

APPAREL AND ACCESSORIES

Fendi, Versace get brand boost from celebrities, influencers

July 20, 2018



Fendi's FF Capsule collection puts its iconic logo centerstage. Image credit: Fendi

By SARAH JONES

Italian fashion labels Fendi and Versace's efforts to court millennials helped them become two of the hottest brands this past quarter.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to the Lyst Index for the second quarter, Fendi climbed 17 spots and Versace moved up 21 places, putting both of them among the top 10 brands. Between social media-friendly designs and pop culture placements, both labels are finding ways to ignite interest among today's consumers.

"It's great to see these '80s powerhouses connecting with a new audience," said Jenny Cossons, chief partnerships officer at Lyst, London. "These amazing Italian houses have found a way to connect with millennials by presenting fresh, modern collections in new and different ways.

"The power of influencers and Instagram have made a significant impact in their ranking and brands can take note that this is a strategy that is working and shouldn't be ignored," she said.

The Lyst Index is based on search data from Lyst and Google, engagement statistics, conversion rates and sales.

Trending fashion

After leading the Lyst Index last quarter, the Demna Gvasalia-designed brands Balenciaga and Vetements fell in the ecommerce site's rankings. Balenciaga, which was previously number one, fell to third place behind Gucci and Off-White.

While Balenciaga dropped a couple of places, the brand continues to be buzzy, with its fashions and ugly sneakers seeing strong search traffic. The brand's platform Crocs were among the top 10 searched-for women's items, while its Triple S sneakers and logo T-shirt were popular picks for men.

French fashion label Balenciaga's shoe designs helped boost its earned media value in February, according to data from Tribe Dynamics. Balenciaga saw a 93 percent year-over-year uptick in content production and mentions as streetwear fans and publications posted about its Triple S trainers or partnership with Crocs ([see story](#)).



Balenciaga's Crocs proved popular. Image credit: Balenciaga

At number one on the Lyst Index, Gucci continues to draw attention thanks to a combination of spectacle and celebrity. During the second quarter, the brand staged a runway show at Roman ruins and introduced singer Harry Styles as its latest famous spokesmodel ([see story](#)).

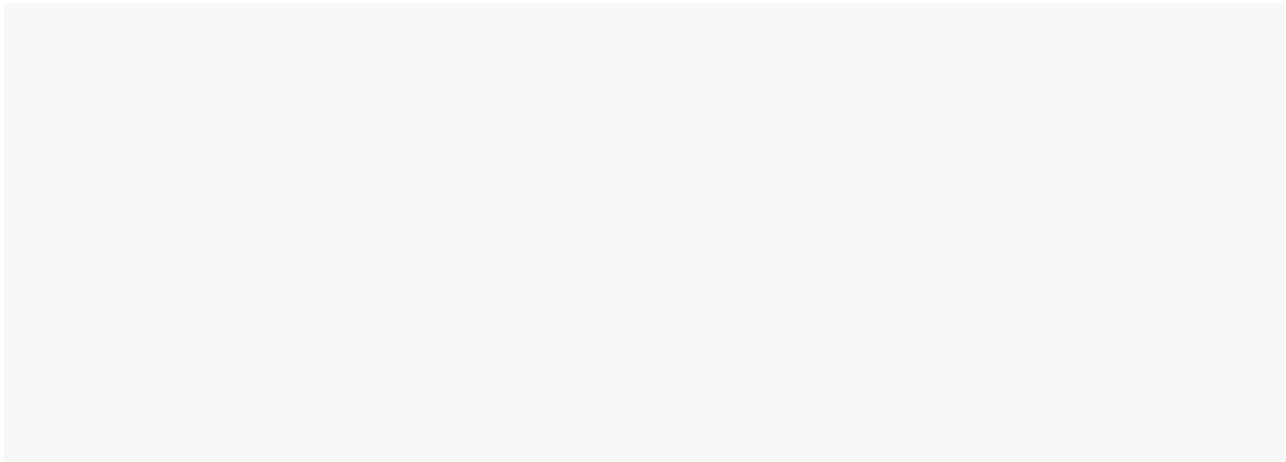
Gucci GG logo belts and one-piece logo bathing suits were the number one and number three most buzzy products for women.

"Gucci is the most consistent performer in the hottest brand list over the last year," Ms. Cossons said. "The brand continues to take risks that pay off. They have focused on the luxury customer who is constantly seeking innovation and newness, whilst using humor and creativity to capture a new and younger audience at the same time.

"Their bold campaigns continue to drive demand," she said. "Given their recent Dapper Dan collaboration and exclusive kidswear launch on Net-A-Porter, we think they will continue to be a strong presence in the fashion conversation across multiple customer types and this will keep them high up in the index."

Some of the top movers included Versace and Fendi, which placed seventh and eighth, respectively.

During the period studied, Versace was in the public spotlight as the docudrama "The Assassination of Gianni Versace: American Crime Story" premiered. Current creative director Donatella Versace also served as one of the hosts for the Met Gala in May, dressing a number of attendees in Catholic-inspired attire ([see story](#)).



Versace wings - @katyperry in a gold chainmail #AtelierVersace look at the #MetGala. #MetHeavenlyBodies _
Regram @voguemagazine Directed by @bardiazeinali DP @kellyjeffrey Movement @ @mettenarrative Steadicam
@yoshisteadiop Production @prodn_artandcommerce Edit & Post Production @modern.post Music
@basement_jaxx

A post shared by Versace (@versace) on May 8, 2018 at 9:24am PDT

Fendi, meanwhile, returned to its roots to appeal to today's logomania. The brand created a collection featuring its FF logo splashed across apparel and accessories ([see story](#)).

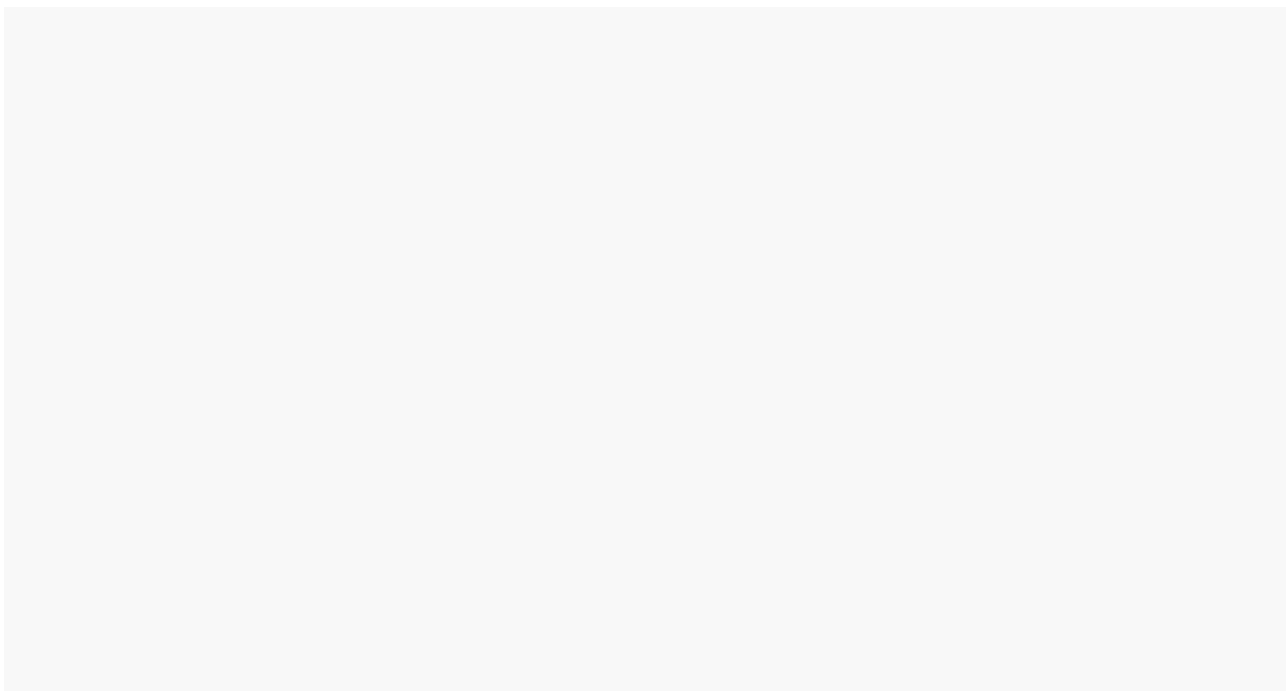
Prada also continues to rise, in part thanks to its nylon accessories. The Italian label came in tenth.

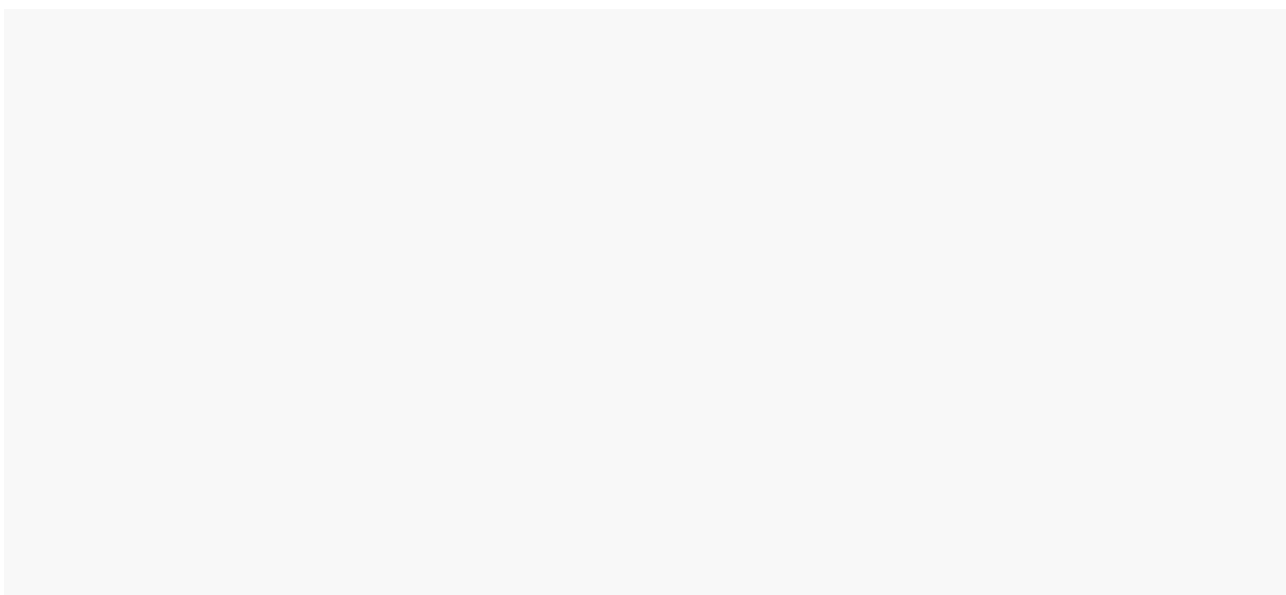
For men, pool slides and sneakers from brands including Yeezy, Versace, Gucci and Prada were among the top sought-after styles.

Meghan Markle effect

Following Prince Harry and Meghan Markle's wedding, the luxury brands that dressed prominent attendees saw an uptick in consumer attention.

The May 19 ceremony and reception drew out celebrities and famous figures from around the globe, and their attire inspired those who were tuning in at home. From spikes in product searches to social media conversations, the brands present during the nuptials have seen an impact from their connection to the royal affair ([see story](#)).





THE NEWLYWEDS: Their Royal Highness the Duke and Duchess of Sussex in the official photograph from their Wedding day released by @kensingtonroyal. The bride wears a #Givenchy Haute Couture gown designed by @ClareWaightKeller. #RoyalWedding #MeghanMarkle #PrinceHarry

A post shared by GIVENCHY (@givenchyofficial) on May 21, 2018 at 9:39am PDT

After dressing Meghan Markle for the royal wedding, Givenchy is seeing a boost in interest. In the quarter, the brand rose six spots in Lyst's Index, placing fourth.

The label Goat, which the actress-turned-royal has picked for a number of occasions, has also made it into the top 10 for women on Lyst.

1 thought on "Fendi, Versace get brand boost from celebrities, influencers"

1. Luc says:

July 23, 2018 at 3:54 pm

Since Fendi decided to hire the Kardashian clan for a campaign of Fendi and the current moves of Versace my family and I have donated all of our Fendi and Versace pieces (going back in the case of Fendi 50 years) to charity.

These brands in my view do not understand the simple fact that once something goes mass a number of monied clientele who once patronized the brand over generations, such as myself and my family, will no longer touch it.

Good luck Fendi and Versace with this road you are on in my honest opinion, you'll need it.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.