

APPAREL AND ACCESSORIES

Valentino tops list of most downloaded designers for spring 2023: Launchmetrics

November 14, 2022



Valentino's spring/summer 2023 presentation, held in October during Milan Fashion Week. Image credit: Valentino

By AMIRAH KEATON

Italian fashion label Valentino's Toile Iconographe tattoos were a hit among fashion fans, reigning supreme in the fight for the industry's top commercial spot as far as spring/summer 2023 shows are concerned.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In Decoding Spring/Summer 23: women's ready-to-wear, fashion cloud technology platform Launchmetrics has identified luxury most popular players among the industry's most recent international fashion weeks spanning Paris, Milan, New York and London. The company breaks down the runway's winning designers and looks in its latest release.

For the report, Launchmetrics analyzed viewership and download data to understand the most popular designer and looks as well as the biggest winners for the season from September 2022 to October 2022, comparing results to fall/winter 2022.

Designer details

From September 2022 to October 2022, Launchmetrics' images were viewed over 9 million times and downloaded over 400,000 times by media and creators across 50 unique countries.

The firm also starts out its report with the mention that, generally, spring/summer presentations tend to generate higher reach and engagement than their fall counterparts. For proof, spring/summer 2023 ready-to-wear collections outpaced fall/winter 2022 by nearly 60 percent.

These insights help frame the figures that follow, as the report reveals a standout season for luxury fashion.

Valentino and creative director Pierpaolo Piccioli's creations claim spring/summer 2023's top spot, bringing in 8,200 unique downloads, plus 139,000 total views.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

Valentino stands as the season's most viewed and downloaded designer

The brand's social media-friendly presentation featured face tattoos and dazzling designs.

Valentino continued the commercial trend beyond Milan Fashion Week, delivering "Toile Iconographe" visuals which dropped in October and accompany the collection it showed earlier that month. The graphic campaign was shot on behalf of famed American photographer Steven Meisel.

In it, Valentino's new "VLogo" takes a tattoo effect to a model's skin, mimicking its original show ([see story](#)).

Dior's spring/summer 2023 presentation, shown in Paris, featured a cavernous set and compelling dance choreography

French fashion house Dior ranked a close second creative director Maria Grazia Chiuri implemented skilled dancers to complement her designs, which received 5,900 unique downloads and 121,000 views in total.

Regarding individual looks, it appears that French fashion house Saint Laurent piqued interest. As it turns out, the first model to walk down the brand's runway in head-to-toe garments sported spring/summer 2023's most viewed look, garnering over 5,000 unique views.

Valentino and Italian fashion brand Prada soon follow in the most viewed category.

Trending topics

Many of Launchmetrics' findings reflect recent news updates from the luxury brands listed.

For example, Launchmetrics Spotlight's download data suggests that the season's Bottega Veneta showing the highly-anticipated presentation was due, in part, to a creative director shuffle that left former design director Matthieu Blazy in the top spot ([see story](#)) trumped coverage.

Innovation in fabrication was met with much acclaim. A look worn by model Kate Moss, which appeared to be a simple blue and white striped flannel top paired with light wash denim at first glance, but was actually made of leather, ranked first of all downloaded looks.

Separately, among the designers with the biggest growth in the number of downloads listed in the report sat Thom Browne.

Mr. Browne increased his seasonal download figures by more than 801 percent. This bodes well, considering a recent appointment to the Chairman position of the Council of Fashion Designers of America (CFDA) ([see story](#)).

He succeeds Tom Ford effective Jan. 1, 2023.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.