



THE LYST INDEX

Fashion's Hottest Brands and Products Q3 2022

The Lyst Index is a quarterly ranking of fashion's hottest brands and products. Lyst is a fashion technology company and premium shopping app, used by more than 200 million people each year to browse, discover and buy items from brands and stores. The formula behind The Lyst Index takes into account Lyst shoppers' behaviour, including searches on and off platform, product views and sales. To track brand and product heat, the formula also incorporates social media mentions, activity and engagement statistics worldwide, over a three month period.

Q3 2022 HOTTEST BRANDS **THE LYST INDEX**

| | | Q2 2022 | | | Q2 2022 |
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| <p>1 Gucci</p> <ul style="list-style-type: none"> Became the first major luxury brand to accept ApeCoin payments Sent 68 sets of identical twins down SS23 runway Named Ryan Gosling face of the Gucci Valigeria campaign | <p>1</p> | <p>11 Bottega Veneta</p> <ul style="list-style-type: none"> Generated €834 million in revenue in the first half Presented Matthieu Blazy's first show as Creative Director Dropped a tote bag in collaboration with The Strand Bookstore | <p>17</p> | | |
| <p>2 Prada</p> <ul style="list-style-type: none"> Announced it's seeking a \$1billion valuation in new Milan listing Reported a rebound in first-half revenue Announced third limited-edition NFT Timecapsule Collection | <p>3</p> | <p>12 Dolce & Gabbana</p> <ul style="list-style-type: none"> Marked 10 years of Alta Moda with a Sicilian extravaganza Worn by Kate Middleton to meet volunteers at The Queen's funeral Showcased SS23 collection, curated by Kim Kardashian | <p>15</p> | | |
| <p>3 Valentino</p> <ul style="list-style-type: none"> Unveiled Pink PP campaign Partnered with Karma Metrix to assess website's CO₂ emissions Dressed Florence Pugh for Don't Worry Darling premiere | <p>4</p> | <p>13 Saint Laurent</p> <ul style="list-style-type: none"> Reported a 31% increase in revenue in the second quarter Hosted SS23 menswear show in Marrakech's Agafay desert Launched the Icare shopping bag | <p>16</p> | | |

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| 4 | Balenciaga <ul style="list-style-type: none"> Unveiled 51st couture collection, modelled by Kim Kardashian, Nicole Kidman and Christine Quinn Dropped viral Trash Pouch Presented mud-drenched SS23 show | 2 | 14 | Loewe <ul style="list-style-type: none"> Awarded the Loewe Foundation craft prize to Korean artist Dahye Jeong Linked up with Japanese clothing boutique GR8 to create FW22 menswear campaign Worn by Zendaya and Dua Lipa | 14 |
| 5 | Miu Miu <ul style="list-style-type: none"> Sydney Sweeney and Emma Corrin in Fall 2022 campaign Celebrated FW22 collection at West Side Tennis Club in New York Continued upcycling initiative through a limited-edition range of leather jackets | 7 | 15 | Nike <ul style="list-style-type: none"> Revenue increased 4% to \$12.7 billion in the first fiscal quarter of 2023 Unveiled the new U.S. World Cup kits for 2022 Dressed Serena Williams in glittery outfit for the US Open | 12 |
| 6 | Dior <ul style="list-style-type: none"> Designed Dior skins for video game Gran Turismo 7 Presented a Haute Couture collection inspired by Ukrainian artist Olesia Trofymenko Dropped the Cactus Jack x Dior collaboration | 6 | 16 | Jacquemus <ul style="list-style-type: none"> Opened an ephemeral boutique on Paris' Avenue Montaigne Released the Jacquemus x Nike Air Humara sneaker in all pink Designer Simon Porte Jacquemus got married in the South of France | 20 |
| 7 | Fendi <ul style="list-style-type: none"> Celebrated the 25th anniversary of the Baguette bag Named Karim Benzema new brand ambassador Collaborated with Meta to create an AR version of Faster sneaker | 8 | 17 | Moncler <ul style="list-style-type: none"> Reported a 48% increase in first-half revenue Celebrated its 70th anniversary with a grand performance in Milan for 18,000 guests Launched Moncler By Me, a new bespoke personalisation service | 18 |
| 8 | Diesel <ul style="list-style-type: none"> Opened SS23 show to the general public Dropped a fetish-inspired collaboration with Tom of Finland Partnered with The Webster to kick off NYFW with an all pink collaboration | 9 | 18 | Adidas <ul style="list-style-type: none"> Announced it would replace its chief executive in 2023 Teamed up with designer Thebe Magugu to launch a tennis collection Partnered with Beyoncé to launch Ivytopia, a new Ivy Park collection | 13 |
| 9 | Louis Vuitton <ul style="list-style-type: none"> Released a new unisex sustainable sneaker designed by the late Virgil Abloh Solange and Kai-Isaiah Jamal starred in FW22 campaign Opened a menswear store on Rodeo Drive | 5 | 19 | Burberry <ul style="list-style-type: none"> Appointed Daniel Lee as new Creative Director Postponed SS23 runway show following The Queen's death Dropped a virtual handbag collection on Roblox | 10 |
| 10 | Versace <ul style="list-style-type: none"> Became the latest luxury brand to increase prices with goal to reach \$2B in sales Named Lily James the face of FW22 campaign Tapped Paris Hilton to close SS23 show | 11 | 20 | Off-White <ul style="list-style-type: none"> Inked an outfit deal with AC Milan football club Presented Ibrahim Kamara's first campaign for Off-White Launched a collection to celebrate the "Virgil Abloh: Figures of Speech" exhibit at the Brooklyn Museum | 19 |

Superbrands for Superfans

2000%

The spike in searches for Versace when Paris Hilton closed the SS23 show in Milan

Being a fashion fan has become an immersive, always-on pop cultural experience. In a summer packed with extravagant show spectacles, standout celebrity looks, launches, re-launches, drama, chaos and fun, it's a wonder that the fashion industry's millions of highly engaged digital spectators also found time to shop. From Haute Couture in July to September's Fashion Weeks, the content was constant, and the searches held strong. Despite global economic instability, luxury fashion brands and their customers are so far proving fairly resilient, or oblivious to, these headwinds. This quarter's hottest brands achieved viral buzz on social media while also stimulating urgent and global customer demand for their products on Lyst.

Milan is having a major moment, with Italian houses now dominating the Top 20. Gucci retains the number one spot for the second consecutive quarter, while Prada, Valentino, Miu Miu, Fendi, Diesel and Versace all move upwards within the Top 10. Searches for Prada increased 44% this quarter, propelling the brand into second position and its highest ever Index placement, thanks to solid demand for the logo tank top, signature nylon accessories and sunglasses over the summer. Sister brand Miu Miu jumps two places, moving into fifth position. In September, big shows and big celebrities democratized access to Milan fashion week, with explosive results. Paris Hilton walked the Versace runway, causing a 2000% increase in searches for the brand. Dolce & Gabbana climbs three spaces in the ranking, thriving on the controversy of working with Kim Kardashian as collection curator and brand ambassador.

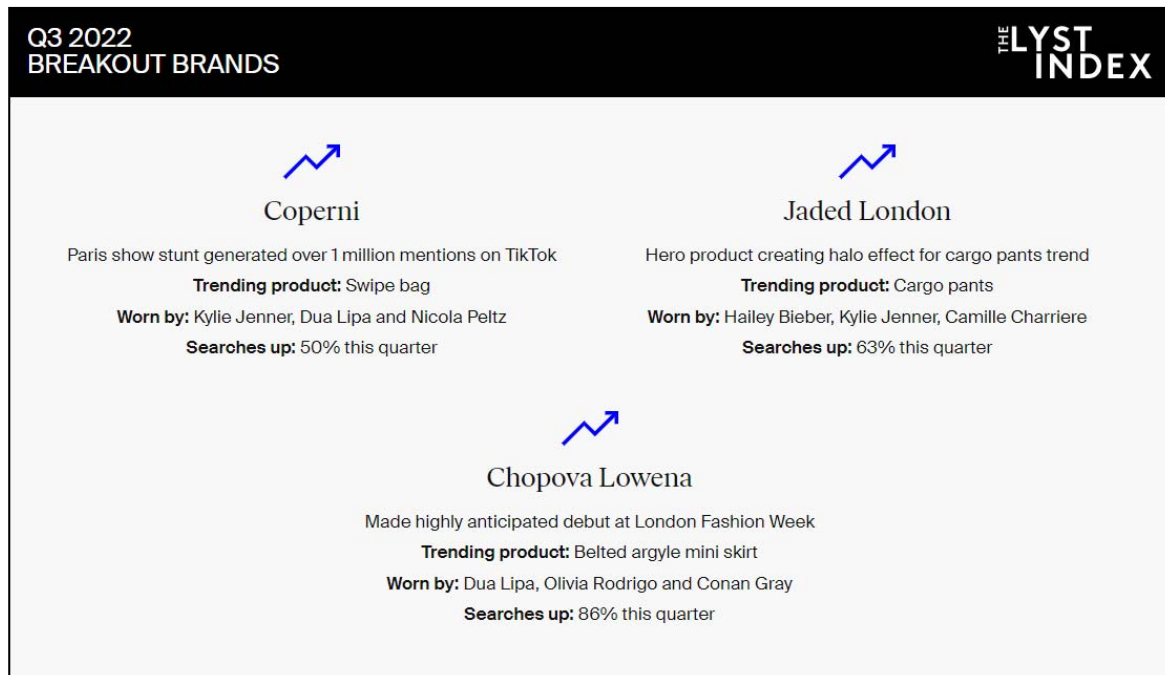
Bottega Veneta jumps up six positions; in-the-know shoppers are searching for the luxurious Kalimera bag from Matthieu Blazy's debut collection, while fashion fans and industry insiders lauded his second show on social media. Jacquemus, the only independent label in the Top 20, is still on the rise; the eponymous designer's choice to share his wedding on Instagram deepening the intimate connection he is building with a loyal and engaged customer base online.

While we used to group the Hottest Products lists into separate men's and women's rankings, we've increasingly seen more items appearing in both lists simultaneously. Although most brands and retailers are still labeling and marketing items as either menswear or womenswear, we're now grouping all products together into one list, to better reflect the growing popularity of cult items appealing to all shoppers. The Q3 2022 Lyst Index Hottest Products list is now one definitive, genderless chart, with seven out of ten items this quarter purchased by both male and female shoppers.

Miu Miu's ballet flats are the hottest product of the quarter, with a 1,100% spike in searches. As worn by Sydney Sweeney, Rosalía and Bella Hadid, they play into the balletcore and noughties revival 'indie-sleaze' trends. Sold out across multiple retailers in multiple colorways, this is the fifth Index appearance for the Birkenstock Boston clog, which is fast becoming the defining shoe of the post-pandemic fashion era. The Adidas Samba is the only sneaker to make the list. Balenciaga's wraparound sunglasses are the hero product behind the season's biggest eyewear trend, with shoppers hunting for 'sports' 'wraparound' and 'rave' shades. Balenciaga's swift oval style are the most wanted pair on Lyst, but shoppers are also viewing similar shaped styles by Oakley, Bottega Veneta and Versace.

Breakout Brands

The Hottest Brands list ranks fashion's power players, delivering consistent brand heat and sales volume on a global scale. Our new Breakout Brands cohort are the smaller but mighty brands to watch; rising fast on a powerful and rapid upwards trajectory. From now on each quarter we'll be identifying three brands that are gaining heat the fastest outside of the Top 20.



Hottest Products

To find the world's hottest products, Lyst's formula filters more than eight million items by volume of social media mentions alongside searches, page views, interactions and sales in the Lyst app. We group colors for styles, and take into account global demand per volume of stock available.



Miu Miu ballet flats



Birkenstock Boston clog



Prada logo tank top



Ugg Taz slipper



Adidas Samba sneaker



Diesel B-1DR belt



Patagonia Better Sweater
fleece



Gucci 1953 horsebit
leather loafer



Valentino Garavani mini
one stud bag



Balenciaga swift oval
sunglasses