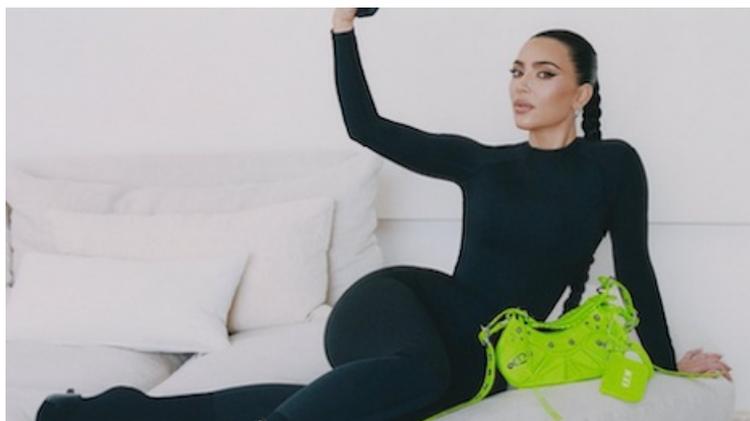


APPAREL AND ACCESSORIES

Balenciaga continues to dominate Lyst Index

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Kim Kardashian for Balenciaga. Image credit: Balenciaga

By SARAH RAMIREZ

While the first months of 2022 have been marked with uncertainty, one thing remains certain: strong demand for French fashion house Balenciaga.

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The label tops the Lyst Index of fashion's hottest brand for the first quarter of 2022. It is the third consecutive time Balenciaga has led the Lyst Index, having seen demand jump by 108 percent this quarter, according to the global fashion shopping app.

The [Q1 2022 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.

Driving demand

Balenciaga drove social conversations and customer intent in multiple ways during Q1.

The house started the year by continuing with its subversive and unconventional marketing, including wiping its social media feeds clean for every new project to collaborating with unexpected figures. One of its recent campaigns featured Kim Kardashian, Isabelle Huppert, Tommy Blue, Marie-Agnes Diene and Justin Bieber ([see story](#)).



The Balenciaga fall/winter 2022 show. Image credit: Balenciaga

Despite Balenciaga often leverage irreverence, however, the house was among the first luxury labels to publicly address Russia's invasion of Ukraine during its fall/winter 2022 show at Paris Fashion Week. The brand has also shared information about the World Food Programme on social media, encouraging followers to join Balenciaga in donating to the organization ([see story](#)).

"In a time like this, fashion loses its relevance and its actual right to exist," said creative director Demna, himself a refugee during the Georgian civil war in the post-Soviet era, in a statement.

Following Balenciaga is Italian fashion house Gucci, holding steady at the second spot. Standout moments for the brand included the second release of The North Face x Gucci collaboration and teasing its upcoming capsule collection with sportswear label Adidas.

French fashion label Louis Vuitton and Italian fashion label Prada swapped places, ranking third and fourth, respectively.

Italy's Valentino rounded out the top five after climbing six spots.

Dior, Moncler, Bottega Veneta, Fendi and Miu Miu also landed in the top 10 spots of the Index. Miu Miu made one of the Index's biggest jumps, climbing from 20th to 10th largely off the viral success of its latest mini skirt design, which landed in third place on the list of hottest women's products.

Among the top 20 brands, France's Saint Laurent saw the steepest fall, slipping 10 spots to 18. Despite creative spring campaigns, Versace and Alexander McQueen both fell five spots to 14 and 20, respectively.

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The Miu Miu mini skirt revives a popular Y2K trend

Also making appearances on the Index are premium and mass-markets brands including Diesel, Adidas and Nike. Streetwear label Off-White returned to the Index after being excluded from the Q4 2021 Index following the death of founder Virgil Abloh.

Creative partnerships

Collaborations drove many of the social conversations and online searches for the quarter's top brands.

British fashion house Burberry 12th on the Index teamed with New York-based streetwear and lifestyle brand Supreme to drop an exclusive collaborative collection. To model pieces from the collection in the campaign announcement, Burberry and Supreme tapped supermodel Irina Shayk and American skateboarder and record producer Sage Elsesser ([see story](#)).

In another effort, Spanish fashion label Loewe 13th on the Index unveiled its second installment of an ongoing collaboration with Japan's Studio Ghibli.

The new capsule collection designed by creative director Jonathan Anderson honored the classic *Spirited Away*, an animated film directed by Hayao Miyazaki that celebrates loyalty and friendship. A campaign shot by photographer Juergen Teller featured singer and performer Dua Saleh as well as models Kit Butler, Hyunji Shin and Mica Arganaraz ([see story](#)).