

APPAREL AND ACCESSORIES

Dior's Saddle Bag tops list of hottest products for Q3

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Dior's Saddle Bag has become a hot item. Image credit: Dior

By STAFF REPORTS

Following an influencer push in July, French fashion house Dior saw a 957 percent spike in product searches for its Saddle Bag, according to a new report from Lyst.

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Reintroduced this summer, the Saddle Bag was the most popular product in the third quarter based on search data from Lyst and Google. Lyst notes that both new Saddle Bags and secondhand versions saw a bump from the reissue.

Bagging attention

For the first time, the **Lyst Index** is incorporating social media metrics into its analysis of search data, sales and conversions to get a bigger picture of what brands are seeing strong consumer interest.

Off-White has risen to the top of Lyst's rankings, pushing Gucci into second place. The brand also had three of the top 10 products.

Prada rose five spots to fifth place thanks to positive consumer response to releases such as nylon handbags.

Sneakers remain coveted accessories from luxury brands, with Balenciaga and Fendi both seeing interest for their recent launches. Lyst notes that the "ugly shoe" trends seems to be staying.



Iconic shoo-in: Balenciaga's Triple S sneaker. Image credit: Balenciaga

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

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 ([see story](#)).

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