

APPAREL AND ACCESSORIES

Prada is 2021's hottest logo, as dopamine dressing' comes into style

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Italian fashion house Prada reigns supreme when it comes to logo searches. Image credit: Prada

By NORA HOWE

While consumers have craved social interaction and dressing loudly, the effects of the pandemic still permeated style and behavior, ultimately fostering a new generation of digitally savvy, colorful yet casual, conscious fashion shoppers.

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With the approval and distribution of COVID-19 vaccines earlier this year came the transition into a new normal founded on self-expression, engagement and comfort. According to Lyst's "**Year In Fashion**" report, themes including digital style, conscious clothing and genderless fashion drove the industry this year.

"This year, as we adapted to a new normal, we turned to fashion even more as a form of self-expression," said Camilla Clarkson, head of the Year in Fashion project, in a statement. "Fashion lovers played and experimented, communicating ideas and opinions.

"After too many months spent indoors, 2021 showed how powerful fashion can be in shifting attitudes and reflecting the culture of the times we live in."

Throughout the year, more than 150 million consumers visited Lyst's fashion shopping platform, and the report is a condensed summary of their searches, views and sales metrics.

Year in fashion

In a retaliatory response to the pandemic, fashion became an outlet for pent-up desire for life, self-expression and enjoyment.

In 2021, "dopamine dressing," or wearing pieces that bring joy, became one of the top style trends. From April to August, searches for bright, bold colorful pieces, specifically in hot pink, orange, yellow and green, spiked 191 percent.

Similarly, demand for bold jewelry specifically colorful, beaded, rainbow and resin skyrocketed 545 percent from March to August.

Those returning to their offices swapped suits for more relaxed, less "corporate" pieces. In August, demand for oversized suits jumped 109 percent compared to last year, while wide-leg pants were in high demand from July, increasing by 87 percent.

With the return of in-person athletic events, interest in sportswear accelerated. Skateboarding made its Olympic debut in Tokyo, and searches for the Nike SB range, specifically its Dunk Low sneakers, jumped 100 percent in just 48 hours.

In July, Canadian department store chain Holt Renfrew turned the spotlight on local skaters to bring summer's skateboard-inspired style to life. Although streetwear and skateboarding culture was popularized on a global scale in the 1990s and early 2000s, it has only recently begun to permeate the luxury fashion space.

Holt Renfrew's summer advertising effort, "Holts Playground," features skaters who share their love for the culture, what skating has taught them and the importance of diversity in the sport ([see story](#)).



In July, Nike became the first non-luxury brand to top the Lyst Index, as streetwear increases in popularity. Image credit: Nike

Despite the rise in physical events and real-life social interaction, digital still played a key role in 2021 fashion, from NFTs and virtual drops to gaming collaborations.

Kering's Balenciaga recently collaborated with Fortnite, offering exclusive in-game digital fashion items, as well as a physical line of merchandise. Within 24 hours after the release of the physical capsule collection, searches for "Balenciaga x Fortnite" spiked 72 percent while demand for Balenciaga increased 49 percent.

Beyond gaming, the world of entertainment continues to serve as a major influencer for luxury fashion houses.

The premiere of HBO Max's "Gossip Girl" reboot in July brought a newfound appreciation for preppy style ([see story](#)). Following its release earlier that month, there was a noticeable increase in demand for varsity and uniform-style clothing, including plaid vests, tennis skirts and high-collared shirts.

Searches for Italian fashion house Gucci spiked 173 percent in August after the official trailer for Ridley Scott's *House of Gucci* debuted. Pageviews for polka dot and lace dresses, worn by Lady Gaga as Patrizia Reggiani, doubled.

In terms of Lyst's hottest brands, personalities and moments, Kim Kardashian West's undergarments brand Skims made it on the list of this year's top 10 breakout brands. When Skims confirmed its collaboration with Kim Jones and Fendi in late October ([see story](#)), searches for the brand jumped 233 percent.

Bottega Veneta's Mini Jodie Bag was the third most wanted product this year, with the Prada Corchet bag and the Jacquemus La Maille Pral Cardigan following closely behind.

Despite strong and consistent activity among brands like Gucci and Balenciaga, Prada came out on top as the most-searched logo on Lyst in 2021, receiving four times more searches than last year.



The North Face x Gucci collaboration proved extremely popular this year. Image credit: Gucci

The most influential celebrities in terms of fashion and style were Zendaya, Dua Lipa, Lil Nas X, Hailey and Justin Bieber, Kai, A\$AP Rocky and Rihanna, Tyler, the Creator, Harry Styles, Jennifer Lopez and Lady Gaga.

Musicians Lil Nas X and Harry Styles have had a particularly strong influence on blurring the lines of gender in style, contributing to a rise in gender-free fashion.

Searches for "Vuitton skirt" went up 138 percent the same month Lil Nas X appeared on "The Tonight Show Starring Jimmy Fallon" wearing a Louis Vuitton skirt.

Year of collaborations

This year was filled with brand collaborations, and Lyst expects to see even bigger and stranger partnerships in 2022.

Gucci had a particularly collaborative year, starting with a North Face capsule collection in January, which turned outdoor gear into luxury.

Curated by Gucci creative director Alessandro Michele, pieces in the collection include a North Face x Gucci logo, which features The North Face three curved lines and the famous green-red-green Gucci Web stripe ([see story](#)).

According to Lyst, there were more than 30,000 searches for the collaboration within the first 24 hours of its release. The collection's canvas bomber jacket was the top women's product of The Lyst Index Q1 ([see story](#)).

On the resale market, the jacket remains popular, as resellers have asked up to five times more than its original price.

Then in April, Gucci confirmed rumors of a supposed collaboration by "hacking" Balenciaga for its Aria collection and runway show ([see story](#)). In June, Balenciaga "hacked" Gucci for its SS22 show ([see story](#)).

For two months following Gucci's show, Lyst recorded more than 5,000 daily searches for the collaboration. In continuation of this project, the two brands just revealed a pop-up series featuring items from the "Hacker" collection.