

USA – W MAGAZINE – PRADA – VOLUME 2, 2023 (COVER)





▶ 1 marzo 2023



JAPAN - VOGUE - PRADA COVER - 01.03.23





OLANDA - VOGUE - PRADA COVER - 01.03.23



服饰与美容 VOGUE

一月号 / JANUARY 2023

FEI FEI SUN
a Moment of Reflection

孙菲菲
从心启行

MAYA HAWKE

CHI SONO
E COSA
FACCIO QUI

d



Wallpaper*

*Architecture | Design | Art | Travel | Entertaining | Beauty & Grooming | Transport | Technology | Fashion | Watches & Jewellery

MARCH 2023



Limited edition cover by Nicole Maria Winkler
Mural: *On The Prowl* by Lucy McKenzie

BAZZAAR

Harper's

THE LEGACY ISSUE



The REDEMPTION of **PARIS HILTON**

The BEST of SPRING FASHION
BIG TECH's Truth Tellers
Plus NAOMI CAMPBELL

PAESE :Italia

PAGINE :1

HARPER'S BAZAAR (IT) SUPERFICIE :1 %




► 1 febbraio 2023



时尚芭莎 Harper's BAZAAR



marie claire

A woman with long dark hair is standing on a rocky, sunlit hillside. She is wearing a blue dress with white panels and a white tie at the waist. The background shows a clear sky and green foliage.

**SOIN, MAKE-UP,
CHEVEUX...**

**LES MEILLEURES
NOUVEAUTÉS ÉLUES
PAR LA RÉDACTION**

PHÉNOMÈNE

**L'incroyable come-back
de la moquette**

LIBÉRÉE ET POLITIQUE

**La robe fait
sa révolution**

**GRAND
REPORTAGE**

**Le sang-froid
des nageuses
en eau glacée**

SEXE

**Ces jeunes qui
ne pratiquent
(presque) pas**

**SPÉCIAL
MODE**

**100 PAGES
D'IDÉES**
POUR AFFIRMER SON STYLE

L 15511 - 848 - F: 3,00 € - RD



N° 846 MARS 2023

TELVA

EN PORTADA: JULIA PACHA

ESPAÑA
ESTÁ
DE MODA

CUERO, ENCAJE
DE BOLLLOS,
NIDO DE ABEJA...

ARTESANÍA EN
TU ARMARIO

CARTAGENA
DE INDIAS

Lina Botero
Chiqui Echavarría
Johanna Ortiz

NOS RECIBEN

TESTIMONIO
DE UNA MUJER
MALTRATADA

Lo que no se cuenta

MARTA ORTEGA
UN AÑO
DESPUES

ENTRE EL LUJO
Y LA CALLE

por Estel Vilaseca

Pestañas
postizas
¿por qué no?

ANA
RUJAS
EN EL
TIYSSEN

FLORES
PODEROSAS
& COLORES FLUOR

Nº 1007
MARZO 2023
4,50 €





STYLE THE SUNDAY TIMES

12 FEBRUARY 2023

Strike a pose!
Get ready for your new-season glow up

Beauty special
HOW TO HACK YOUR SKINCARE
THE MEN'S GUIDE TO MOISTURISER
INSIDE CHARLOTTE TILBURY'S MAKE-UP BAG
DEAR DOLLY: SHOULD I HAVE BOTOX?

ALVA CLAIRE PHOTOGRAPHED BY FABIEN MONTIQUE

ON THE COVER ALVA CLAIRE PHOTOGRAPH FABIEN MONTIQUE STYLING VERITY PARKER. JUMPER, £595, BEGG & CO. CASHMERE DRESS, £405, EXTREME CASHMERE. SHOES, £990, AND BAG, £3,800, PRADA



VANITY FAIR

DIGITAL COVER



*Franco
Masini*

*El AMOR
siempre
VUELVE*



*Georgina
Amorós*



SPAGNA - VANITY FAIR - PRADA COVER - 01.03.23

Elle (DE)

PAESE :Germania

PAGINE :1

SUPERFICIE :83 %

PERIODICITÀ :Mensile



► 1 marzo 2023

DEUTSCHE AUSGABE

ELLE

MÄRZ 2023

DEUTSCHLAND € 7,50

ÖSTERREICH € 7,50

SCHWEIZ SFR 12,20

**DER
LAUFSTEG
REPORT**
DIE ABSOLUTEN
LIEBLINGS-LOOKS
FÜR DEN SOMMER

**ELLE
BEAUTY
AWARDS**
DIE BESTEN
PRODUKTE
DER WELT

**LACHEN,
BITTE!**
BESSER ALS
JEDE MEDIZIN

bappy
FASHION!

GERMANIA - ELLE - PRADA DONNA COVER - 01.03.23

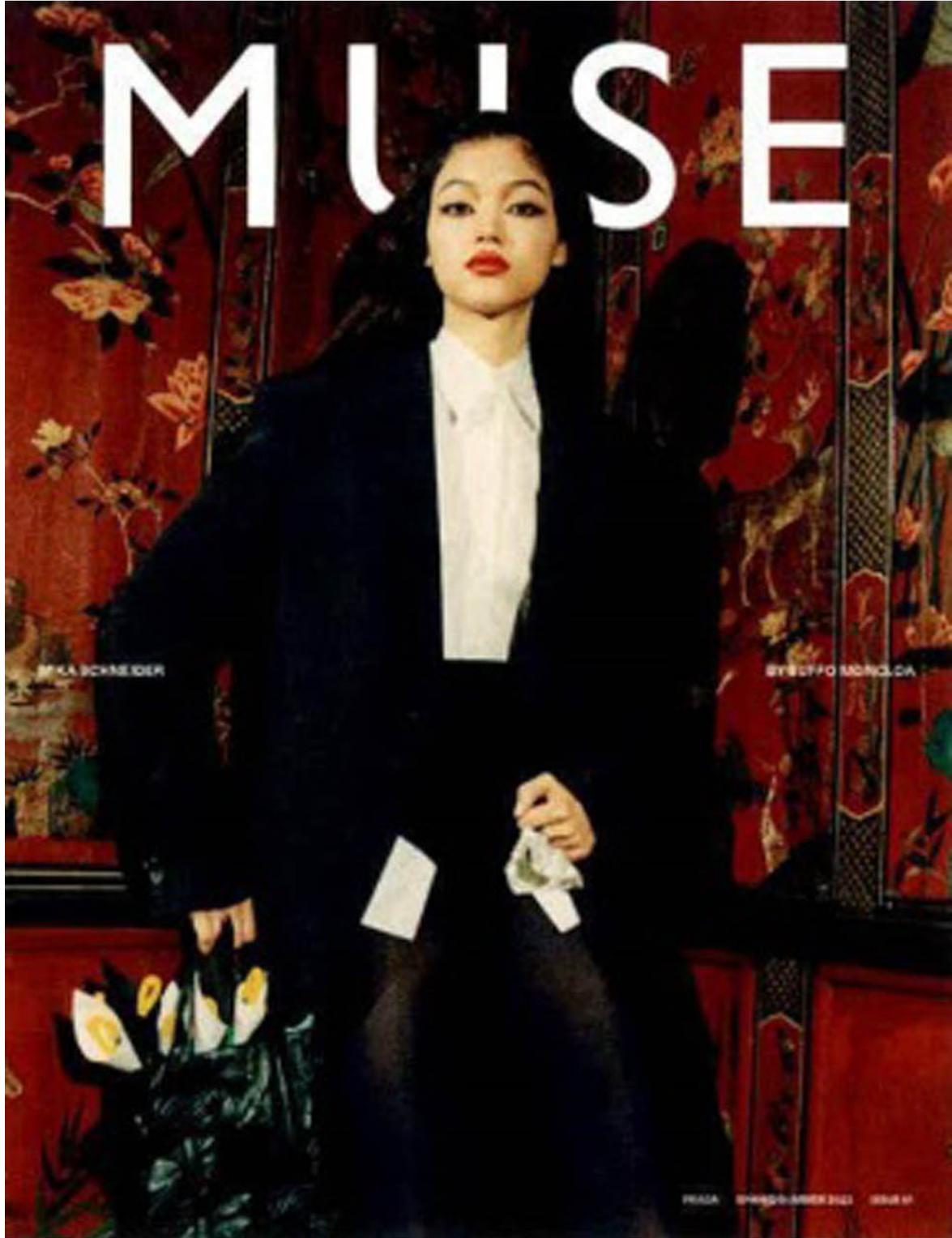


Tutti i diritti riservati

PRADA



PRADA
ITALY - MUSE - 3/1/2023 - Num.: 61 - Pag.: COVER5
Frequency: six-monthly - Circulation: 49000





MIA GOTH BY KID CUDI

Methods of Performance

ARCHITECTS BUILDING NEW WORLDS / RADICAL CHOREOGRAPHY / HOLLYWOOD'S NEXT VANGUARD



MIXTE
PARIS

HARI NEF

EUPHORIA



WITH ENGLISH TEXTS

N°31

FASHION ISSUE SPRING / SUMMER 2023

FRANCIA - MIXTE - SS23

LifeStyle

LARAZÓN

DICIEMBRE 2022

**Valentina
ZENERE**

"No siempre se
puede vivir todo
al máximo"

**Celebrities
LOS VESTIDOS
ONE-OFF**

o el arte de
no coincidir

**Belleza
GRUNGE 2.0**

La estética estrella
del rock de los 90,
sin el estilo de vida
decadente

**Claves
para un look
colegial**

(Y que no parezca
que llevas una década
repitiendo curso)

®

VOGUE

BRASIL

JAN
2023
R\$30

ISABELI FONTANA

ESPÍRITO DE VERÃO



ISSN 1045-1218



00531

9 771045 121005
CARGA TRIBUTÁRIA FEDERAL APROXIMADA 5,15%



العربية

VOGUE

يناير ٢٠٢٣

ARABIA IS WINNING

هكذا تزدهر المهوذة
والرياضة والسينما
في المنطقة

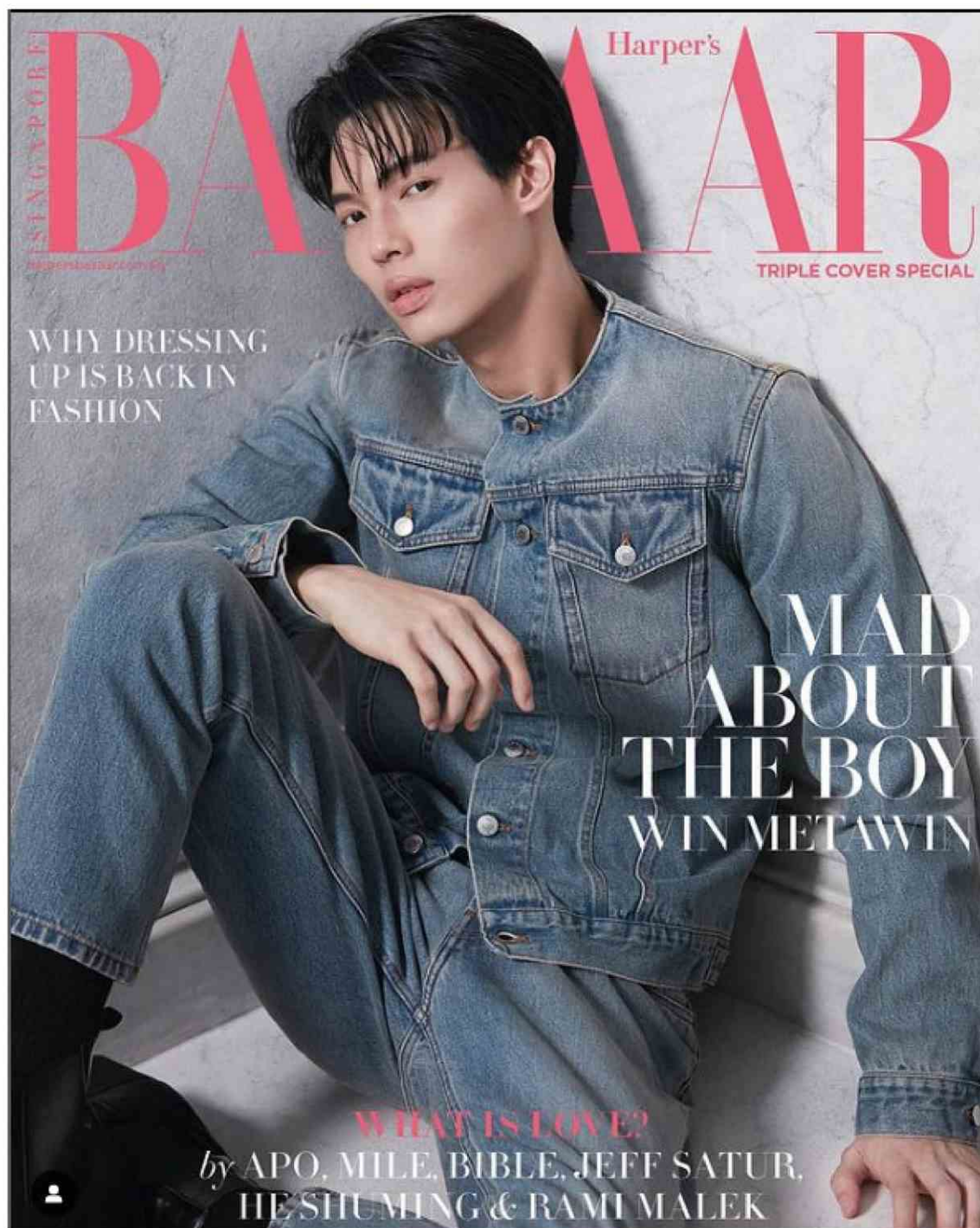
بصمة مصر الدائمة
على عالم الفنون
ودنيا الأناقة

أنيس جابر
تحلق عالياً في
سدماء التنس

PRADA

36.75 AED
40 SAR
40 QAR
10 USD

6 291086 935810



SINGAPORE - HARPER'S BAZAAR - PRADA COVER - 01.02.23







SINGAPORE

Harper's BAZAAR

harpersbazaar.com.sg

TRIPLE
COVER
SPECIAL

MAD
ABOUT
THE
BOY
WIN
METAWIN

WHY
DRESSING UP
IS BACK IN
FASHION

WHAT IS LOVE?
by APO, MILE, BIBLE, JEFF SATUR,
HE SHUMING & RAMI MALEK





Officiel Hommes (Th

► 1 febbraio 2023



THAILAND - L'OFFICIEL HOMMES - PRADA UOMO COVER - 01.02.23

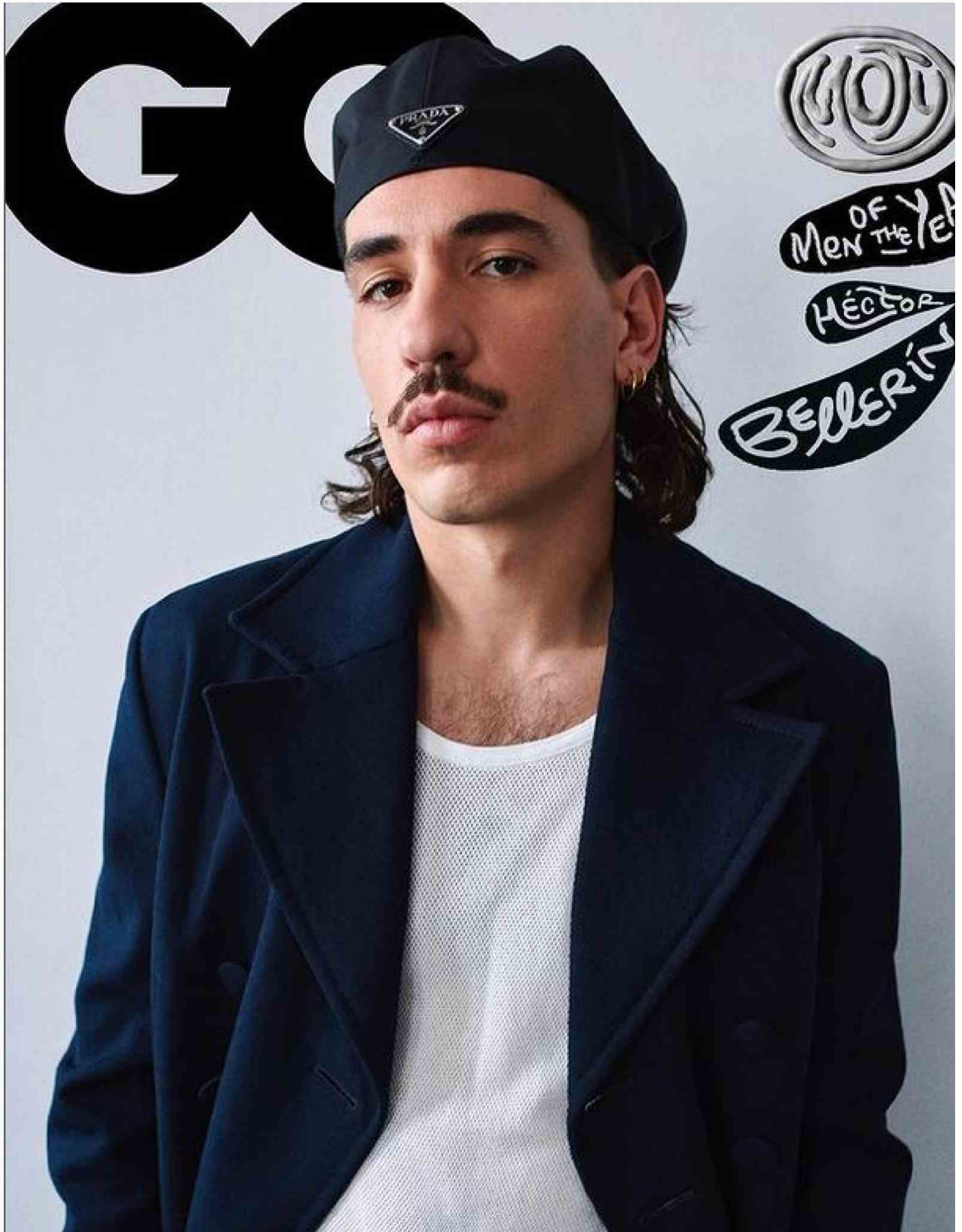


Tatler

尚流







ZEIT MAG



Keiner kann schöner albern sein als
der Hollywoodstar PAUL RUDD

Ein Männermodeheft



Playtime!

Raise your mood with these joy-sparking accessories

Photographs **Ed Bourmier**
Styling **Flossie Saunders**

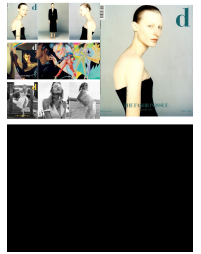


All bright now

A pop of colour goes a long way.
Moon padded leather bags,
£1,950 each, [Prada](#)



PRADA



PRADA
ITALY - D REPUBBLICA - 2/25/2023 - Num.: 1327 - Pag.: 156
Frequency: weekly - Circulation: 127770





PRADA
 ITALY - IO DONNA - 2/18/2023 - Num.: 6 - Pag.: 142
 Stylist: Gianna Greco - Frequency: weekly - Circulation: 268641

Bazar di moda

News, anticipazioni, curiosità
 di Gianna Greco



NUOVE BORSE D'AUTORE

Firma originale

«Quando ho iniziato tutti odiavano cosa stessi facendo, a parte pochissime persone particolarmente brillanti. Perché non era uno stile per i più classici, aveva comunque qualcosa che li disturbava. Ma neanche per i super trendy e gli avanguardisti, che lo ritenevano troppo classico. Mi piace muovermi in quello spazio, senza mai compiacere nessuno», ha dichiarato anni fa Miuccia Prada in una delle sue rarissime interviste. Un percorso fuori dagli schemi e ricco di sperimentazione per la stilista non solo nell'abbigliamento ma anche per le borse, segmento tanto

amato dai fan della maison. Il marchio ha, infatti, innescato una vera e propria "scossa" nel settore quando circa quarant'anni fece debuttare in passerella i primi accessori in nylon, elevando un tessuto tecnico a texture fashion e rompendo l'egemonia della pelle. Oggi la designer, insieme a Raf Simons con cui condivide la direzione creativa della casa di moda milanese, continua il suo percorso non convenzionale. L'ultimo capitolo è la it-bag "Prada Moon", che sceglie di viaggiare nel tempo. Rivistazione di un modello degli anni Duemila con l'aggiunta di tocchi

Qui sopra, la borsa "Prada Moon" primavera-estate 2023. A destra, momenti di lavorazione.



contemporanei. All'iconica fibbia centrale si aggiunge il logo triangolare metallico, la nappa non è "la solita" ma è sottoposta a una speciale lavorazione che le regala un aspetto leggermente imbottito. E anche i quattro colori riescono a sfidare l'arcobaleno: onda, cedro, geranio e mango.

INFO: PRADA.COM



ACCESSORI

Prada Moon, un classico di grande personalità

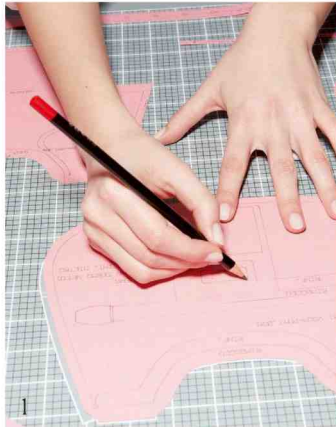
■ Rivisitazione di un modello iconico degli anni 2000, la nuova borsa Prada Moon rappresenta la moderna sintesi concettuale di elementi distintivi del marchio provenienti dal suo inestimabile archivio, testimone di passato, presente e futuro di Prada. La Moon coniuga molteplici ispirazioni relative a mondi apparentemente lontani, in un design versatile ma coerente. Sono i dettagli a definirne la personalità: la grande fibbia centrale in metallo, che caratterizza il modello fin dalla collezione primavera/estate 2002, oggi si arricchisce di un carattere emblematico grazie al logo triangolo Prada in metallo smaltato che la firma.





BAUPLAN

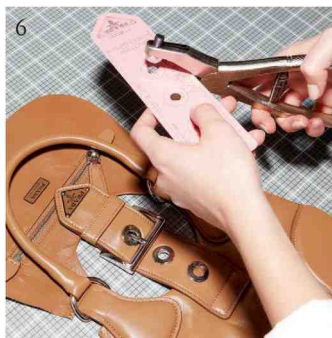
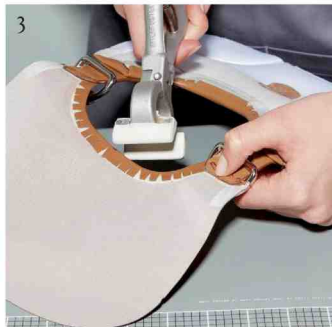
DIE PRADA „MOON BAG“



In den Ateliers und Manufakturen dieser Welt werden weiterhin Handwerkskünste gepflegt, und wir schauen dabei zu



Der Mond symbolisiert Vergangenheit und Zukunft gleichermaßen. Von diesen Gegensätzen inspiriert ist auch die Neuauflage der Prada „Moon Bag“ aus dem Jahr 2002. Geblieben ist etwa die große Logo-Schnalle in der Mitte. Dazugekommen ist eine leichte Polsterung für das Nappaleder. Wie seine Vorgänger wird auch das Modell der Frühjahr/Sommer-Kollektion 2023 komplett in Italien gefertigt. Hierbei kommt eine Technik zum Einsatz, bei der die Tasche während der Fertigung die ganze Zeit auf links gedreht ist. 92 Einzelteile fügt ein Handwerker binnen eines Tages zusammen. Hier sind sieben Schritte: 1. Am Anfang stehen technische Musterzeichnungen, die später beim Einordnen der Proportionen helfen sollen. 2. Mithilfe von Schablonen erfolgt der Zuschnitt des Leders, um die Seite der Tasche zu gestalten. 3. Das Leder wird an der Vorderseite der Tasche umgefaltet. 4. Lederriemen werden angebracht, um die Griffe der Tasche zu stützen. 5. Herumgedreht wird die Tasche auf die Fixierung des Schnallenriemens zwischen den Seitenriemen vorbereitet. 6. Technische Maße geben an, wo die Schnallenlöcher gestanzt werden müssen. Nicht im Bild: Zu guter Letzt wird der Magnetverschluss mit einer Kratzschuttschicht versehen. Alle Einzelteile können nun zusammengefügt werden. Es ist der anspruchsvollste Schritt, der nur von Hand erledigt werden kann, damit das zarte Leder keine Falten schlägt und glatt bleibt. Dann geht es Richtung Zukunft aka zur Prada-Boutique. Übrigens: Die Tasche gibt es in vier Farben.



MENDOZZA E CLAUDIA



► 1 dicembre 2022

Δερμάτινη
τσάντα, Prada.



Δεκέμβριος 2022 MARIECLAIRE.GR 123

GRECIA - MARIE CLAIRE - PRADA - 01.12.22





PRADA

ITALY - IO DONNA - 2/25/2023 - Num.: 8 - Pag.: 111

Stylist: Valentina Fino - Frequency: weekly - Circulation: 268641



Vestito in gabardine PRADA, occhiali con montatura in acciaio EYEPETIZER 191 euro, girocollo in oro rosé con diamanti bianchi e rubini COMETE GIOIELLI 648 euro, mocassini in pelle lucida CHURCH'S 850 euro.

Ha collaborato *Valentina Zancbettin*.
Trucco *Marta Vetere@greenappleitaly.com*
for YSL Beauty using *All Hours Foundation*.
Capelli *Kiril Vastlev@greenappleitaly.com*.



PRADA

ITALY - VANITY FAIR - 3/1/2023 - Num.: 9 - Pag.: 104

Stylist: Carlo Alberto Pregnolato - Frequency: weekly - Circulation: 114499

Eugenia SILVA

La bellezza dell'impegno

Nessuno meglio di lei poteva interpretare Lucia Bosè, l'attrice italiana che, con la sua straordinaria eleganza, conquistò il cuore del torero Luis Miguel Dominguín e di tutti gli spagnoli. Compreso il suo. Eugenia Silva ne riveste i panni nella serie Atresmedia *Camilo Superstar*, che sta girando proprio in questi giorni. Madrilenas, 47 anni, mamma di due figli (Alfonso e Jerónimo), è cresciuta in una famiglia con una lunga storia politica e giuridica e sembrava destinata alla carriera da avvocato. Dopo la laurea in giurisprudenza però incontra il mondo della moda ed è amore a prima vista. I più importanti brand internazionali - da Carolina Herrera a Giorgio Armani, da Tiffany & Co. a Dior - la vogliono come testimonial. Steven Meisel, Arthur Elgort, Bruce Weber e tutti i maestri della fotografia adorano il suo sofisticato fascino mediterraneo. Mentre la moda continua a corteggiarla con progetti speciali, Eugenia oggi si divide tra la recitazione, il ruolo di mamma imprenditrice (ha fondato la casa di produzione The Crew) e l'impegno sociale accanto a Ong come Fondazione Aladina e Plan. Impegno per cui è stata insignita con una medaglia d'oro al merito.





Tonos TIERRA

Los colores PARDOS pintan las propuestas estivales, desde brochazos en PRADA, hasta 'looks' monocromos en SAINT LAURENT y noventeros en BOTTEGA VENETA.

En la página anterior, Michelle Laff lleva vestido con escote corazón, de H&M STUDIO, y pendientes de aro doble de plata, de TOUS. En esta página, vestido satinado y zapatos Mary Jane de piel, todo de PRADA.





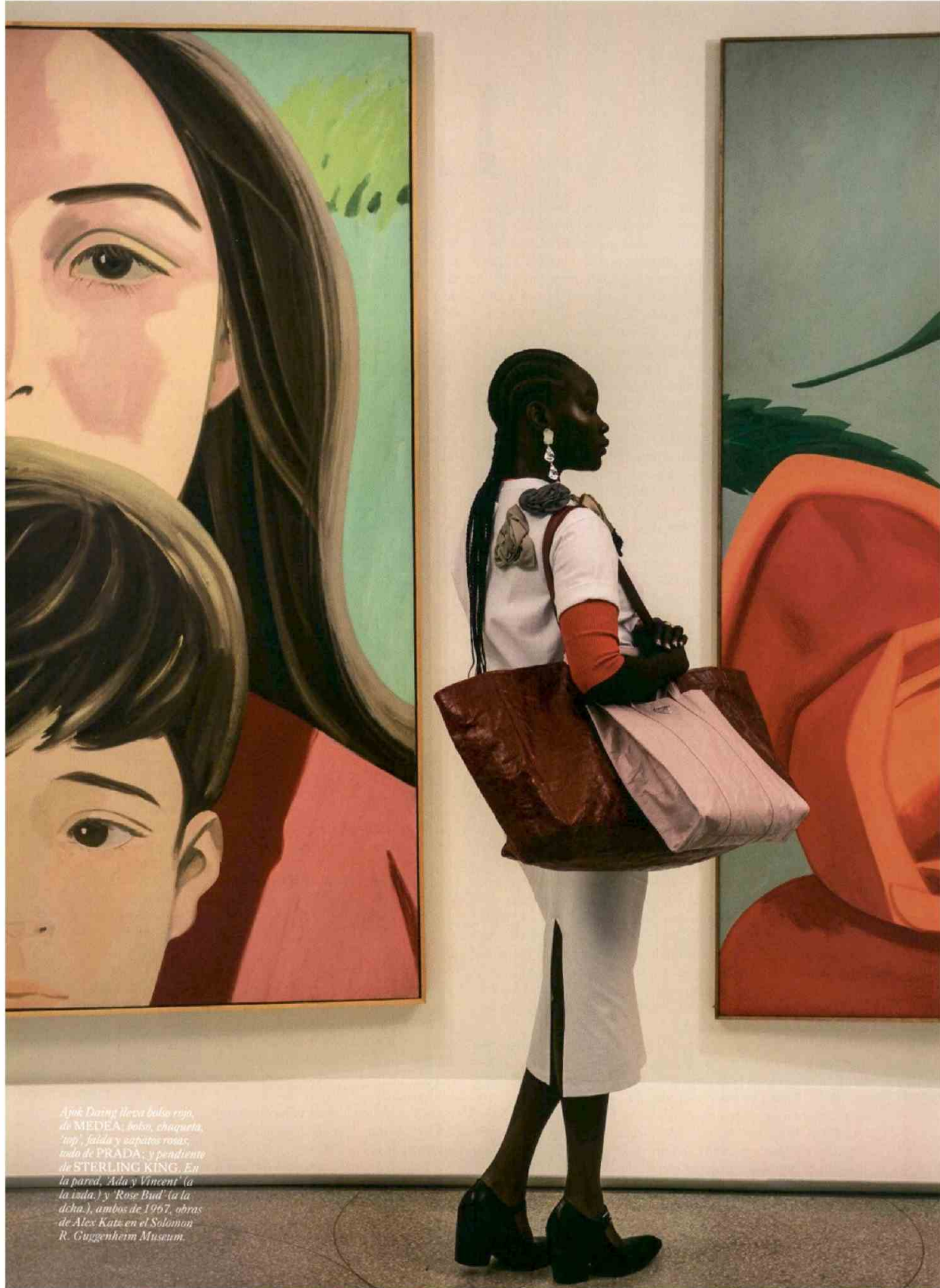
► 1 febbraio 2023



Top' y falda, ambos de PRADA; flor de VV ROULEAUX; y anillo de CARTIER.

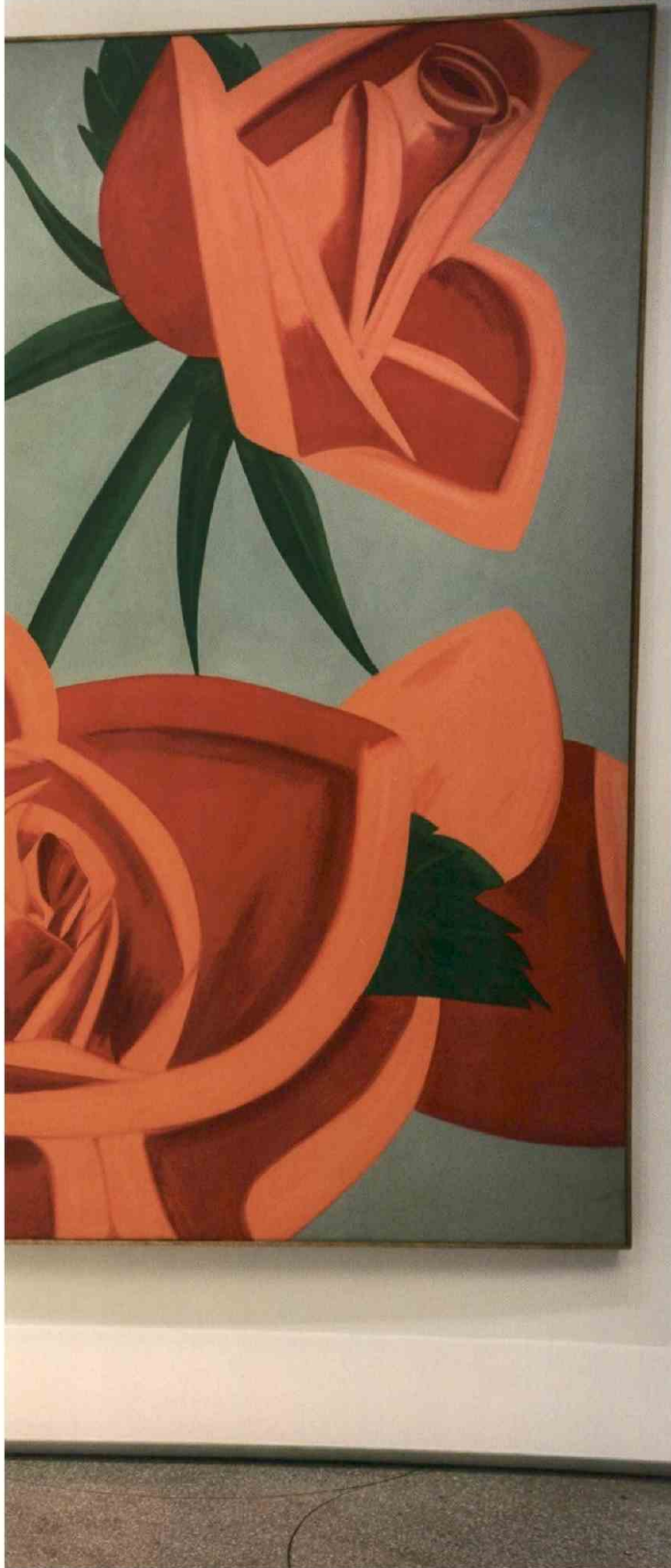
SPAGNA - VOGUE SPAIN - PRADA - 01.02.23





*Apok Daring lleva bolso rojo,
de MEDEA, bolso, chaqueta,
'top', falda y zapatos rojos,
todo de PRADA; y pendiente
de STERLING KING. En
la pared, 'Ada y Vincent' (a
la izquierda) y 'Rose Bud' (a la
derecha), ambos de 1967, obras
de Alex Katz en el Solomon
R. Guggenheim Museum.*





A L O O G R A W D E

*El tamaño mínimo puede tener los días contados. Este invierno,
los BOLSOS ESPACIOSOS y de colores saturados ganan la partida.
Fotografía ALEX WEBB. Estilismo MAX ORTEGA.*





► 1 febbraio 2023



Choi lleva 'top', falda y zapatos, todo de PRADA, y pendientes de PAULA MENDOZA JEWELRY.

SPAGNA - VOGUE SPAIN - PRADA - 01.02.23





► 1 febbraio 2023



*Mono de algodón y
'mary janes' de piel,
todo de PRADA.*

117

SPAGNA - VOGUE SPAIN - PRADA - 01.02.23





Vestido de algodón con detalles florales, jersey de canalé marrón y zapatos de piel, todo Prada.

Top bicolor, falda roja con abertura y bolso modelo Moon Bag. Todo, Prada.





Guardapolvo
de organza bordada
sobre chaqueta gris
piedra y camisa
de popelín, todo Prada.
Sortija y dedal de
plata, Álex Sobrón.



► 1 gennaio 2023



Fotografía de *Álvaro Gracia*
Estilismo de *Claudia Laukamp*
Por *Carmen Cocina*

WONDER WOMAN

Jersey y
falda, ambos
de punto de
cashmere,
y top de
algodón, todo
de PRADA.

SPAGNA - HARPER'S BAZAAR - PRADA - 01.01.23





► 1 gennaio 2023



Chaqueta y falda,
ambas de lana, y
cinturón de piel, todo
de PRADA, zapatos
de piel de CHANEL y
collar Green Panthère
Petillante de oro
blanco con turmalinas,
esmeraldas, ónix
y diamantes de la
colección de Alta
Joyería Beautés du
Monde de CARTIER.

SPAGNA - HARPER'S BAZAAR - PRADA - 01.12.22





► 1 gennaio 2023



Acrogo de tecido kidassia y
vest do de cridy do 9900
tudo de PRADA

SPAGNA - HARPER'S BAZAAR - PRADA - 01.01.23





MARKET REPORT



HAPPY GO LOVELY
Bright colors uplift spirits. On both: Prada tops, skirts and shoes and Dinosaur Designs bracelets.

100

USA – WSJ. MAGAZINE – PRADA – SPRING WOMEN'S FASHION 2023





76

FTCOM/HEIS



PRADA

Dress, £2,500, by **Prada**. Shoes, £550,
by **Jimmy Choo**. Earrings, £135, by
Completedworks. Tights, £8, by **Calzedonia**

The new nightie

A sheer, lightweight dress is this season's sleeper hit.

Camisole, POA, Rokh. Dress, £3,400, Prada. Shoes, £1,250, and socks, £310, Dior









BAZAAR



Harper's
BAZAAR



BAZAAR



Harper's
BAZAAR



BAZAAR^(Harper's)



BAZAAR^(Harper's)



BAZAAR



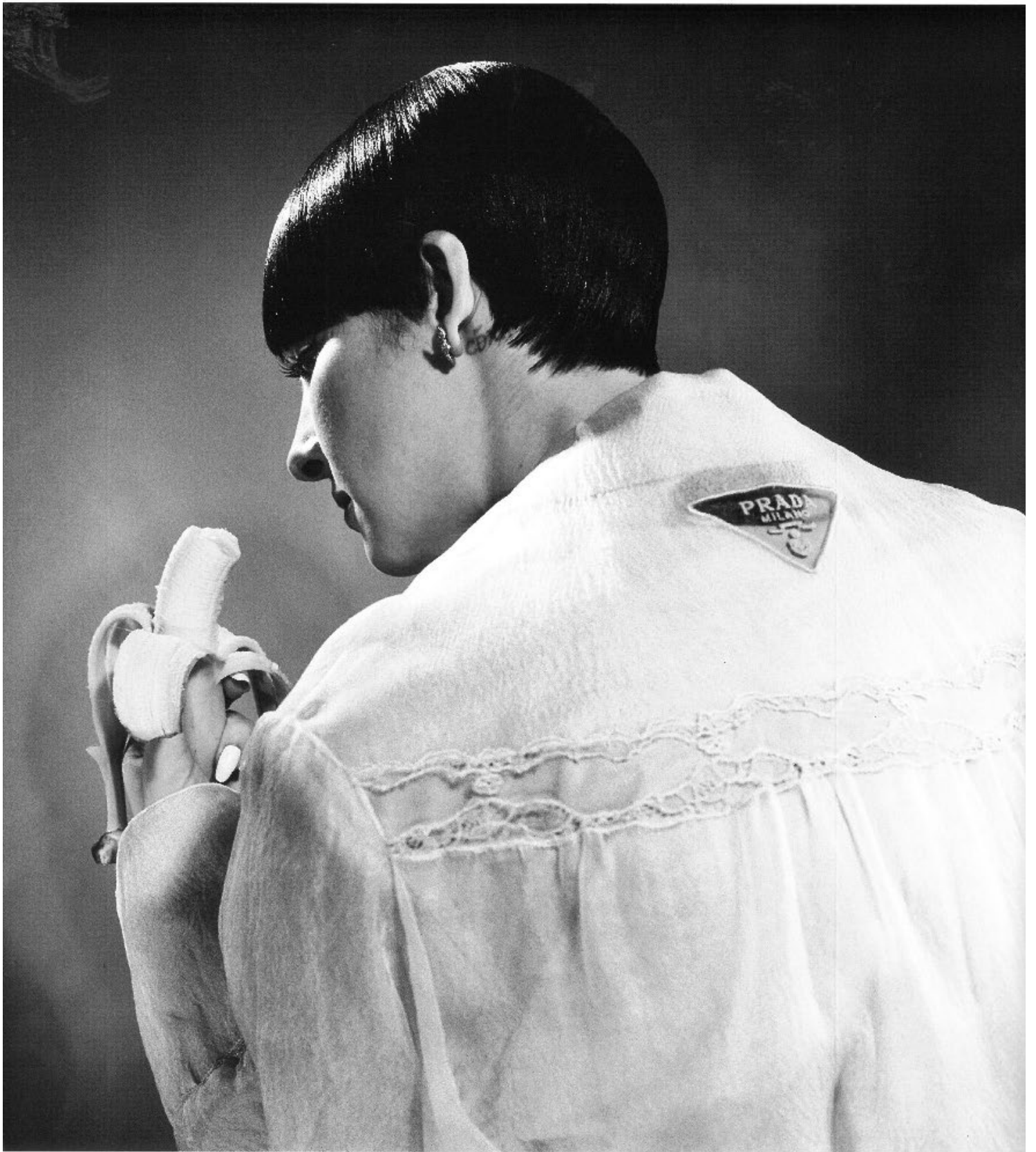


À la gare de Yeoksam, dans le célèbre quartier de Gangnam, Chloë Oh porte un manteau, un pantalon et des chaussures, PRADA.

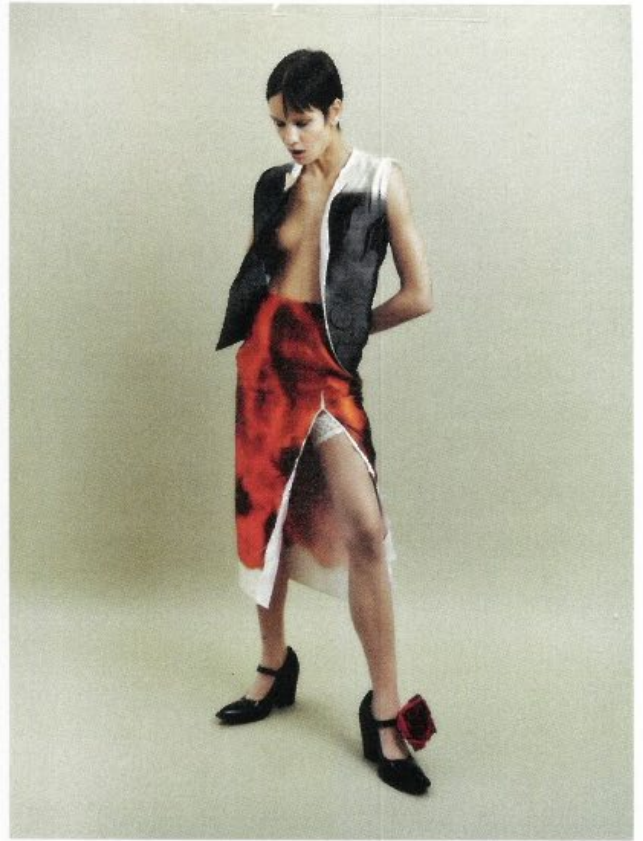


MANTEAU EN NYLONETTE ET SOIE, SHORT EN SOIE, SAC ET MARY JANES EN CUIR PRADA, COLLANT EN MICROFIBRE CALZEDONIA, BAGUE EN OR BLANC PAVÉ ET SERTI DE DIAMANTS, PUCHE D'OREILLE EN OR BLANC PAVÉ DE DIAMANTS BOUCHERON.
PAGE DE DROITE : BODY COL ROULÉ EN MODAL ET ÉLASTHANNE, COLLANT EN MICROFIBRE COMMANDO, SACS "VOYOU" EN CUIR GIVENCHY, ESCARPINS EN CUIR VERNI MANOLO BLAHNIK.

FRANCIA - MIXTE - SS23



FRANCIA - MIXTE - SS23



☐offee
☆
LIGGZ

ROBE EN
SOIE
ET SATIN
PRADA,
COLLIER ET
MANCHETTES
EN CUIR
CLOUTÉ
LAURENT TAJOU
X FLAVIO
JUÁN NÚÑEZ.
PAGE DE
DROITE :
ROBE CHEMISE
ASYMÉTRIQUE
EN CUIR
NAPPA LOEWE,
CHAÎNE
PERSONNELLE.





Robe en coton sur
un fond de robe
en soie **Prada**. Sabots
en Eva **Ugg**.

À droite
Robe en crêpe
Longchamp.





► 1 dicembre 2022



GRECIA - MARIE CLAIRE - PRADA - 01.12.22





► 1 febbraio 2023



PRADA
迷宮トンネル

PRADA 迷宮トンネル

委け目、ぬじれ、しわ、折り目といった粗雑さがあがりながら、洗練されている。今季のプラダは、異なる要素間や内と外、日常と非日常に引かれた境界線を行き来する。

100





► 1 febbraio 2023

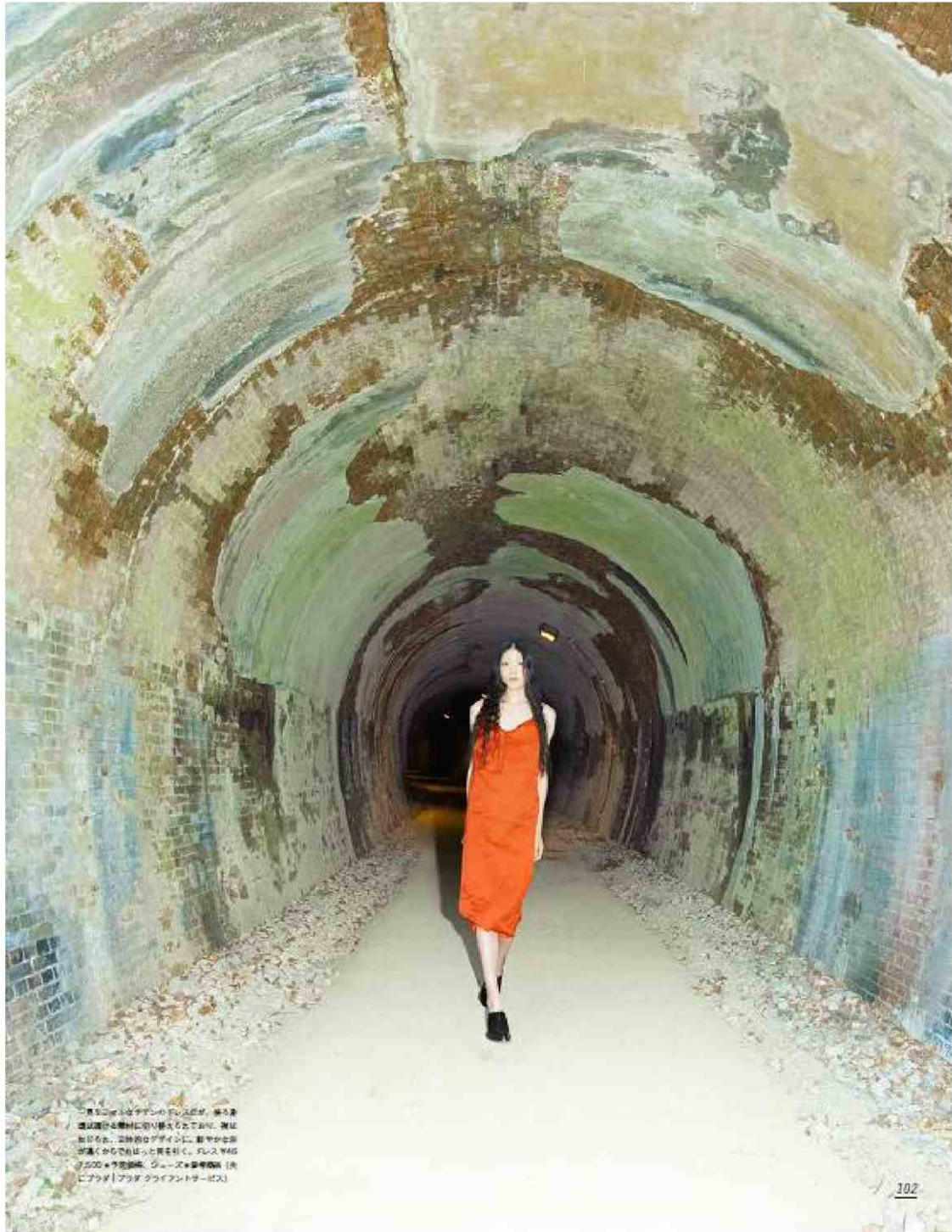


全体的にオーブメントの中心から、奥行きのある
「ロングジョン」を履かせたコートを着たア
ンジェラは、その中で最も美しいと見られる。
おびやかなスタイルに、ランウェイ
に似てもコートやジャケットを脱ぎ捨てた
ルックも登場した。ジャンプスーツ ¥220,000
ED、シューズ ¥100,000 ¥100,000 ¥100,000
¥100,000 ¥100,000 ¥100,000 ¥100,000
¥100,000 ¥100,000 ¥100,000 ¥100,000





► 1 febbraio 2023





► 1 febbraio 2023



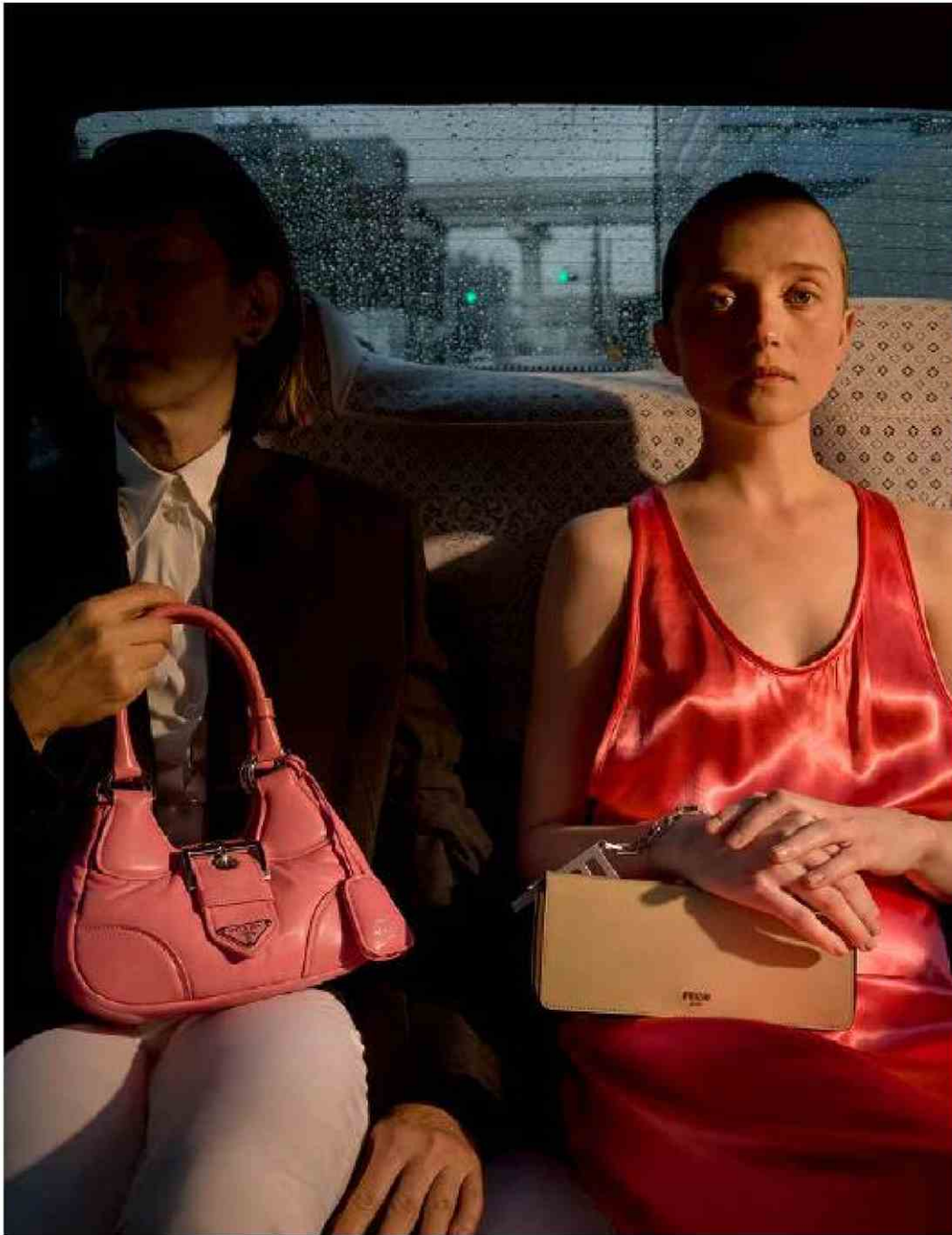
トワイライトのロケーションで撮影された
ドレスは、約1000ドル、手付金2000ドル
に設定。日本では各店舗に限り販売され
たドレスは、ドレス・イン・ア
ンダー 1000ドル、イン・ア
ンダー、シューズ共に各店舗に限り販売
（アウター、クワイアントサービス）





► 1 febbraio 2023

202388 bag & shoes





▶ 10 febbraio 2023



ヌードよりヌードに。ピュアな白が見てはいるかないような高貴なムードを醸し出し、欲望をかき立てる。あえて黒のビッグショーツでセンシュアルな夢を裏切る。繊細かつパワフルな女性の姿を投影するドレス。
ドレス ¥440,000、ショーツ ¥29,500、シューズ ¥165,000(すべて予定価格) Prada
左ページ:優しく抱きしめて。ウールモヘア×カシミアのフーケのコードを素肌に羽織る。ふわっと軽く、抱かれているような安心感。羽織った瞬間コンフォートゾーンを作ってくれるこのコートが相棒なら、大胆なスタイルに挑戦したくなる。
コート ¥854,700、パンツ ¥535,700 Loro Piana
ブラトップ ¥17,600 Wolford

111

GIAPPONE - HARPER'S BAZAAR - PRADA - 01.03.23





► 10 febbraio 2023



112





Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler



Tatler

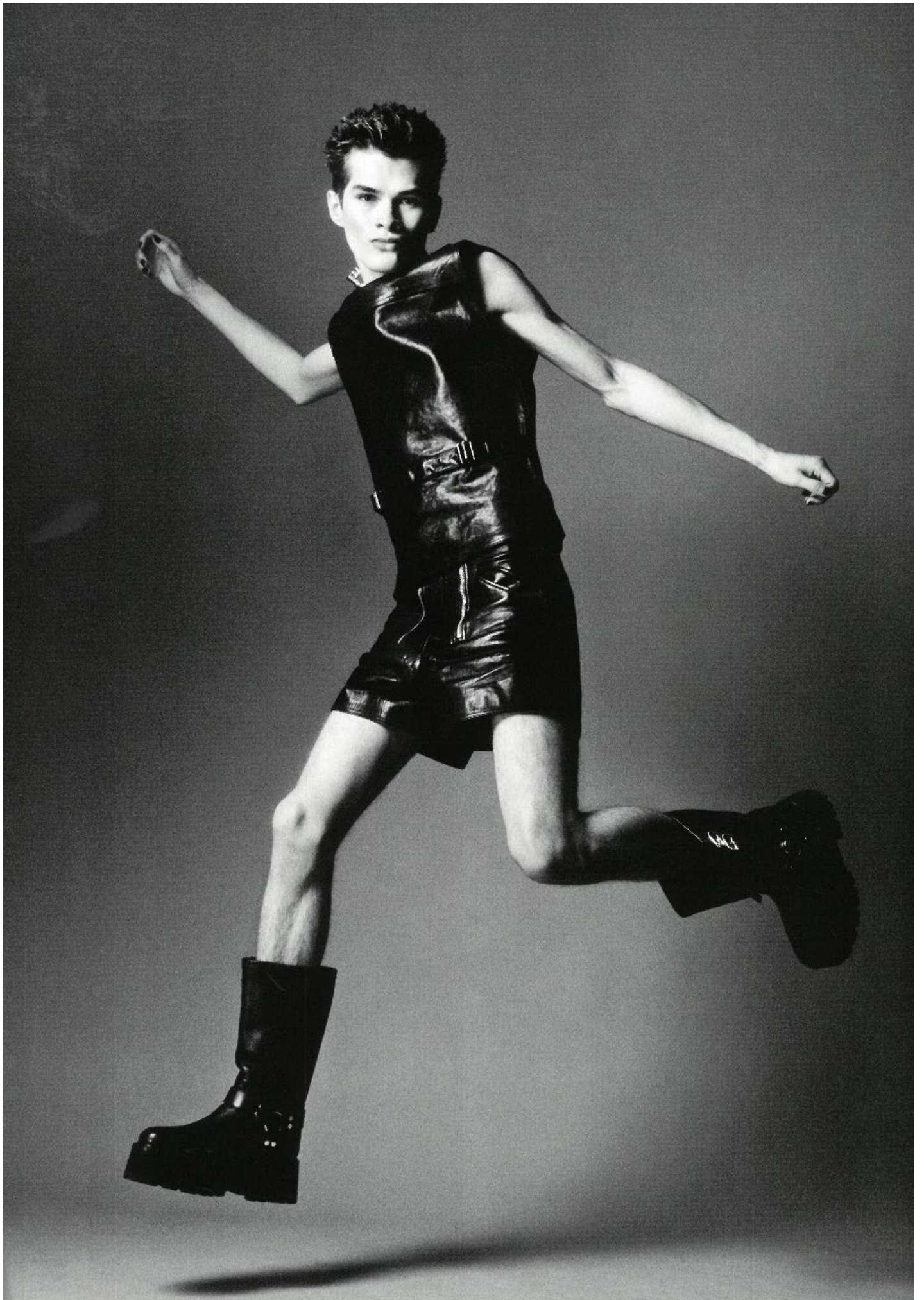


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FRANCIA - MIXTE - SS23



FRANCIA - MIXTE - SS23



THE LYST INDEX

Fashion's Hottest Brands and Products Q4 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.

Q4 2022 HOTTEST BRANDS THE LYST INDEX

		Q3 2022			Q3 2022
<p>1 Prada</p> <ul style="list-style-type: none"> Launched first fine jewelry collection, made of recycled gold Named Charli D'Amelio the face of Prada Linea Rossa FW22 Andrea Guerra appointed as CEO of Prada Group 	<p>2</p>	<p>11</p>	<p>Balenciaga</p> <ul style="list-style-type: none"> Cut ties with Ye Apologized for 'inappropriate' campaign featuring children Recognized by PETA for use of mycelium-based leather 	<p>4</p>	
<p>2 Gucci</p> <ul style="list-style-type: none"> Alessandro Michele stepped down as Creative Director Generated €2,581 million in revenue in Q3 Became first major luxury brand to build own world in metaverse 	<p>1</p>	<p>12</p>	<p>Nike</p> <ul style="list-style-type: none"> Launched Web3-enabled platform .Swoosh Terminated Kyrie Irving contract Launched workout content on Netflix 	<p>15</p>	
<p>3 Moncler</p> <ul style="list-style-type: none"> Generated €638.3 million in revenue in Q3 Launched its first NFTs as part of 70th anniversary celebrations Announced Moncler Genius relaunch with LFW showcase 	<p>17</p>	<p>13</p>	<p>Versace</p> <ul style="list-style-type: none"> Announced FW23 collection will be shown in Los Angeles Released holiday campaign starring Lily McMenamy Dressed Hailey Bieber, Jenna Ortega and Madelyn Cline 	<p>10</p>	

4	Miu Miu	5	14	Fendi	7
	<ul style="list-style-type: none"> • Collaborated with artist Shuang Li for SS23 show • Released 2023 Christmas campaign titled 'Private Wishes' • Worn by Rosalia, Daisy Edgar-Jones, and Nicola Peltz-Beckham 			<ul style="list-style-type: none"> • Franca Fendi passed away at 87 • Re-released 25 Baguette bags from the archives • Unveiled new home décor and lifestyle collection 	
5	Valentino	3	15	Louis Vuitton	9
	<ul style="list-style-type: none"> • Launched new Toile Iconographe logo • Pierpaolo Piccioli won designer of the year at the Fashion Awards • Worn by Adele in 'I Drink Wine' music video 			<ul style="list-style-type: none"> • Launched new '200 trunks, 200 visionaries' exhibition in New York • Teamed up with Lego on holiday window displays • Tapped 6 artists to reinvent the Capucine bag 	
6	Bottega Veneta	11	16	Diesel	8
	<ul style="list-style-type: none"> • Generated €437 million in revenue in Q3 • Launched a new lifetime guarantee service • Released pre-Spring 2023 collection 			<ul style="list-style-type: none"> • Went viral on TikTok for 'useless' and 'impractical' belt skirt • Released holiday campaign titled "Life Is a Game" • Hosted a 17-hour rave with radio platform NTS 	
7	Loewe	14	17	Ugg	—
	<ul style="list-style-type: none"> • Named Taylor Russell new global ambassador • Unveiled Christmas windows at Paris department store Printemps • Unveiled SS23 pre-collection starring Chloé Sevigny and Luca Guadagnino 			<ul style="list-style-type: none"> • Generated \$476.5 million in sales in 2023 second fiscal quarter • Unveiled first-ever boot made with regeneratively sourced materials • Launched viral protective rubber shoe covers 	
8	Dior	6	18	Burberry	19
	<ul style="list-style-type: none"> • Teamed up with Thebe Magugu for exclusive capsule collection • Took over Harrods' windows for Christmas • Debuted Men's FW23 collection against the Great Pyramid of Giza 			<ul style="list-style-type: none"> • Achieved A score for transparency on climate change from CDP • Unveiled festive campaign starring Shakira and Burna Boy • Launched special collection in partnership with Minecraft 	
9	Dolce & Gabbana	12	19	Coach	—
	<ul style="list-style-type: none"> • Presented the Alta Moda and Alta Sartoria collections in Miami • Entered the gaming world with goodGame • Worn by Jennifer Coolidge in second season of 'The White Lotus' 			<ul style="list-style-type: none"> • Generated \$1,119.3 million in revenue in 2023 first fiscal quarter • Headed to the metaverse with the CFDA • Released short film "Courage to Be Real" starring Lil Nas X 	
10	Saint Laurent	13	20	Jacquemus	16
	<ul style="list-style-type: none"> • Generated €916 million in revenue in Q3 • Brought Madonna's 'Sex' book to life with Miami exhibit • Opened 'Gold: Les Ors d'Yves Saint Laurent' exhibit in Paris 			<ul style="list-style-type: none"> • Announced it was on track to double annual revenues • Opened first ever boutique in Paris • Released winter campaign starring British rapper Central Cee 	

Transition and Transformation

It was a wild ride for the brands in The Lyst Index this quarter, as Q4 saw the most movement amongst the top 20 brands since the chart began. The stakes, and the drama, are high. Prada is now the hottest brand in the world, moving into the number one spot for the first time, with searches up 37% this quarter. Moncler rockets 14 spots up the chart, and 'New New Bottega' climbs a further five places. Balenciaga falls seven positions, and Gucci drops into second place, with fashion fans hit by the news that Alessandro Michele would be leaving after eight years. Raf Simons shuttered his own brand, speculation continued on who will take the helm of Louis Vuitton menswear, and anticipation builds for the first collection from Daniel Lee for Burberry. At the end of the quarter, tributes were paid to designer and activist Vivienne Westwood, with her iconic collections now sure to become even more collectible.

With all this change comes opportunity, as shown by the newcomers now entering the Index. Gen Z shoppers are breathing new life into once dormant brands. Stepping up into 15th place — and with over 1.2 billion mentions on TikTok — Ugg's influence is undeniable. Searches for its \$140 ultra mini boots, which have been sold out across many retailers for most of the past three months, have skyrocketed 82%. In 19th place, Coach is moving up thanks to a rise in demand for its more accessibly priced handbags over the gifting season, which have increased in popularity among Gen Z shoppers. Alaïa and Mugler are this quarter's Breakout Brands to watch, the continued appreciation for archive Y2K fashion propelling both labels into the spotlight.

The brands winning the attention of the new luxury consumer are building meaningful relationships with the right talent. Climbing seven places in the hottest brands list, Loewe is rising fast, with the padded bomber jacket the seventh hottest product this quarter. As seen on Hailey Bieber, Kendall Jenner, Kylie Jenner, Taylor Russell and Lori Harvey, there are currently 478.5M views for #LoewePufferJacket on TikTok. Kendall Jenner and Margot Robbie created viral moments for Bottega Veneta, while Prada worked with Charli D'Amelio as the face of Linea Rossa FW22. But with luxury shoppers more astute and vocal than ever, the audience on social media is not afraid to call out or meme the celebrity endorsements that feel inauthentic. Heading into a packed show season, the brands that capture share of mind and share of wallet will be courting the right celebrities and influencers to help them cut through the noise.

Saint Laurent's Icare bag is the hottest product of the quarter, with a 46% spike in searches. Worn by Bella Hadid, Zoë Kravitz, Rosie Huntington-Whiteley and Sydney Sweeney, the jumbo quilted bag has quickly reached 'It' status and is causing a halo effect trend for the bag category: searches for totes are up 55% this quarter. Brands and shoppers embraced the return of party dressing over the holiday season, with fashion lovers investing in statement sequin pieces. Worn by Hailey Bieber, Jodie Turner-Smith, Paloma Elsesser and Olivia Wilde, 16Arlington's Solaria dress has become a favorite among the fashion set

thanks to its sparkly design and sexy key-hole cut-out, while Mach & Mach's eye-catching bow shoes have taken over social media with over 70.9M views on TikTok.

478.5M


The number of views for #LoewePufferJacket on TikTok

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.

Q4 2022
BREAKOUT BRANDS

THE LYST
INDEX



16Arlington

Became a celebrity favorite and generated 313M views on TikTok

Trending products: Solaria and Michelle dresses

Worn by: Hailey Bieber, Simone Ashley, Emma Corrin

Searches up: 56% this quarter



Alaïa

Launched resale in partnership with Re-SEE

Trending product: Le Coeur shoulder bag

Worn by: Kaia Gerber, Kylie Jenner, Margot Robbie

Searches up: 33% this quarter


Mugler

Returned to PFW after a two-year break

Trending product: Spiral leggings











Worn by: Kylie Jenner, Dua Lipa, Addison Rae

Searches up: 49% this quarter

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.

Q4 2022 HOTTEST PRODUCTS **THE LYST INDEX**

 <p>1</p> <p>Saint Laurent Icare bag</p>	 <p>2</p> <p>Prada logo slingbacks</p>	 <p>3</p> <p>Dr. Martens Leonore Chelsea boot</p>	 <p>4</p> <p>16Arlington Solaria dress</p>	 <p>5</p> <p>Bottega Veneta Sardine bag</p>
 <p>6</p> <p>Acne Studios mohair checked scarf</p>	 <p>7</p> <p>Loewe padded bomber jacket</p>	 <p>8</p> <p>Mach & Mach double bow embellished court shoes</p>	 <p>9</p> <p>Miu Miu logo-patch satin briefs</p>	 <p>10</p> <p>Crocs x Salehe Bembury clogs</p>