

RESEARCH

## Prada, Miu Miu win gongs in Lyst's 2022 Year in Fashion' report

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*Lyst's annual report is an indication of searches for popular fashion and accessories via its platform. Image credit: Lyst*

By LUXURY DAILY NEWS SERVICE

Prada-owned **Miu Miu** topped the list of brands in Lyst's "Year in Fashion" annual report, with searches for the Italian label year-on-year up by 49 percent.

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**Lyst**, a British shopping app and tech platform, attributes this surge in searches to Miu Miu's popular miniskirts and ballet flats.

"This year, over 200 million people browsed, discovered and shopped on Lyst," Lyst said in a statement on its website. "We've crunched their searches, views and sales metrics to celebrate the stories that shaped the year in fashion."

The report includes traditional categories including Brand of the Year and Logo of the Year, as well as ones that reflect the current pop culture landscape such as TikTok Aesthetic of the Year and Viral Moment of the Year.

The Lyst app is the most downloaded global premium fashion app in the world, according to a 2021 finding, offering more than 8 million products from 17,000 of the world's leading brands and stores. It has amassed upwards of \$2 billion in revenue since its founding in 2010.

A-list

The latest Lyst awards highlighted the power of brands and influencers.

Fellow Italian label **Diesel** tops the list in the logo category, entering the Lyst Index for the first time this past April. Its bestselling IDR bag prompted a nearly 250 percent increase in searches for the brand on the site beginning in June.

**Birkenstock's** Boston Clogs are named the Shoe of the Year, with Lyst naming it the hottest shoe of the year and even the defining shoe of the post-pandemic fashion era.

In the first six months of 2022 alone, its searches increased by nearly 600 percent, likely due to its popularity among influencers and celebrities.

Bag of the Year goes to **Prada** for its Re-nylon Re-edition 2000 mini bag.

Generation Z continues to revive fashion trends from the 1990s, and this bag from the beginning of the new millennium was the brand's most searched for item in 2022.

What is more, its attributed hashtag, #pradanylonbag, received more than 4 million views on TikTok.

Visitors to Lyst rendered the joint venture between **Jacquemus** and **Nike** as Collab of the Year.

Within 24 hours of the announcement of the collaboration, which would eventually sell out in minutes, the site saw more than 50,000 searches.

Once the collaboration was released, searches increased by 55 percent.

Spanish house **Balenciaga**'s haute couture show is fashion show of the year, prompting searches for the brand on Lyst by 525 percent in the first 24 hours after the show's debut.

U.S. fashion model Bella Hadid was named Power Dresser of the Year.

When Ms. Hadid wore an outfit, notably cargo pants and corsets, visitors to Lyst would search for something similar by spikes of up to 1,900 percent.

After she was seen wearing a pair of ultra-mini platform UGG boots in September, they went viral on TikTok and sold out nearly instantly.

U.S. actress Sydney Sweeney adds another to her growing list of honors, with Lyst naming her Rising Star of the Year.

Favoring brands such as Saint Laurent, **Tom Ford** and Balmain, she is admired for her style off-screen.

While accepting another Rising Star award this one at the Cannes Film Festival in April Ms. Sweeney wore a black Prada dress that was widely searched online.

Ms. Hadid made another appearance of sorts on Lyst's list for her donning French brand **Coperni**'s spray paint dress at the brand's spring/summer 2023 show at Paris Fashion week a few months ago.

In real time on the runway, Ms. Hadid was adorned in an instant dress made of sprayable liquid fiber from **Fabrican**. This inspired 1 million views on TikTok, and a 3,000 percent increase in searches, making it the most searched brand from fashion month.

Progressive moment of the Year goes to American outdoor apparel retailer **Patagonia**.

Earlier this year, brand founder Yvon Chouinard transferred ownership of the company a value of nearly \$3 billion to the Patagonia Purpose Trust to further his goals toward worker well-being and climate action. As a result, searches for the brand's products on Lyst increased by 42 percent.

French company **Lacoste** takes the Digital Fashion Moment of the Year thanks to its collaboration with 3D sandbox game **Minecraft**, which is put out by Mojang studios. Searches for the resulting 30-piece collection increased by over 1000 percent upon its release.

Fair enough

Many of this year's trends involved a number of fair-haired ladies from bygone eras.

Kim Kardashian received Lyst's Red Carpet Moment of the Year for wearing a dress made famous by 20<sup>th</sup> century U.S. movie star Marilyn Monroe.

To complete this Met Gala appearance in New York, Ms. Kardashian dyed her hair platinum blonde in tribute.

The dress, unofficially named "Happy Birthday, Mr. President," was designed by U.S. designer Bob Mackie and, as a result, searches for him increased by nearly 500 percent.

Lyst's Screen Style Moment of the Year goes to Elizabeth Debicki for her portrayal of Diana, Princess of Wales, in the hit Netflix series, "The Crown."

The princess wore a black dress with a sweetheart neckline that was famously dubbed "the Revenge Dress" in the wake of separation from her husband, now King Charles III.

Ms. Debicki's appearance on the show in a similar dress prompted an increase in searches by more than 100 percent.

More broadly, the Trend of the Year, according to Lyst, is Barbiecore, named for the aesthetic notably the color hot

pink inspired by the doll of the same name.

Australian actress Margot Robbie, dressing in a similar pink aesthetic in June, inspired an increase in search for pink items by 416 percent.

As perennially popular as these timeless women remain, the TikTok Aesthetic of the Year was 'Weird Girl.'

"Drawing inspiration from the various 'core' aesthetics that have dominated the fashion scene over the past few years, the 'weird girl' look blurs the lines between trends and offers a new take on maximalism," Lyst said in a statement.

"Tied to the recent launch of Heaven by Marc Jacobs searches spiked 376 percent in June after Kendall Jenner wore one of its colorful dresses the aesthetic capitalizes on 90s nostalgia, a trend that has been embraced by It girls around the world."

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