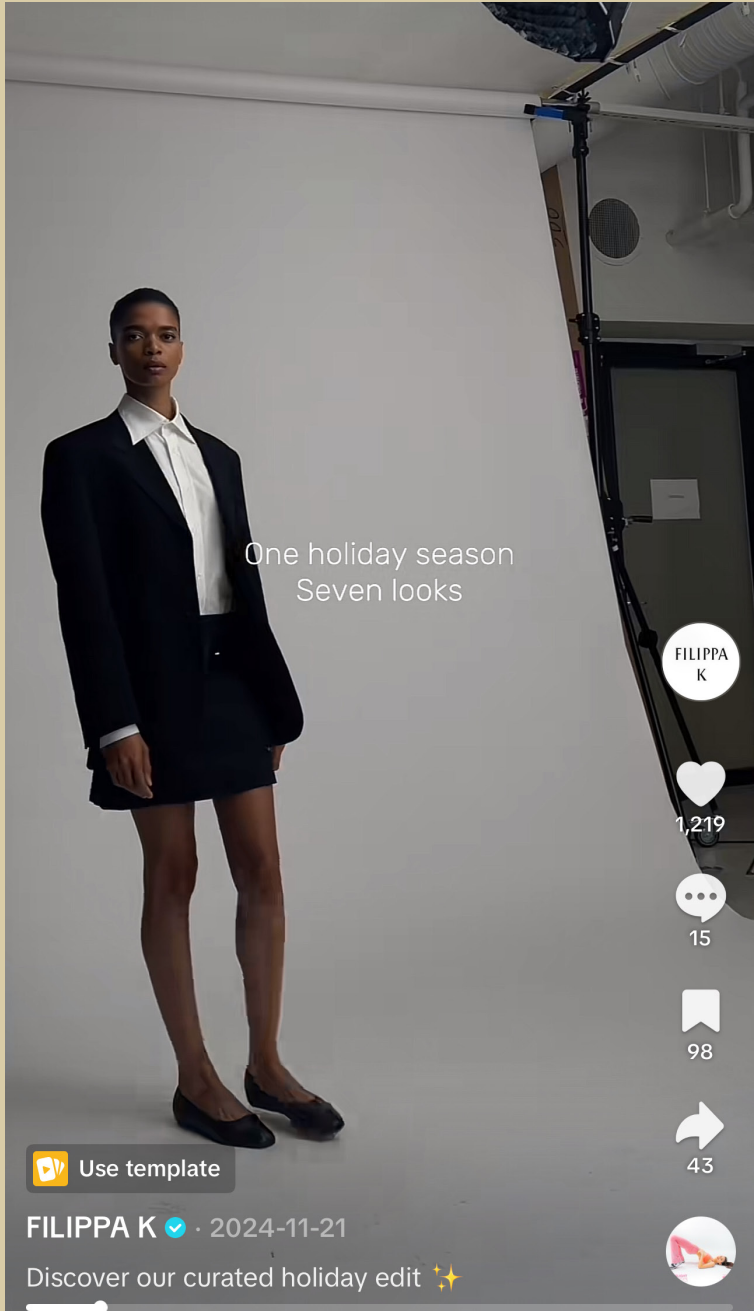
- Almost all posts are promotions for new products only; no showcase of older products
- Non-product placement posts tend to do better than product-centric posts

BEST PERFORMING

- Some posts are clearly paid ads, but the engagement was incredibly low (see next)
- Generally speaking lifestyle content such as their "how to" series do better than product and show promotion

Top 3 TikTok Posts

1. 7 Holdiay looks
4.3M Views *ad
1,219 Likes



2. How to care for jeans
1.4M Views *ad
326 Likes



3. F/W 25 Collection Reveal
2.3M Views *ad
435 Likes

Competitor 2:

GANNI

Brand Summary

Ganni was founded in 2000 in Copenhagen, Denmark, by gallerist Frans Truelsen as a small cashmere-focused brand. In 2009, husband-and-wife duo Nicolaj and Ditte Reffstrup took over, transforming Ganni into a globally recognized fashion label with a distinct, playful take on Scandinavian style. Moving away from traditional minimalism, Ganni embraces bold prints, vibrant colors, and effortless silhouettes, resonating with a new generation of fashion-forward consumers. With a strong focus on sustainability and responsible practices, the brand continues to evolve while maintaining its signature cool-girl aesthetic.



Top Performing Social Media Accounts



Instagram

- @ganni
- 1.5M followers
- Average likes: 2,875.3
- Focus placed on new products and their recent/upcoming shows
- Posts go up one per day, except for fashion show days that get more than one daily post



TikTok

- @ganni_official
- 91.8k followers
- Average likes: 672.9
- Average Views: 12,042
- Wide variety of subject matter
- Overall focus being placed on lifestyle-side of the brand
- Not all posts are professional, more "UGC-esque" posts even if not made by a consumer themselves



Facebook

- 50k followers
- 48k profile likes
- Majority of content is simultaneous posts as Instagram with the Meta Suite
- Usage of Facebook events for runway shows and other activations

Instagram Analysis



PRODUCT PROMOTION

Page makes great use of Instagram Shop as well as calls to actions for consumers to view GANNI's website and stores

BEST PERFORMING

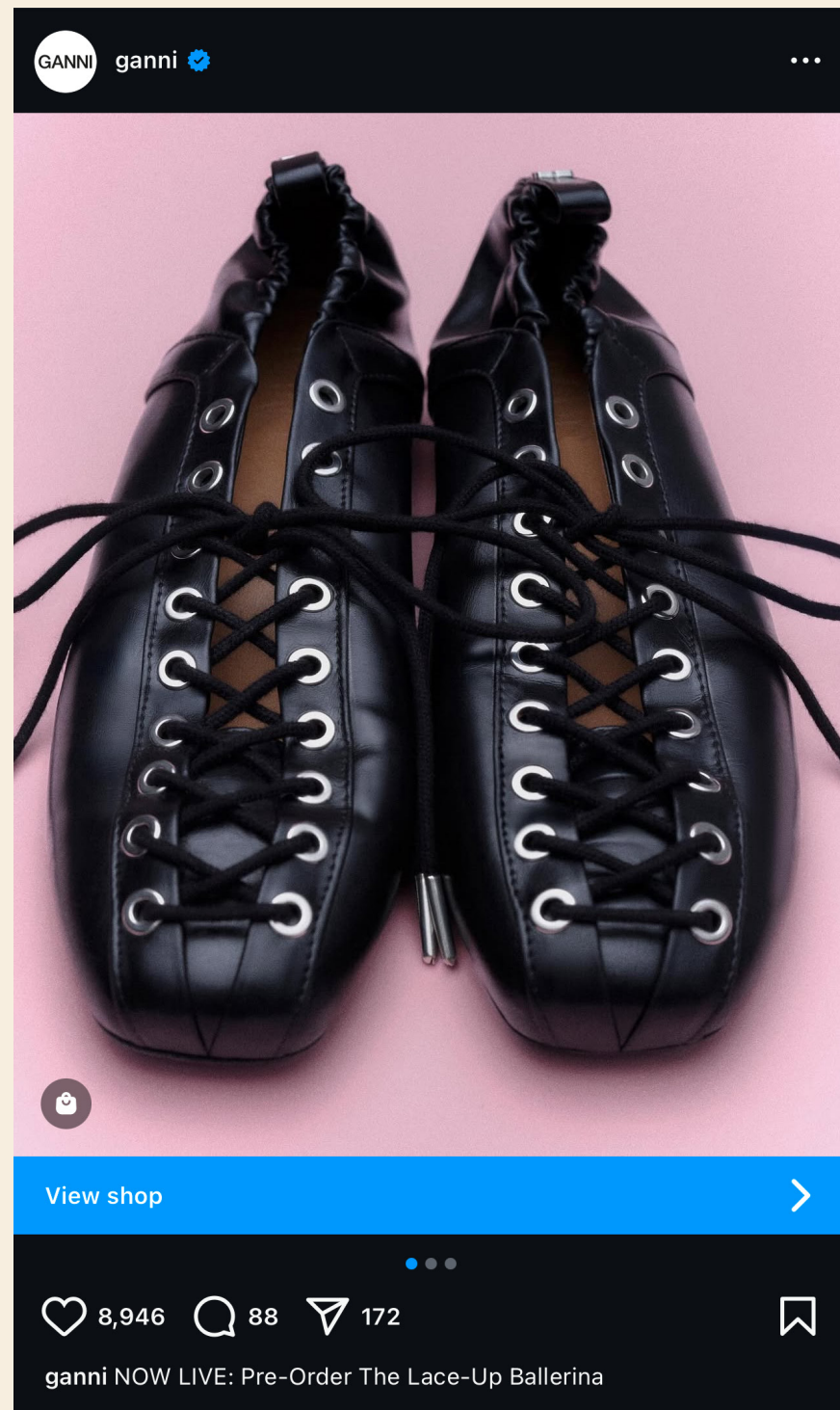
- New product reveals do well; especially when a link to order or pre-order is included (see next)
- Besides new products being posted for the first time general lifestyle posts do better than posting already released items

POST INSIGHTS

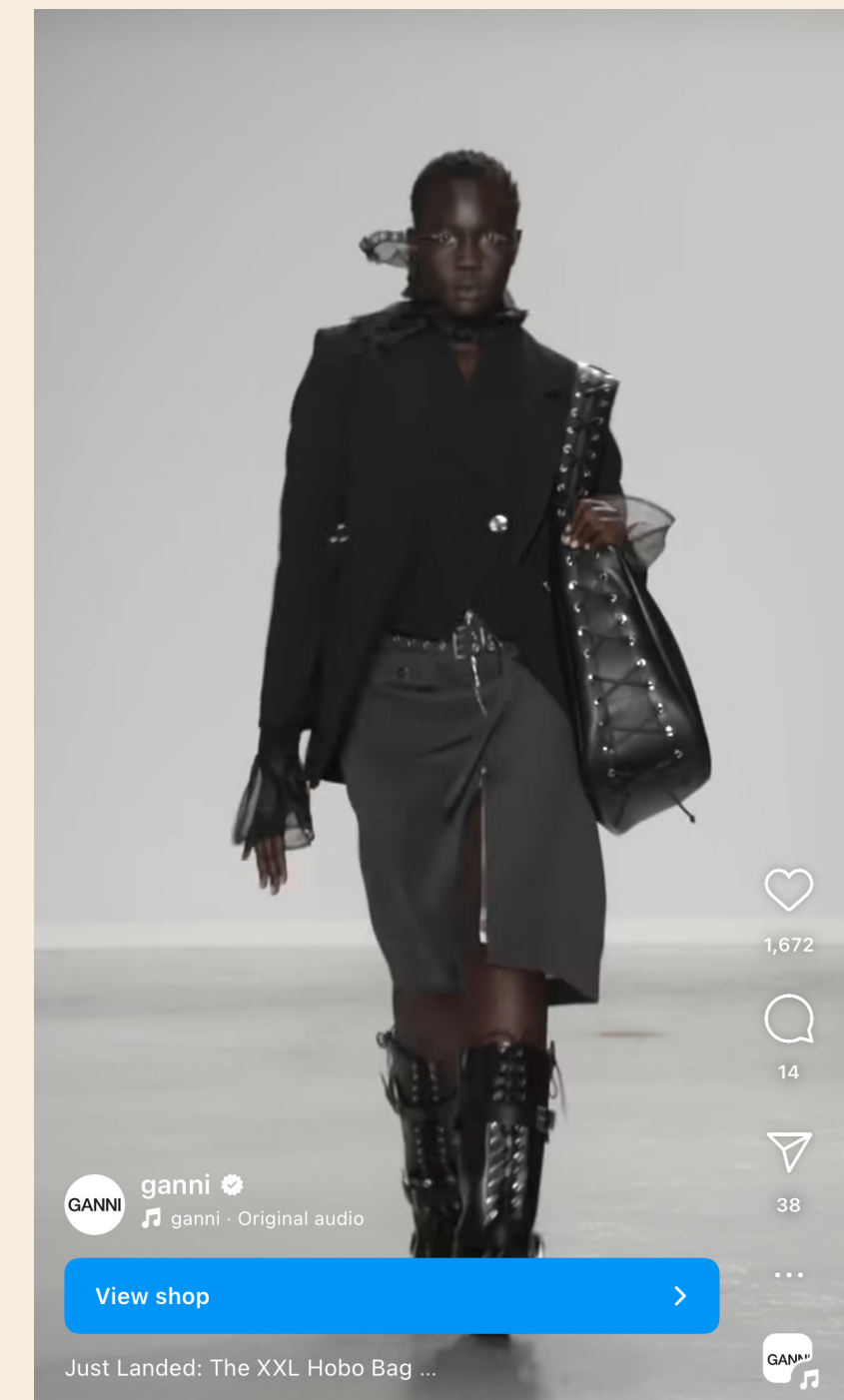
- Average comments: 16.43
- Most common day of week: Friday
- At least one post every day
- Reels account for 23.3% of posts but still a mix of all formats

Top 3 Instagram posts

1. Lace-Up Ballerina
Preorder w/ link
8,946 Likes



2. 2 people wearing
GANNI on the street
135k views
3,470 Likes



3. XXL Hobo bag on the
runway w/ link
105k views
1,635 Likes

TikTok Analysis



POST INSIGHTS

- Average comments: 5.73
- Most common day of week: Monday, Thursday & Friday
- Daily posting like Instagram is attempted but doesn't seem to happen as much

PRODUCT PROMOTION

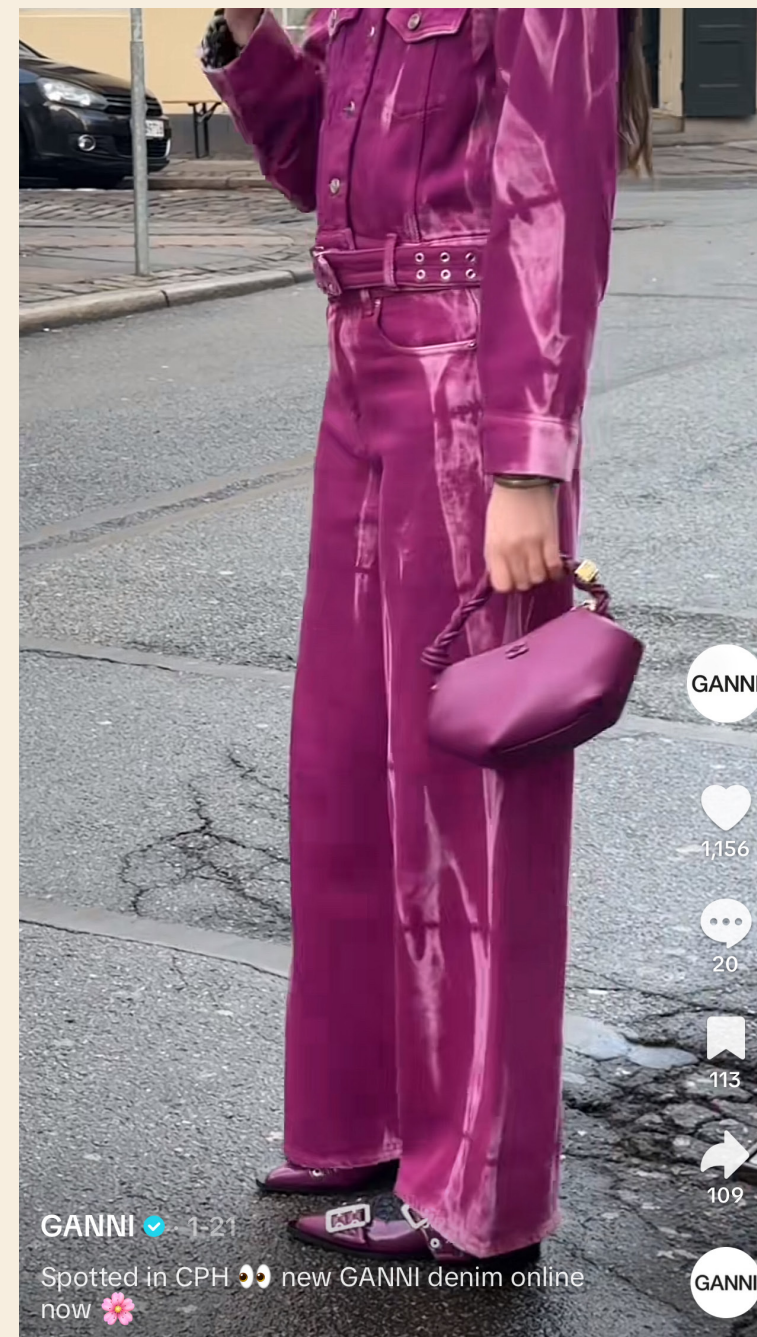
- Non-product placement posts tend to do better than product-centric posts
- No calls to action like on Instagram

BEST PERFORMING

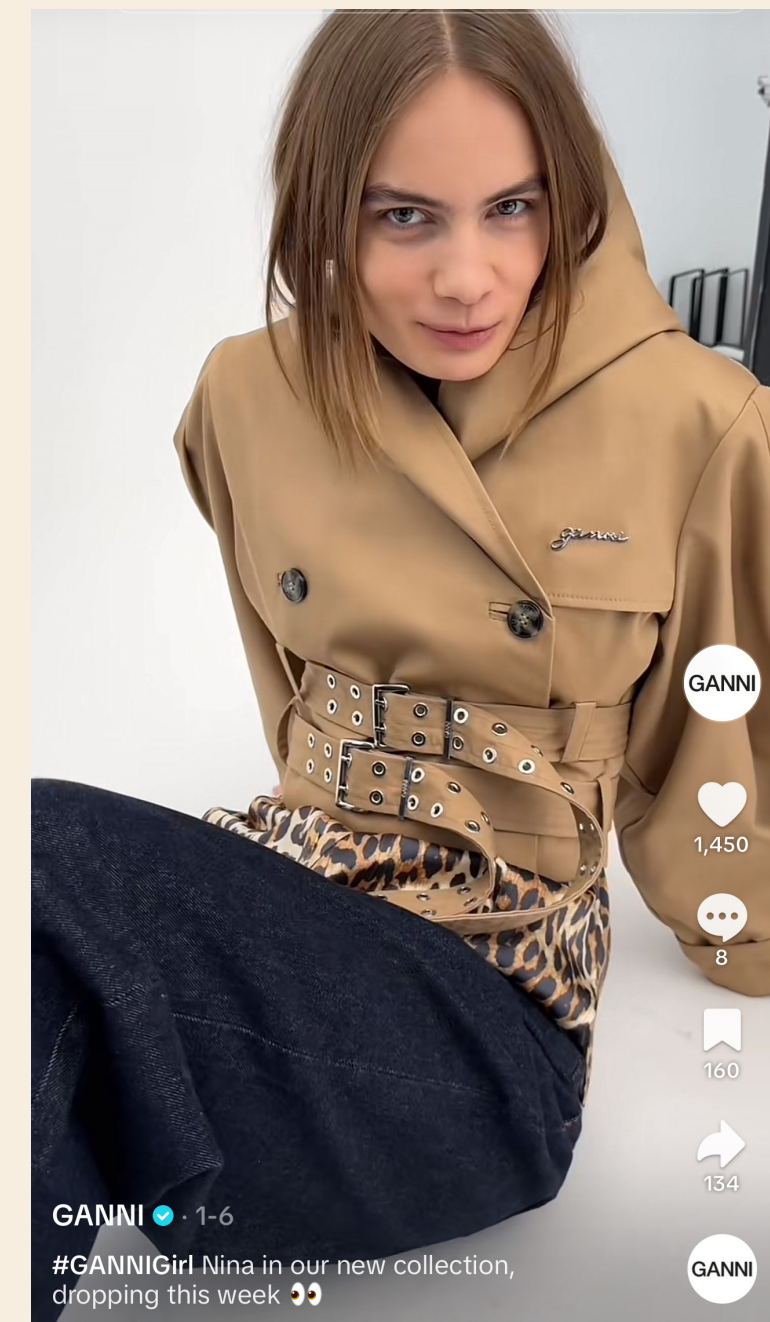
- No overarching theme to what does well
- Most engaged posts feature lifestyle content outside of the brand, well-known models or new product promotions (see next)
- Previous themes are independent of each other

Top 3 TikTok Posts

1. Bag Promo
44.3k Views
5,119 likes



2. Spotted in Copenhagen
in GANNI
17.3k Views
1,156 likes



3. Behind the Scenes at
GANNI with Nina
41.6k Views
1,450 likes

RECOMMENDATIONS



Acne Studios

1. Unify Brand Image
2. Paid Ads ≠ Engagement
3. Utilize TikTok more often
4. Promote Lifestyle Content
5. Consistent Call to Action Messaging
6. Don't limit celebrities to TikTok
7. Pin Best Posts that Showcase the brand
8. Engage users in Comment Section
9. Encourage Cross-Platform users
10. Foster Community with UGC

Recommendations

01

Unify Brand Image

- The brand messaging on Instagram vs. TikTok tell two different stories of the brand
- While Instagram focuses on aesthetics, TikTok focuses on purely lifestyle
- Posting a "hybridized" style of content across all platforms makes users have a better understanding of the brand regardless of which platform they are on
- Allows for creation of one post that can be shared on multiple platforms at once, rather than unique content for each

02

Paid Ads ≠ Engagement

- Filippa K's TikTok offers a great case study for how ads are received by consumers
- Despite bringing in views in the seven-digits the likes only averaged in the 200s with comments in the single-digits
- Paid ads can still deliver promotion to consumers but the engagement ratios will be very low
- Users sense the content wasn't organically put on their feed, and thus are less likely to engage
- Organic posts can bring better engagement, but without the same guaranteed viewership

Recommendations

03

Utilize TikTok More

- At the time of this audit, @acnestudios on TikTok has only posted twice in 2025
- Compared to GANNI, who posts daily, this is a missed opportunity for reaching consumers
- Posts do not need to be daily like GANNI but the rate should certainly increase
- Instagram has seen 24 Acne Studios posts in 2025, which makes the two on TikTok stick out even more for lack of consistency

04

Promote Lifestyle Content

- Lifestyle content on Acne's TikTok and Instagram is not completely absent just noticeably behind that of Filippa K and GANNI
- Lifestyle content contributes some of the most successful posts of Filippa K and GANNI
- Filippa K's successful "how to care for" series can be emulated easily with Acne doing a similar "how to style" series
- The city of Stockholm appears on every label of the brand, so lifestyle content including the city can also be a feature of posts

Recommendations

05

Consistent Call to Action

- Acne Studios has made tremendous use of the Instagram shop feature however not all posts have a link to shop that maybe should
- TikTok also has no call to action or links to specific products, while TikTok shop doesn't have to be used, links can still be included on posts
- Filippa K uses language like "what do you think?" and GANNI with "See you in stores" in captions to reaffirm the call to action to shop with them
- Whereas Acne posts simply just describe what is in the post with no call to action

06

Don't limit celebrities to TikTok

- A majority of the audited TikTok posts feature celebrities of some kind, especially the face of the brand, Charli XCX
- In the same audit, Charli only appears in one Instagram post
- All of the top three performing TikTok posts have a celebrity in it
- Celebrities have their own loyal fans, and when the celebrity themselves shares the post, these fans have easy access to engage with the post
- Acne's Instagram primarily features models not seen on TikTok

Recommendations

07

Pin Best Posts as Showcase

- Both Filippa K and GANNI have pinned posts on Instagram and/or TikTok
- This allows users that are new to the brand to familiarize themselves quickly and decide if the brand matches with them
- Pinned posts can always be changed as something new comes along
- Enables more efficient user understanding of the brand, with minimal effort required to facilitate this happening

08

Engage Users in Comments

- Through the audit, there were many comments of people asking questions about the brand that a simple social media comment from Acne could resolve (see next)
- People with a question that gets answered by the brand feel "seen" when they get a response and are more likely to get attached to the brand and account after a good interaction
- People with the same question can also easily get an answer, while also seeing Acne's social media as a reliable source of information in general

Comment Examples



mattiasjo 4w

Whats the jeans on slide 1?

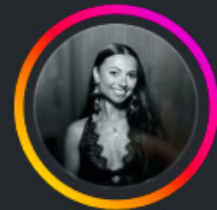
Reply




vee_bee_insta 8w

I need those jeans

Reply



fayegreenman  11w

I NEED the jeans

Reply



khushhhh.k 2w

Where can we purchase the dress ? 

Reply



aw12

När kommer ni ha black friday priser?

2024-11-27

Reply



"Will you have Black Friday prices?"

Recommendations

09

Encourage Cross-Platform Users

- Acne's Instagram has more followers than its TikTok, but the TikTok account has better post analytics than the Instagram indicating a more engaged following
- By encouraging the more plentiful Instagram followers to also follow on TikTok, and the more engaged TikTok followers to Instagram, both accounts can get strongly reinforced without need from new outside followers to be brought in

10

Foster Community with UGC

- Part of the brand's premium image could be eroded by posting UGC onto its own feed
- This can be avoided by creating a hashtag for users to post their own content of the brand
- Using the repost button and interacting with posts under this hashtag builds a community and gets earned media with much less effort
- UGC deemed "premium" enough can still get posted on the main feed, adding a new type of content to the account to diversify the posts

THANK YOU!

