

APPAREL AND ACCESSORIES

Loewe, Prada top Q2 Lyst Index

July 19, 2023



Spanish fashion label Loewe has jumped up four spots since last quarter, reaching first place on the Q2 Lyst Index. Image credit: Lyst

By LUXURY DAILY NEWS SERVICE

Spanish fashion label Loewe has reached the upper echelon of a quarterly fashion report for the very first time, peaking after placing fifth last quarter.

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Out today, the brand has jumped up four spots on the Q2 Lyst Index since last quarter. According to the experts behind the exercise, which ranks the industry's hottest brands and products, Loewe's dominance in the sector was spurred by a series of popular releases, two of which have been named among Lyst's top 10 hottest products for the time period.

The **Q2 2023 Lyst Index** results 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.

Meteoric rise

Loewe's "Anagram" tank, which retails for \$390, topped the registry of most in-demand pieces, its \$650 "Raffia Tote Bag" ranking fourth.

Under the influence of current creative director Jonathan Anderson, the brand has climbed the roster at speed, up from fourteenth place year-over-year ([see story](#)). Searches for the fashion house have climbed by 19 percent since last quarter.

Despite coming in second overall, none of the Lyst Index's second runner-up's seasonal releases made the cut.

In fact, Italian fashion brand Prada, which topped the overall quarterly ranking in Q1 2023, is now number two. Sister brand Miu Miu comes in third this time, similarly falling one spot from Lyst's previous round.

Released today, **#TheLystIndex** Q2 2023 sees **@LoeweOfficial** become the hottest brand in the world, a first for the iconic Spanish brand.

Find out why, here. <https://t.co/OEvw15F1bC>

LYST (@lyst) **July 19, 2023**

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The remainder of luxury brands that have made the Lyst Index this round include Bottega Veneta, Dior, Gucci, Moncler, Gucci, Saint Laurent, Valentino and Versace. The only name to fall out of favor this quarter is Dolce & Gabbana, which fell to 12th; Dior has taken its place.

French leather goods maker Goyard was labeled the quarter's biggest breakout brand, with mentions skyrocketing by 95 percent quarter-over-quarter, boosted by its 170th-anniversary celebration and its "Mini Anjou" tote bag.

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