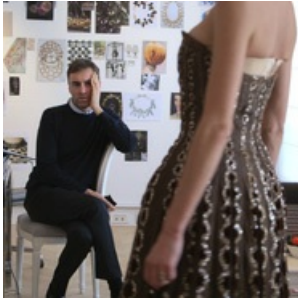


INTERNET

Raf Simons, Karl Lagerfeld most searched for designers of 2015

December 21, 2015



Promotional image for "Dior and I"

By STAFF REPORTS

Raf Simons, former artistic director of women's wear at Dior, was the most searched-for fashion designer in 2015, according to Google.

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Google releases the most-searched-for terms at the end of each year and breaks the results down by category. The listing offers insights into the popularity of high-fashion labels and those behind the collections; this is especially poignant since the creative role is placed under scrutiny due to the stresses of the position.

Search party

Mr. Simons made headlines around the world in October when he announced that he would be stepping down as artistic director at Dior after a three-and-half-year tenure.

The recent spring/summer 2016 runway show was his last for the house. No replacement has been announced at this time, and as this is the latest in a series of moves at iconic luxury houses, this has the potential to shift creatives to new positions as brands seek new talent ([see story](#)).

Mr. Simons is in high-fashion company within the search results, with Shoshanna Lonstein Gruss, founder of U.S. label Shoshanna, and Giambattista Valli ranking second and third, respectively.

Others seen on the list, in numerical order, include Thakoon Panichgul, Tadashi Shoji, Elie Saab, Karl Lagerfeld, Christian Lacroix, Zuhair Murad and Tommy Hilfiger.



Karl Lagerfeld

While all dress the starlets, Mr. Shoji and Mr. Saab are known for red carpet couture, which may have further advanced their placement on the Google search results as consumers researched gowns worn by celebrities.

Mr. Lagerfeld's notoriety as the creative director behind Chanel and Fendi, as well as the lighthearted communications for his namesake label using a cartoon likeness of the designer and his cat, Choupette, likely secured him a spot as well.

While much of the fashion industry is focusing attention on environmental transparency and causes ([see story](#)), consumers were much more interested in searching style-related questions on Google.

The top 3 searches focused on standards such as how to walk in heels, what to wear to the first day of school and how to properly fray jeans.

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