



Q3 2023
HOTTEST BRANDS

THE LYST
INDEX

Fashion's Hottest Brands and Products Q3 2023

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.

		Q2 2023			Q2 2023
1	Miu Miu	4	11	Diesel	12
	<ul style="list-style-type: none"> Released first Church's x Miu Miu collaboration Launched Miu Miu Women's Tales Committee Hosted Miu Miu Summer Club event in Malibu 			<ul style="list-style-type: none"> Created custom looks for Beyoncé's Renaissance world tour Launched Find the D FW23 campaign Invited 7000 people to SS24 show in Milan 	
2	Loewe	1	12	Gucci	10
	<ul style="list-style-type: none"> Released FW23 campaigns featuring Taylor Russell, Tang Wei & Jamie Dornan Launched Squeeze bag Named Yang Mi global brand ambassador 			<ul style="list-style-type: none"> Marco Bizzarri stepped down as CEO Presented Sabato De Sarno's debut collection in Milan Dropped Gucci Valigeria campaign starring Kendall Jenner and Bad Bunny 	
3	Prada	2	13	Dior	7
	<ul style="list-style-type: none"> Hosted 10th edition of Prada Mode in Seoul Collaborated with flower kiosks for FW23 campaign Debuted Arqué shoulder bag 			<ul style="list-style-type: none"> Dropped NFC-chipped B33 sneakers Opened 'Lady Dior Celebration' exhibition in Seoul Released Dior Toujours bag 	
4	Bottega Veneta	5	14	Balenciaga	15
	<ul style="list-style-type: none"> Supported launch of new art publishing project, Magma Launched Orbit sneaker Presented SS24 collection in Milan 			<ul style="list-style-type: none"> Named Isabelle Huppert and PP Krit Amnuaydechhorn brand ambassadors Staged haute couture show in Paris Unveiled exhibition showcasing archives of Cristóbal Balenciaga in Paris 	
5	Versace	3	15	Dolce & Gabbana	11
	<ul style="list-style-type: none"> Wiped Instagram for launch of FW23 collection Dropped new Greca Goddess bag Sponsored The Albies in partnership with The Clooney Foundation 			<ul style="list-style-type: none"> Presented Alta Moda collection in Puglia Named Doyoung face of the men's FW23 campaign Won a CNMI Sustainable Fashion Award 	
6	Saint Laurent	8	16	Louis Vuitton	16
	<ul style="list-style-type: none"> Reported 7% growth in revenue in first half of 2023 Released FW23 campaign featuring Kate Moss, Hailey Bieber & Zoë Kravitz Commissioned fireworks installation by Cai Guo-Qiang in 			<ul style="list-style-type: none"> Unveiled FW23 campaign starring BTS' J-Hope Created custom looks for Beyoncé's world tour Opened a Discord channel 	
7	Moncler	9	17	Skims	17
	<ul style="list-style-type: none"> Announced double-digit growth in Q2 Launched Moncler Re/Icons Presented Moncler Genius collection with Pharrell Williams 			<ul style="list-style-type: none"> Reached \$4 billion valuation Released swimwear campaign starring Carmen Electra and Jenny McCarthy Tapped Madelaine Petsch for cotton collection 	
8	Valentino	6	18	Fendi	19
	<ul style="list-style-type: none"> Kaia Gerber opened Haute Couture 'Valentino Un Château' show Launched Valentino Garavani VLogo Moon bag Partnered with Sleep No More in China for Black Tie collection 			<ul style="list-style-type: none"> Launched high jewelry line Dropped Fendi Astrology capsule collection Released the C'mon satchel bag 	
9	Jacquemus	14	19	JW Anderson	20
	<ul style="list-style-type: none"> Tapped Gigi Hadid as face of Le Chouchou campaign Created bespoke look for Beyoncé's world tour Worn by Kourtney Kardashian, Selena Gomez & Hailey Bieber 			<ul style="list-style-type: none"> Teamed up with Roger Federer for collection with Uniqlo Opened 'On Foot' exhibition during London Fashion Week Dropped frog clutch 	
10	Burberry	13	20	Ferragamo	—
	<ul style="list-style-type: none"> Launched Daniel Lee's first collection in stores Announced series of global city takeovers, starting in London Presented SS24 runway collection during LFW 			<ul style="list-style-type: none"> Named Jenò brand ambassador in Korea Released FW23 'New Renaissance' campaign Maximilian Davis nominated for British Womenswear Designer of the Year by BFC 	

It's Miu Miu's Moment

342%

The increase in searches for Maison Margiela Tabi shoes in September

Miu Miu is the hottest brand in the world, moving into the number one spot for the first time. In its 30th anniversary year, Miuccia Prada's playful line has surpassed 'big sister' Prada's brand heat, thanks to global demand for hero products including ballet flats and the Arcadie bag. With over 223 million views on TikTok and a campaign starring Emma Corrin, Ethel Cain and Zaya Wade, Miu Miu's Fall Winter line has had a strong impact on sales. The logo cashmere cardigan, this quarter's second hottest product, has quickly reached 'It' status and is causing a halo effect for the category: searches for cardigans are up 44%. In a quarter heavily influenced by the clamorous social buzz of runway season, it's worth noting that Miu Miu has jumped three positions without even factoring in its Spring Summer 24 fashion show in Paris (which took place after the September Lyst Index quarterly reporting cut-off).

Jacquemus climbs five places into 9th position, its highest ranking since The Lyst Index began. Through its unique brand storytelling and viral VR marketing campaigns — which include a giant, blow-up version of its Le Bambino bag floating in the sea and a ballerina boat — Jacquemus is tapping into the power of social media to drive engagement and demand for its products; searches for the label increased 17% this quarter. Burberry is also among the fastest risers in the Hottest Brands list, jumping three places into 10th position. A year after Daniel Lee's appointment as Chief Creative Officer, Burberry has built positive momentum with the release of Lee's first collection in stores and smart local brand activations during London Fashion Week. Ferragamo enters the Hottest Brands ranking for the first time, with new designer Maximilian Davis and celebrity endorsements from Gigi Hadid and Solange Knowles driving social buzz. Breakout Brand Helmut Lang is also benefiting from a new vision under new creative director Peter Do.

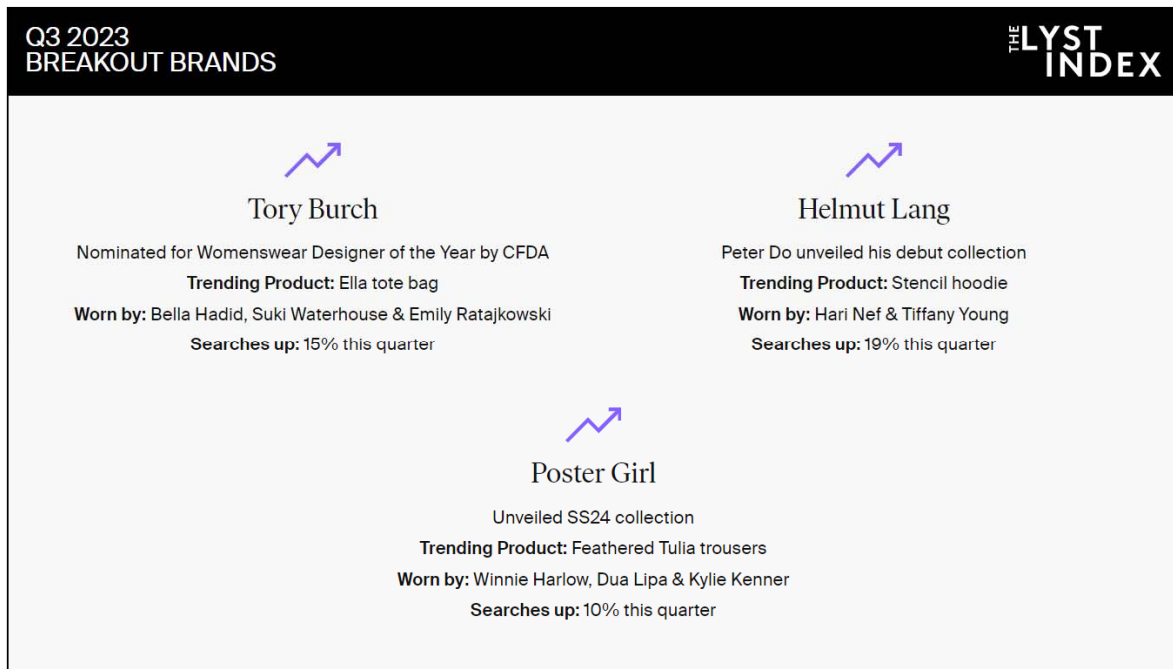
Have we hit the Tabi tipping point? Maison Margiela's cult shoe is the world's hottest product this quarter. In an explosive (and organic) viral fashion moment, the saga of the Tabi Swiper saw over 178M TikTok users become invested in the story of @Nextlevellexus, whose Tabis were stolen by her Tinder date. While the Tabi has long been a 'high fashion' statement purchase and an enduring symbol of the brand for those in the know, Tabi searches spiked a huge 342% in September. Can the cult shoe retain its authentic appeal once it goes mainstream? It can be done; Tory Burch is executing a successful transformation from commercial to cult. Moving fast outside of the Top 20, shoppers have responded well to the aesthetic shift from Millennial-era preppiness to the more elevated #NewBurch look. Endorsed by Bella Hadid, Emily Ratajkowski and Phoebe Bridgers, searches on Lyst are up 15% this quarter, and the Tory Burch pierced mules enter this quarter's Hottest Products list in third place.

Fashion and sport partnerships hit fever pitch this Summer. In July, LVMH announced it would be sponsoring the 2024 Olympic Games in Paris; an unprecedented global stage on which to position its brands at the pinnacle of excellence. The FW23 Martine Rose x Nike collaboration dropped just in time for the women's World Cup, continuing Rose's ongoing partnership with Nike and the Lionesses. A 70% spike in searches for the new iterations of the already popular Shox MR4 Mule shoe made the hybrid sneaker-mule the fourth hottest product this quarter. Meanwhile in an American football fashion crossover, The Lyst Index data shows the Taylor Swift effect is real. On top of driving Travis Kelce's jersey sales by [nearly 400%](#), the singer's appearance at a Kansas City

Chiefs football game has sent searches for New Balance 550 sneakers — which she wore as part of her red and white outfit — soaring 44%. In the days following the game, the sneakers sold out online and have since appeared on resale sites for up to three times their original \$110 price.

Breakout Brands

The Hottest Brands list ranks fashion’s power players, delivering consistent brand heat and sales volume on a global scale. Our Breakout Brands cohort are the smaller but mighty brands to watch; rising fast on a powerful and rapid upwards trajectory outside 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.



1

Maison Margiela Tabi Mary Jane



2

Miu Miu cardigan



3

COS quilted bag



4

Nike x Martine Rose Shox MR4 Mule



5

Birkenstock Arizona



6

Tory Burch pierced mules



7

Loewe Puzzle tote



8

New Balance 550



9

Prada 3D flower heels



10

Acne sunglasses