

APPAREL AND ACCESSORIES

Balenciaga, Gucci lead Lyst Index while TikTok trends dominate

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Balenciaga has retained the top spot on the latest Lyst Index. Image credit: Balenciaga

By KATIE TAMOLA

French fashion house Balenciaga has retained its spot at the top of the Lyst Index of fashion's hottest brands.

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Gucci, Prada, Louis Vuitton and Moncler round out the top five, as they have engaged in meaningful, entertaining efforts. Prada, moving into third place, secured its highest-ever ranking on the list thanks to celebrity endorsements and TikTok campaigns, while Prada's Miu Miu has positioned itself on the index for the first time, ranking 20th.

"The hottest brands have understood that the future of fashion is deeply rooted in entertainment, collaboration, risk-taking and community, embedding these values into their strategies to ensure continued success and customer loyalty," said Jenny Cossons, chief partnerships officer at [Lyst](#), London.

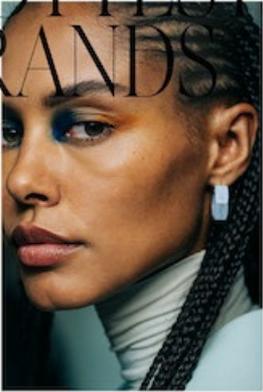
The [Q4 2021 Lyst Index](#) is based on global Lyst and Google search data, conversion rates and sales, as well as brand and product social media mentions and engagement statistics worldwide over a three-month period.

Present in pop culture

Balenciaga continued to reign popular, building off of the momentum from its popular campaign with "The Simpsons." The film, commissioned by the brand, took a smart and unique approach in highlighting the brand and attempting to expand its audiences ([see story](#)).

The label also released a VHS-style video to showcase its fall/winter 2022 collection.

HOTTEST BRANDS



- 1 BALenciAGA
- 2 GUCCI
- 3 PRADA
- 4 LOUIS VUITTON
- 5 MONCLER
- 6 DIOR
- 7 FENDI
- 8 SAINT LAURENT
- 9 VERSACE
- 10 BOTTEGA VENETA

THE LYST INDEX Q4 2021

The top hottest brands for the fourth quarter of 2021. Image courtesy of Lyst

Continuing its hot streak, Balenciaga's Neo Classic Bag also topped the women's hottest products list. The bag's style is indicative of fashion's recent trend of maintaining a Y2K aesthetic.

Several brands received the benefits of television and movie exposure.

Second-place Gucci had the most wanted men's product in the fourth quarter, the Gucci 1953 Horsebit loafers as seen in the film *House of Gucci*. The second-most sought out men's product belonged to Swiss watchmaker Omega with its Seamaster Diver 300 watch receiving great attention after the most recent James Bond movie, *No Time To Die*.

THE LYST INDEX

Q4 2021
HOTTEST MEN'S PRODUCTS

1



Gucci 1953 Horsebit loafers

2



Omega Seamaster Diver 300 Watch

3



Prada Re-Nylon puffer jacket

4



Moncler Cuvellier short down jacket

5



Essentials hoodie

6



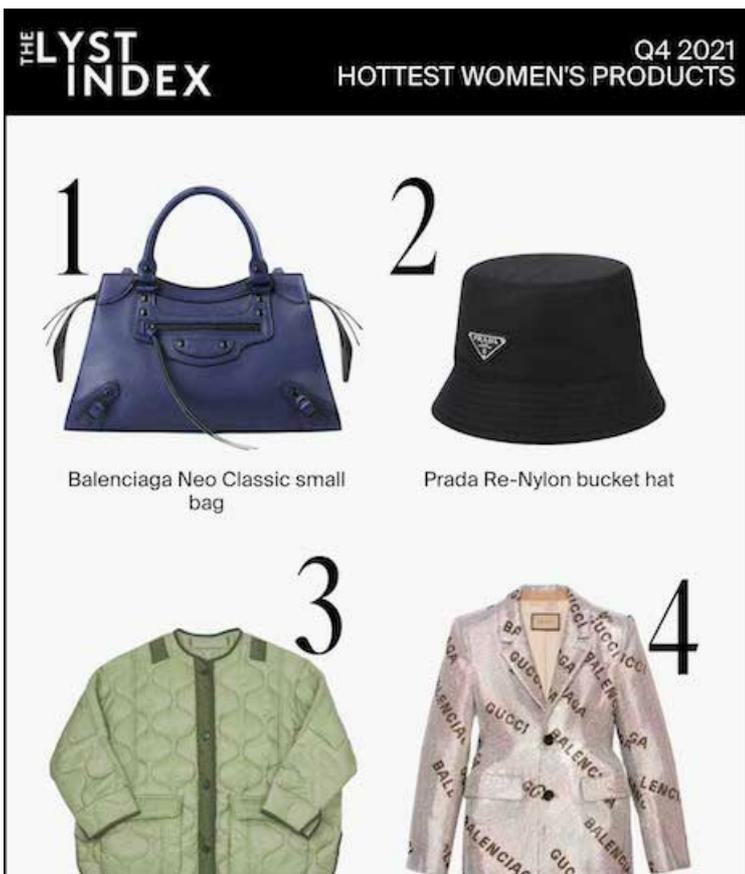
Green and white sneakers



The top ten sought-after men's products. Image courtesy of Lyst

The Valentino Logo Belt, which was worn by the protagonist of the popular television series "Emily in Paris," took the 7th spot on the hottest women's product list.

Ranking third on the list, Prada released a viral bucket hat challenge on TikTok and highlighted celebrity collaborations, including that with Russian influencer Nastya Ivleeva.





The top ten most sought-after women's products. The top ten sought-after men's products. Image courtesy of Lyst

Last month, Prada resurrected its event platform as luxury brands resumed enticing shoppers with unique bricks-and-mortar experiences.

After hosting a Prada Mode pop-up in Moscow, Prada released a new film extending the event's exposure. For the effort, the label tapped Ms. Ivleeva to share more about the unique city ([see story](#)).

The brands that secured the rest of the top ten spots on the list include Dior, Fendi, Saint Laurent, Versace and Bottega Veneta, in that order.

Getting sporty

Many of the hottest brands featured on the Lyst Index have leveraged impactful ambassadors including more athletes.

The world of brand ambassadors and celebrity partnerships is constantly evolving, with luxury labels relying on some of the world's most famous faces in acting, entertainment, sports and social media to extend their reach. Whether literally the star of a show or an influencer dominating Instagram, consumers continue to seek star power and authenticity from their ambassadors across the board ([see story](#)).

As more brands lean towards collaborating with popular athletes, it is crucial they be cognizant of the ways media attention surrounding their ambassador can go south.

The world had its eyes on Serbian tennis champion Novak Djokovic recently in regards to his ability to participate in the Australian Open without meeting the country's vaccination requirements.

Ultimately, he was deported from the country and barred from playing in the tournament. The negative press Mr. Djokovic received surrounding the controversy may serve as a lesson for luxury brands and their ambassador relationships ([see story](#)).

Meanwhile, French soccer player Kylian Mbapp has been announced as a new ambassador for Dior's men's fashions and fragrances. One of soccer's rising stars, he will lend his image to designs by Kim Jones, artistic director for Dior men's collections, as well as to the Sauvage fragrance. ([see story](#)).

"Over the last year we have seen an increased focus on sportswear and athletes as ambassadors," Ms. Cossons said. "Brands such as Dior launched their first ski capsule collection and appointed both Emma Raducanu and Kylian Mbapp as brand ambassadors.

"With more sporting events on the agenda for 2022 we'd expect to see more luxury brands venturing into mainstream sports," she said. "The pandemic fueled a love of the outdoors and we expect this to continue into 2022."

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