

BENCHMARK / AD HOME COLLECTION

June 2026 Luxury Brand Benchmark

Tanagra

June 2026

Posting Frequency: 4-7 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Reel	2	3  Reel	4  Reel	5  Carousel	6
7	8  Carousel	9  Carousel	10	11  Carousel	12  Carousel	13
14	15  Reel	16  Carousel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Ounass

June 2026

Posting Frequency: 1-3 posts/day

SUN	MON	TUE	WED	THU	FRI	SAT
	1   Pictures	2   Picture + Reel	3   Pictures	4   Pictures	5  Reel	6   Pictures
7  Picture	8   Pictures	9   Pictures	10   Reel + Pic	11    Pictures	12    Reel + Pictures	13
14	15  Picture	16  Picture	17	18	19	20
21	22	23	24	25	26	27
28	30					

Harrods

June 2026

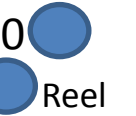
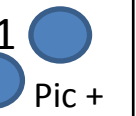
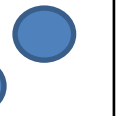
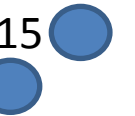
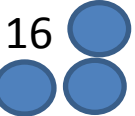
Posting Frequency: 1 post/day

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Reel	2  Carousel	3  Reel	4  Reel	5  Carousel	6  Picture
7  Carousel	8  Carousel	9  Carousel	10  Carousel	11  Carousel	12  Carousel	13
14  Carousel	15  Reel	16	17	18	19	20
21	22	23	24	25	26	27
28	30					

Galleries Lafayette Doha

June 2026

Posting Frequency: 10-15 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Pictures + Carousel	2  Pictures	3  Reel + Carousel	4  Pictures	5  Pictures	6  Pictures
7  Pictures	8  Picture + Carousel	9  Pictures	10  Reel + Picture	11  Pic + Carousel	12  Carousel	13  Pictures
14  Pic + Carousel	15  Pics	16  Reels + Carousel	17	18	19	20
21	22	23	24	25	26	27
28	29					

Galleries Lafayette Dubai

June 2026

Posting Frequency: 7-10 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Picture	2  Carousel	3  Reel	4   Reels	5   Reel + Picture	6  Reel
7	8  Reel	9  Picture	10   Reels	11   Pic + Reel	12  Reel	13  Reel
14  Carousel	15  Picture	16   Reel + Carousel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Farfetch

June 2026

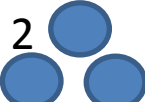
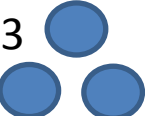
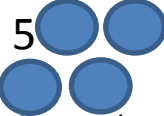
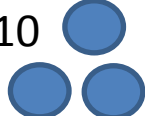
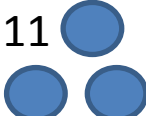
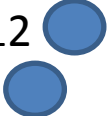
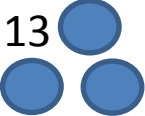
Posting Frequency: 7-9 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Picture	2  Reel	3  Picture	4  Picture	5  Picture	6  Picture
7  Reel	8  Picture	9  Reel	10  Carousel	11  Carousel	12    Pic + Reel + Carousel	13  Picture
14	15	16  Reel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Dolce & Gabbana

June 2026

Posting Frequency: 1–6 posts/day

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Pictures	2  Carousel + Pictures	3  Carousels	4  Reel + Carousel	5  Carousels + Picture	6  Reel
7  Reels	8  Reels + Pic + Carousel	9  Reels	10  Pic + Reel + Carousel	11  Reels	12  Reels	13  Reels
14  Reel	15  Carousel	16  Carousel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Dolce & Gabbana Casa

June 2026

Posting Frequency: 3–6 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Reel	2  Reel	3  Reel	4   Reel + Carousel	5  Carousel	6
7	8	9	10  Picture	11  Picture	12  Carousel	13
14  Reel	15  Carousel	16  Carousel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Loro Piana

June 2026

Posting Frequency: 7-9 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1   Carousel + Reel	2	3    Pics + Reel	4  Picture	5  Carousel	6  Reel
7  Reel	8  Picture	9  Carousel	10  Picture	11  Carousel	12  Picture	13  Reel
14   Carousel + Reel	15  Carousel	16  Reel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Fendi

June 2026

Posting Frequency: 4-7 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Picture	2  Picture	3  Carousel	4  Picture	5  Carousel	6
7  Picture	8  Picture	9	10  Reel	11  Reel	12	13  Reel
14	15	16   Reel + Picture	17	18	19	20
21	22	23	24	25	26	27
28	30					

Fendi Casa

June 2026

Posting Frequency: 2–4 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Carousel	2	3  Picture	4	5  Picture	6
7	8	9	10	11  Picture	12	13  Picture
14	15	16  Picture	17	18	19	20
21	22	23	24	25	26	27
28	30					

Hermès

June 2026

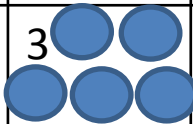
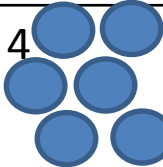
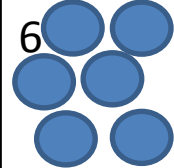
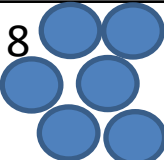
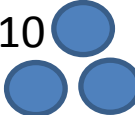
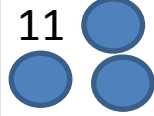
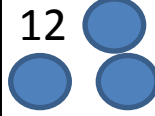
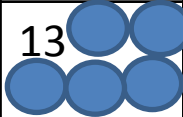
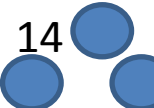
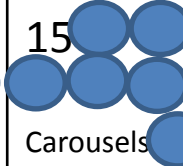
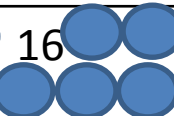
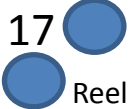
Posting Frequency: 4–13 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1   Reel + Carousel	2   Reel + Picture	3   Reel + Carousel	4	5      Reels + Carousels	6    Reel + Carousels
7    Reels + Carousel	8	9	10	11	12  Reel	13
14	15  Carousel	16  Reel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Dior

June 2026

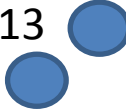
Posting Frequency: 1-6 posts/day

SUN	MON	TUE	WED	THU	FRI	SAT
	1  Carousels	2  Carousel	3  Carousels + Pic + Reel	4  Carousels	5	6  Carousels + Pic + Reel
7	8  Carousels + Reels	9  Carousels	10  Carousels	11  Reel + Carousels	12  Reel + Carousels	13  Carousels
14  Carousels	15  Carousels	16  Carousels	17  Reel + Carousel	18	19	20
21	22	23	24	25	26	27
28	30					

Dior Maison

June 2026

Posting Frequency: 5-8 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9  Carousels	10	11	12	13  Carousels
14  Carousel	15  Carousels	16  Carousel	17	18	19	20
21	22	23	24	25	26	27
28	30					

Versace

June 2026

Posting Frequency: 2-3 posts/week

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2  Picture	3	4  Picture	5	6
7  Picture	8	9	10  Picture	11	12  Picture	13
14	15	16  Picture	17	18	19	20
21	22	23	24	25	26	27
28	30					

Net-A-Porter

June 2026

Posting Frequency: 1-3 posts/day

SUN	MON	TUE	WED	THU	FRI	SAT
	1   Reel + Carousels	2   Carousel + Picture	3  Reel	4    Carousels	5    Reel + Pictures	6
7  Reel	8  Carousel	9  Carousel	10   Carousels	11    Reel + Carousels	12    Reels + Picture	13     Pic + Reel + Carousels
14    Pic + Carousels	15      Reels + Pic + Carousel	16   Picture + Carousel	17	18	19	20
21	22	23	24	25	26	27
28	30					