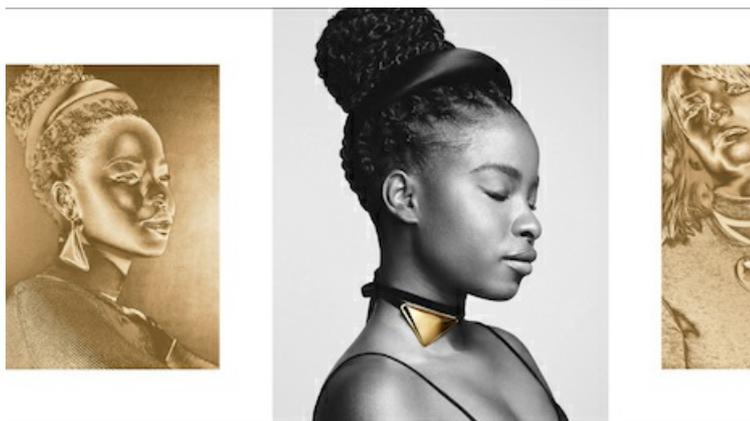


APPAREL AND ACCESSORIES

Prada revealed as Lyst's latest 'hottest brand,' topping list for first time

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The fashion and technology company reveal that Prada's first-ever fine jewelry collection, made of recycled gold, contributed to the win. Image credit: Prada

By AMIRAH KEATON

According to the latest Lyst Index rendition, searches for Prada jumped 37pc in Q4 of 2022, giving the Italian fashion label all the more reason to celebrate.

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Out now, the fashion technology company is revealing results for last year's final quarter the busiest of them all. Amongst the 20 brands featured, Lyst reports more movement than ever before occurred within the three-month window.

The Q1 2022 Lyst Index takes into account Google search data, as well as Lyst shoppers' behavior on a global scale, including searches on and off of the platform, product views and sales, social media mentions, activity and engagement statistics worldwide over a three-month period.

Brands of influence

Alongside Prada's rise, Moncler and Bottega Veneta climbed 14 and five spots, to the third and sixth spot respectively.

Meanwhile, French fashion house Balenciaga tumbled seven places, landing at 11, while Italian fashion house Gucci lost touch with its top spot from the previous quarter, coming in at number two this time around.

Italian fashion company Moncler closely follows the brand's extensive 70th-anniversary celebrations are cited as one of many factors involved in the third-place ranking. Prada's sister brand is up next Italian fashion house Miu Miu takes the number four spot.



Sydney Sweeney for Miu Miu. Image credit: Miu Miu

Next up is Valentino at number five. After standout "Pink PP" presentations in earlier quarters of 2022, the Italian fashion label's creative director, Pierpaolo Piccioli, was awarded as designer of the year at the annual Fashion Awards ceremony.

Besides those luxury entities that dominated the charts, a few managed to insert themselves into cultural conversation.

French couture house Alaïa and French fashion house Mugler are this quarter's Breakout Brands to watch, per Lyst Index. The expert traces interest back to a continued appreciation for Y2K fashion and nostalgic styles.'



Kaia Gerber stars in Alaïa's latest. Image credit: Alaïa

Lyst's seventh-place spot goes to Spanish fashion label Loewe.

The brand spent last year making all the right celebrity connections, as fans like Hailey Bieber, Kendall Jenner, Kylie Jenner, Taylor Russell and Lori Harvey led to markedly increased social impressions. The number of views for the #LoewePufferJacket, for instance, hit 478.5 million on TikTok in Q4 2022.

Year in Review

Apart from the lucky seven companies to conquer, French fashion house Dior had an eventful fourth quarter.

The brand teamed up with Thebe Magugu on an exclusive capsule collection ([see story](#)).

Italian fashion label Versace's holiday campaign starring English model Lily McMenamy ([see story](#)) also made it to Lyst's release, slotting in at 13.



Image credit: Versace

The three-month window holds the record for the most movement since the ranking's 2017 start.

Prada-owned **Miu Miu** topped the list of brands included as part of Lyst's "Year in Fashion" annual report, with searches for the Italian label year-on-year up by 49 percent ([see story](#)).

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