

APPAREL AND ACCESSORIES

Sister brands Prada, Miu Miu top first Lyst Index of 2023

April 20, 2023



The Italian labels are neck and neck, taking the top two spots of the quarterly ranking for fashion's hottest brands and products in an impressive feat for the family-owned operation. Image credit: Lyst

By AMIRAH KEATON

Italian fashion brands Prada and Miu Miu are neck and neck amid Lyst Index's quarterly ranking of fashion's hottest brands.

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Prada, a second quarter in a row winner, saw searches jump 22 percent from January to March, while sister brand Miu Miu is occupying its highest spot since the year [The Lyst Index](#) started. The elevation of two luxury houses to top-of-mind status amongst consumers marks an impressive feat on behalf of the family-owned operation.

Lyst Index results for the first quarter of 2023 are based on global [Lyst](#) and Google search data, conversion rates and sales, as well as brand and product social media mentions and engagement statistics worldwide over a three-month period.

Prada power

According to experts at the Lyst Index, strong accessories factor heavily into Miu Miu's start-of-year success.

At \$3,000, the brand's Nappa Leather Pocket purse proved popular this season as sported by celebrities including American model Kendall Jenner and English actor Emma Corrin and a collaboration with New Balance also skyrocketed impressions for the contemporary player ([see story](#)).

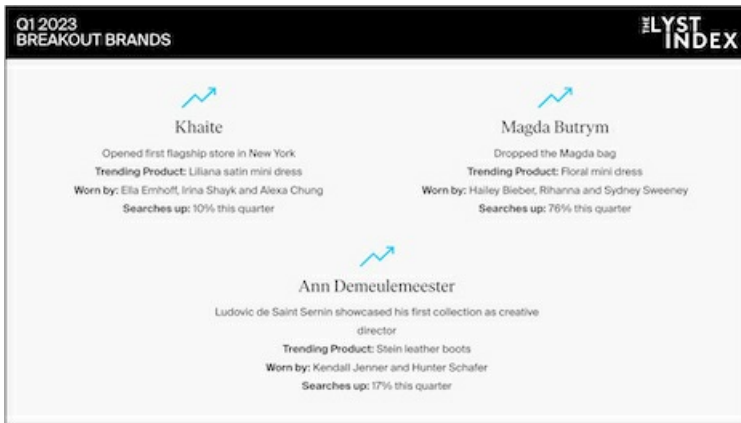


Image credit: Lyst Index

Meanwhile, over at Prada, a 2023 Prada Frames symposium in Hong Kong cemented the house's place as a purveyor of culture. Last year's double-digit revenue growth at Prada Group did not hurt either of its subsidiaries' cases ([see story](#)).

Speaking of sales, up 25 percent in year-over-year revenues in 2022, Italian fashion company Moncler comes in at number three on Lyst's list, as buzz from the luxury brand's London Fashion Week Art of Genius presentation ([see story](#)) appears to have delivered.

The Lyst Index Q1 2023 has arrived and these are the top 10 hottest brands, in order!

What do you think of the list? pic.twitter.com/Wmb6bYe0XF

LYST (@lyst) April 19, 2023

Italian fashion label Valentino, which named BTS member Suga to a brand ambassador post and partnered with a litany of stylists to reinterpret storefronts worldwide, each within the first few months of the year, and Loewe, the creative company whom American musician Rihanna entrusted with fiery-red Super Bowl performance apparel ([see story](#)), slotted into fourth and fifth place respectively.

The house's creative director runs a self-titled ready-to-wear business luckily for the leader, J.W. Anderson made its first appearance on the Lyst Index in Q1.

Italy wins

Italy's Bottega Veneta and Dolce & Gabbana in The Lyst Index's sixth and seventh spots aside, next up on the ranking is a label that managed to make leaps at a quicker pace than any other participant this quarter.

Italian fashion label Versace, the quarter's fastest riser, climbed the charts by five spots since the last round.

Founder Donatella Versace's decision to hold her namesake's fall/winter 2023 fashion shows on the West Coast, at a Los Angeles destination and during Oscars weekend, though risky, garnered greater levels of industry attention, per metrics published alongside the accolades.



American actress Anne Hathaway is tasked with taking Versace's iconic fashion pieces into the everyday in the house's latest campaign the star appears to pass the test. Image credit: Versace

The hashtag "#VersaceFW23," for example, generated over 39.8 million views on TikTok during the three-month period ending March 2023, and the Lyst team additionally notes that searches for the brand were up 44 percent in the days to follow.

Versace's latest stars continue the momentum ([see story](#)).

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