

MARKETING

Balenciaga, Gucci, Vetements top Lyst rankings of “hottest brands”

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Brands such as Gucci have had major successes in China. Image credit: Gucci

By STAFF REPORTS

According to the latest Lyst Index, Prada's pivot towards streetwear is panning out for the Italian label, leading it to significantly jump in the rankings as a trending brand.

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Nylon belt bags, gabardine track pants, Tessuto bucket bags and bucket hats were among the top products that helped propel Prada up 14 places in the Lyst rankings for the first quarter, produced in partnership with Business of Fashion. Balenciaga also rose to the top, pushing Gucci to second place.

Hottest brands and products

Vetements followed Gucci, moving up two spots. Business of Fashion notes that this could be related to Balenciaga's rise, as the latter's creative director is the founder.

While Gucci has previously remained a leader of products highly ranked on Lyst, its reign seems to be slowly slipping. Last year four out of the top five highest ranked items were Gucci made, but this year only two of the top 10 were made by the Italian brand.

However, Gucci slides were the most consistently ranked product over the last year, remaining on the top 10.

Gucci's iconic logo belt made number five on the product ranking.

Luxury group Kering saw a significant rise in profit during the first quarter of 2018, as it continues to focus on its luxury brands and sell off its mass market assets.

Gucci saw a growth of 19.6 percent in sales on a comparable basis and Saint Laurent saw a 19.6 percent increase in sales. The former totaled 1.8 billion euros, or \$2.2 billion in revenue, and the latter saw 408.2 million euros, or \$493 million at current exchange ([see more](#)).

Louis Vuitton made the biggest product on the list this quarter, with pre-owned versions of its Neverfull tote. The product became the first designer re-sale piece on the list, showing the sector's growth.



Louis Vuitton's Neverfull tote bag. Image credit: Louis Vuitton.

Other brands on the top 10 label list include Off-White, Stone Island, Givenchy, Moncler, Dolce & Gabbana, music artist Kanye West's Yeezy and Valentino.

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