

APPAREL AND ACCESSORIES

Prada dominates latest Lyst Index as new players emerge

January 31, 2024



Italian fashion brand Prada placed first, dominating activity both on and off of Lyst's platform during the last three months of 2023. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

The latest edition of the Lyst Index, which tracks the popularity of luxury products and brands, is live.

Italian fashion brand Prada has placed first, dominating activity during the last three months of 2023. The label returns to the spot it held in the second quarter of last year, topping the release for a third time as newer players enter the Q4 conversation.

The [Q4 2023 Lyst Index](#) takes data from the technology company's 200 million annual shoppers' buying habits, searches and product views to determine the best-performing brands and items during the three-month span. Social media mentions, activity and engagement from across the globe are also factored into the rankings.

Shift switch

While many brands moved up the Lyst Index, the top 20 largely stayed stagnant. In the following order, Prada, Miu Miu, Loewe, Bottega Veneta and Moncler comprise the top five.

Prada's searches rose by 41 percent year-over-year in Q4 2023. Sister brand Miu Miu, which beat all other brands last time around, fell to second place but still saw great demand; its kitten heels, third on Lyst's hottest products edit, are said to have performed exceptionally well in November.

The Prada Group properties achieved the same feat during the first quarter of 2023 ([see story](#)). Today, Saint Laurent, Versace, Jacquemus, Burberry and Valentino make up the remaining top 10.

Names such as Gucci, Balenciaga, Dior, Louis Vuitton and Fendi appear afterward. Perhaps most notable this season is Lyst Index's first-timers.

Complex, innovative, intelligent: released today, The Lyst Index Q4 2023 sees [#Prada](#) become the hottest brand in the world for the third time, while [#TheRow](#) makes its debut in the hottest brands ranking. <https://t.co/EBqUzxjnn0>

LYST (@lyst) [January 31, 2024](#)

American fashion label The Row, founded by American designers and actresses Mary-Kate and Ashley Olsen, is debuting on the Lyst Index this period, slotting into 18th place.

Among other breakouts are U.S. fashion group Ralph Lauren and British fashion label Victoria Beckham. Swiss sportswear brand On, also a newcomer, saw its searches rise by a whopping 592 percent following the launch of a sneaker collaboration with Spanish fashion label Loewe.

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