

APPAREL AND ACCESSORIES

## Dior tops list of most downloaded designers for fall 2022: Launchmetrics

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Dior's fall/winter 2022 presentation, held in September of last year. Image credit: Christian Dior

By AMIRAH KEATON

This year's fall and winter season will see consumers chasing a distinct set of 16 styles from last September's shows, identified by descriptors like "Boyish", "Minimalist Icon" and "Academia" in a new report.

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In [Decoding the Styles of FW22](#), fashion cloud technology platform [Launchmetrics](#) presents a short list of the fall/winter 2022 styles spotted repeatedly on last year's luxury stages. In its latest release, the company puts names to the shapes and silhouettes most likely to float to the top of shoppers' lists in the months ahead.

For the report, Launchmetrics analyzed a wide range of imagery captured by its team of Spotlight photographers, who shot 649 shows globally, generating over 73,000 images.

From January 2022 to June 2022, these images were downloaded over 449,000 times by over 1,000 media and creators across 300+ magazines in 52 countries.

### Designer data

Analysis of download data used to help identify 16 key styles revealed that French fashion house Christian Dior was the most downloaded designer of the fall/winter 2022 season, driving over 13,000 unique downloads.

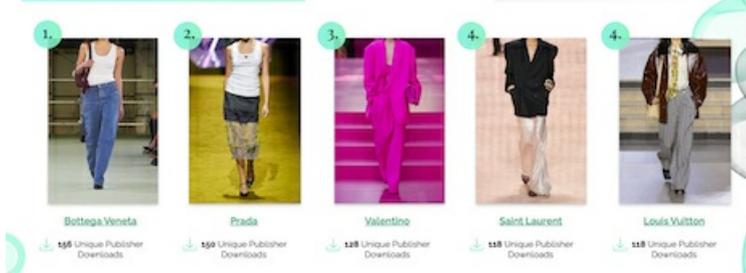
Despite the brand's reign, Italian fashion houses at large dominated the most downloaded looks.

Marked by the most unique publisher downloads, Italian fashion house Prada's look which featured the brand's simple tank with a central logo badge on display atop a semi-sheer skirt and Italian fashion label Valentino, with its infamous bright pink Barbiecore showstoppers, were close runner-ups.

Leading the pack was Milan's Bottega Veneta, whose first presentation fit, an all-leather look mimicking America's classic white tank and blue jean uniform, helped Italy reach new download heights.

When the number of downloads per image was averaged, the brand placed was second with an average of 34.8, only to American designer Michael Kors who took the top spot at 37.7 downloads per image.

## FW22: Top Downloaded Looks



Launchmetrics identified top look downloads by brand, and Italian houses dominate. Image courtesy of Launchmetrics

Launchmetrics analyzed these image downloads, as well as other categories like the number of brands who partook in various style trends, to characterize and categorize fall 2022's luxury trends across all four fashion weeks.

Among the 1,904 end-of-year runway season looks studied, 16 top styles were identified and defined.

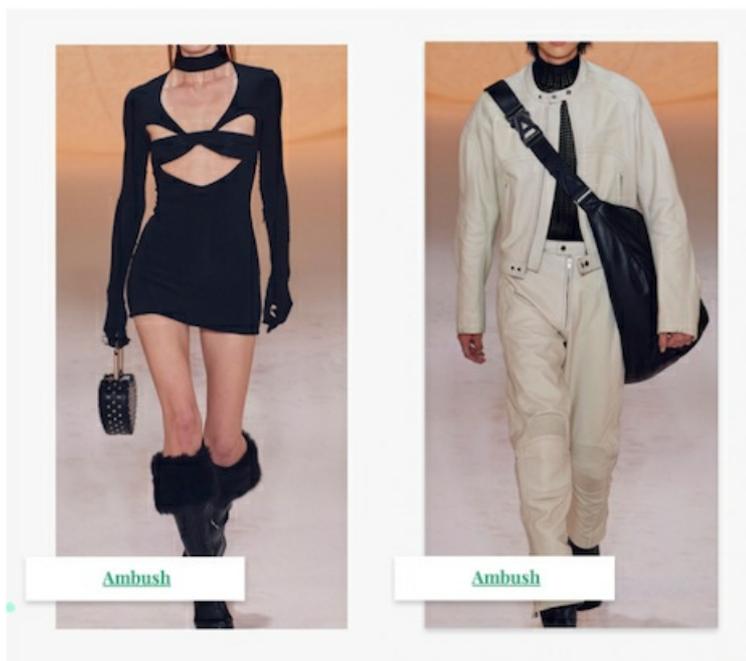
### Methodology: FW 22 Women's RTW



Report methodology for Launchmetrics: "Decoding the Styles of FW22. Image courtesy of Launchmetrics

Luxury's most downloaded fall and winter styles include "Sexy Body," the season's noticeably proud and popular unveiling of the female form, as well as "Minimalist Icon," styles with sculptural elements that also featured long silhouettes and "Just Elegant," a style that focuses on simple femininity with masculine fair.

According to the report, this trio also collectively amassed more than 14,000 publisher downloads and saw participation from 30, 32 and 29 of all brands who presented during fashion month, respectively.



The season's "Sexy Body" trend is pictured left complete with cut-out detail, while its androgynous "Boyish" trend is pictured right. Image courtesy of Launchmetrics

Front sheer, see-through fabric and cut-out details, "Sexy Body" alone accounted for 10 percent of all 1,904 looks. The style also ranked number one among all tagged.

Individual outfit analysis revealed that "Boyish", a gender-fluid style, was the season's most commonly explored, by

a measure of brand participation. 34 brands showcased at least one or more runway looks with a boyish style during the fall/winter 2022 season.

Trends by region essentially matched the trio above, with the exception of two fashion capitals. While London adopted "Royal Core", or styles that integrated remixes to tradition, Paris showcased "Sensual Fluidity", a fusion of natural sexiness and nostalgia, with referential creative treatments.

#### Luxury repeats

Many of the trends identified by Launchmetrics have been brought to life in recent campaigns.

French fashion house Christian Dior proposed a new vision for the modern woman this season, one that is deeply informed by the house's past, using imagery visually inspired by female artist Mariella Bettineschi's "The Next Era", an artwork that aptly centers the female gaze through portraiture ([see story](#)).

Meanwhile, British fashion house Burberry flips the "Just Elegant" trend, which flows in the opposite direction as the house remixes classic silhouettes and converges gendered collections, rewriting any predetermined rules regarding representation with its latest campaign ([see story](#)).

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