

RESEARCH

Gucci is world's hottest fashion brand for second consecutive quarter this year: Lyst

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The Lyst Index is an indicator of prevailing luxury fashion tastes among global consumers. Gucci took the top gong as favorite fashion label two quarters in a row. Image credit: Lyst

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci was rated the world's hottest fashion brand for the second consecutive quarter in the latest installment of The Lyst Index report.

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Moving into the top 10 list were Prada, Valentino, Miu Miu, Fendi and Versace, among the high-end fashion labels in Lyst's ranking of fashion's hottest brands and products for the third quarter, July to September period of this year.

Per the **Lyst Index**:

- Gucci tops the world's hottest brand ranking for the second consecutive quarter this year, while Prada (+1), Valentino (+1), Miu Miu (+2), Fendi (+1), Diesel (+1) and Versace (+1) all move upwards within the Top 10
- Prada moves into second position, its highest Lyst Index placement, with a 44 percent rise in searches this quarter
- Italian brands are dominating the Index, with seven Italian houses rising within the Top 10
- Big shows and celebrities democratized access to Milan Fashion week, gaining huge results. There was a 2,000 percent spike in searches for Versace after Paris Hilton walked the runway, while Dolce & Gabbana climbs three spaces in the ranking, thriving on the controversy of working with Kim Kardashian as collection curator and brand ambassador
- Bottega Veneta jumps up six positions. Shoppers are searching for the luxurious Kalimera bag from Matthieu Blazy's debut collection, while fashion fans lauded his second show on social media
- Jacquemus, the only independent label in the Top 20, is still on the rise. The designer's choice to share his wedding on Instagram deepened the intimate connection that he is building with a loyal and engaged customer base online

Lyst also introduced a new section to The Lyst Index report. From now on each quarter the company will identify

three brands that are gaining heat the fastest outside of the Top 20.

Lyst's new "Breakout Brands" cohort are the smaller but mighty brands to watch, rising fast on a rapid upwards trajectory. On that list are:

- Coperni's Paris show stunt generated more than 1 million mentions on TikTok, with searches up 50 percent quarter-on-quarter for the brand
- Jaded London's cargo pants created a halo effect for the brand, as a result searches are up 63 percent quarter-on-quarter
- Chopowa Lowena made its highly anticipated debut at London Fashion Week and searches are up 86 percent quarter-on-quarter

Additionally, the Q3 2022 Lyst Index Hottest Products list is now one genderless chart, reflecting the growing popularity of cult items appealing to all.

- Seven out of 10 items this quarter were purchased by both male and female shoppers
- Miu Miu's ballet flats are the hottest product of the quarter, with a 1,100 percent spike in searches
- This is the fifth index appearance for the Birkenstock Boston clog. It is fast becoming the defining shoe of the post-pandemic fashion era. The adidas Samba is the only sneaker to make the list. In first-quarter 2019, the Top 10 menswear products were all sneakers
- Patagonia's Better Sweater fleece is seventh on the Top 10 products list. When the brand's billionaire founder gave away the company to a charitable trust, Lyst saw an 8 percent increase in searches for the brand
- Ugg is back in the hottest products list. The Tazz slipper is the fourth hottest product in the world, having been worn by multiple celebrities, including Gigi Hadid, Elsa Hosk and Shanina Shaik
- Balenciaga's wraparound sunglasses are the hero product behind the season's biggest eyewear trend, with shoppers hunting for "sports," "wraparound" and "rave" shades

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