

APPAREL AND ACCESSORIES

Loewe moves back into first place, overtaking Miu Miu on Lyst Index

May 1, 2025



The quarterly ranking for fashion's hottest brands and products uses data from 160 million annual shoppers. Image credit: Lyst Index

By KIRAN GILL

The latest edition of the [Lyst Index](#), which tracks the popularity of luxury products and brands, is now live.

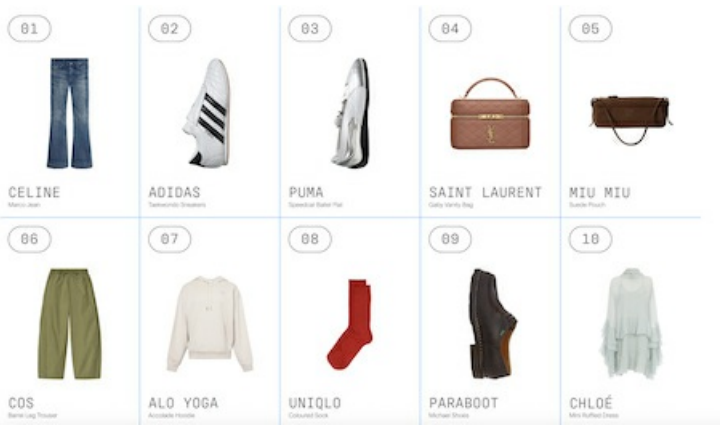
In the wake of Irish designer Jonathan Anderson's departure from Spanish fashion brand Loewe, the maison saw a 38 percent increase in search on Lyst's platforms as consumers looked to acquire pieces from Mr. Anderson's final collection. For the first time since the inception of Lyst's rankings in 2021, a fast-fashion brand, H&M Group-owned COS, and French fashion house Chlo moved into the Top 10 list at spots six and nine, respectively.

The [Q1 2025 Lyst Index](#) is 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.

Hot spots

Though Loewe saw an increase in search following the announcement of Mr. Anderson's resignation as creative director ([see story](#)), many of the nine major luxury brands that also experienced changes in creative direction were not as lucky. The first quarter saw Italian fashion label Versace, French fashion house Balenciaga, Italian fashion house Bottega Veneta, Italian fashion house Gucci and Italian fashion house Valentino move down the list.

The newest addition on the list is Swiss shoe brand On broke into the rankings at the number 18 spot. Alongside celebrity endorsements with American actress Zendaya, Swiss tennis player Roger Federer and English singer-songwriter FKA Twigs, the brand has collaborated with Loewe and saw searches increase by 50 percent on Lyst.



Wardrobe staples such as socks, accessories and casual attire dominated the most popular Lyst Index products this quarter. Image credit: Lyst Index

One year into Chemena Kamali's reign as creative director, Chlo's revival of its house codes and boho aesthetic propelled the brand into the Top 10. The brand's Mini Ruffled Dress hit the number 10 spot on Lyst's hottest products list.

In addition to the diaphanous dress, everyday, athleisure pieces such as COS' Barrel Leg Trouser, American athletic apparel retailer Alo Yoga's Accolade Hoodie, German sportswear brand Adidas' Taekwondo Sneakers and Japanese casualwear retailer Uniqlo's Colored Socks claimed a spot on the list.

The two handbags to assert their dominance on the hottest products list include Miu Miu's slim Suede Pouch and French fashion house Saint Laurent's quilted Gaby Vanity Bag.

Heritage and nostalgia continued to shape the hottest products of quarter one. The Paraboort Michael, an 80-year-old lug-soled leather shoe, hit the number nine spot and saw a 226% year-over-year increase in searches.

The revival trend also extended to flare jeans, which experienced a 412% spike in searches after American rapper Kendrick Lamar wore French fashion house Celine's Marco Jean during his Super Bowl halftime show in February. The jeans rose to the number one spot as the hottest product of the first quarter and saw Mr. Lamar join the ranks of French fashion house Chanel's celebrity network as a global ambassador ([see story](#)).

Up and coming

Newly announced as the permanent creative director of French fashion label Jean Paul Gaultier and a 2024 LVMH Prize winner ([see story](#)), Dutch designer Duran Lantink experienced a notable uptick in searches at 69 percent.



Duran Lantink often plays with deadstock material reimagined into sculptural pieces. Image credit: Lyst Index

U.S. denim brand Levi's continues its standing as a category leader and saw a positive boost in search, 35 percent, following a continued partnership with American singer-songwriter Beyoncé.

Interest in Belgian fashion house Dries Van Noten rose 11 percent following the recently appointed creative director ([see story](#)), Belgian designer Julian Klausner's fall/winter 2025 collection.

Earlier this month, Japanese ecommerce leader ZOZO Inc. acquired Lyst in a \$154 million deal, which will see the fashion search platform become an independently operated subsidiary of ZOZO ([see story](#)).

© 2025 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.