

APPAREL AND ACCESSORIES

Fashion is still in fashion, according to the Lyst index report

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Prada moves up one place, becoming the 4th hottest brand. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Global fashion shopping platform Lyst has released the latest installment of [The Lyst Index report](#) on the hottest brands and products in fashion.

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While the COVID-19 pandemic continues to disorder the fashion industry and change consumer habits, the report shows that shoppers still love fashion and are prepared to spend on brands and products that bring them joy. The Lyst Index Q3 report reveals how the new consumer mindset is shifting.

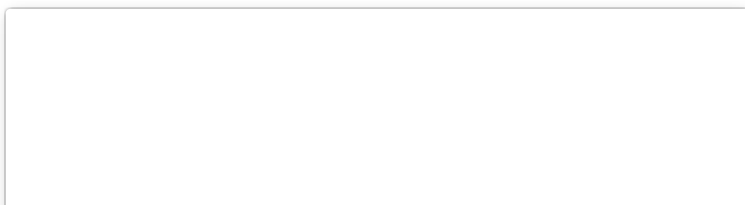
Lyst analyzes the online shopping behavior of more than nine million shoppers a month searching, browsing and buying fashion across 12,000 designers and stores online.

This method takes into account Lyst shopper behaviour, including conversion rates and sales. It also includes Google search data, as well as social media mentions and engagement statistics worldwide over a three month period.

What's trending

The fashion industry thrives off reinvention and brands across the sector stepped up to innovate as coronavirus and social distancing quickly became the norm. From releasing products suited for home lifestyles to adapting marketing strategies and collections, the data from Q3 show how the industry's hottest brands rose to the challenge.

Reigning supreme, Italian fashion house Gucci is the hottest brand in the world, reclaiming the top spot since early 2019. Gucci's livestream event in July exceeded 35 million views, making it the brand's most watched digital event ever. According to Lyst, page views for Gucci were up 52 percent in the third quarter year-over-year.



[View this post on Instagram](#)

A post shared by Gucci Official (@gucci) on Jul 29, 2020 at 10...

Gucci brought its collection home during quarantine

Virgil Abloh's Italian label Off-White remains at the number two spot after launching a \$1M scholarship fund for Black fashion students, creating a concept car with Mercedes-Benz and opening new stores in London, Miami and Milan.

While familiar names dominate the top of the hottest brands list, consumers also sought smaller and newer established labels particularly those with buoyant creative energy and a purpose that resonates.

French fashion label Marine Serre is this quarter's fastest rising brand as it climbs ten places on the Lyst Index's list of hottest brands. Demand for the brand increased 83 percent after searches for its crescent moon print top spiked 426 percent, making it the second hottest women's product this quarter.

Liberian-American fashion label Telfar, a Black-owned brand that stood for inclusivity long before the Black Lives Matter movement, has the hottest product in the world this quarter the shopping bag. Telfar has been well placed to capture the increase in purpose-driven shopping, with demand for the bag spiking 270 percent. Over the quarter, searches for the brand overall increased 61 percent.



The 20 hottest fashion brands for Q3 2020. Image courtesy of Lyst

According to Lyst's Q2 study released in July, loungewear and activewear were in high demand as most consumers continued to spend extended time at home or opt for more exercise and outdoor activities. While all fashion brands have faced challenges with temporary, yet long-lasting, bricks-and-mortar closures and dwindling wholesale orders, digital sales have grown rapidly ([see story](#)).

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