

APPAREL AND ACCESSORIES

10 trends from Lyst's year in fashion

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New trends emerged in Lyst's appraisal of fashion searches this year. Image credit: Lyst

By STAFF REPORTS

Fashion search platform Lyst tracked more than 200 million searches this year from 104 million shoppers, analyzing queries and results split across 6 million fashion products from 12,000 online stores.

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Here are **Lyst's** top findings:

This year saw sustainable fashion grow exponentially in the minds of designers and consumers. Searches for specific sustainable materials rose 102 percent for econyl, 52 percent for organic cotton, 130 percent for repreve and 42 percent for tencel. Weekday's Row jeans, made from organic cotton, were the most wanted jeans on Lyst.

Inclusivity. Shoppers searched for fashion reflecting the needs and tastes of diverse communities. Searches for adaptive and modest fashion rose 80 percent and 90 percent, respectively. There was a 52 percent increase in searches for the terms "genderless" and "gender neutral" with fashion.

Meghan Markle was the most powerful dresser of 2019 and her outfits sparked, on average, a 216 percent increase in searches for similar pieces. Gen Z influencers dominate the top ten: Timothe Chalamet, Zendaya and Billie Eilish all make the list.

Off-White was the most searched-for brand of the year. Bottega Veneta was the breakout brand of the year.

Nineties fashion icons were reborn. Fendi's baguette bag saw a 164 percent rise in searches year on year, while searches for Paco Rabanne were up 31 percent year on year.

Streetwear went mainstream. Customers spent, on average, \$192 on a new pair of sneakers, a 39 percent increase year on year. The average spend on a T-shirt increased 16 percent to \$67. Collaborations continued to drive huge spikes in demand.

Shapewear's revolution. Demand for bodysuits and leotards collectively grew 83 percent.

K-Pop fashion went global. Lisa from Blackpink was the 6th most powerful dresser of 2019, influencing millions of searches from all over the world.

Pop stars were responsible for the most talked-about fashion moments of the year. Jennifer Lopez (JLo) and Cardi B

generated the most searches for brands over fashion month.

Five brands to watch in 2020. Based on fast growing search terms over the last six months, Lyst predicts a big year for Rotane Birger Christensen (+27 percent) GCDS (+23 percent), ALYX (+36 percent), Marine Serre (+32 percent) and Cecilie Bahnsen (+38 percent).

[Please click here to access Lyst's Year in Fashion 2019 factsheet PDF](#)

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