The latest quarter in fashion retail was characterised by an attempted return to normality followed by a Covid second wave and that affected consumers searching for luxury fashion. But the new Lyst Index, released on Wednesday, showed that Q3 continued to generate a high level of fashion interest with a strong element of business-as-usual, albeit mixed with the ‘new normal’.

“While the coronavirus pandemic continues to upend the fashion industry and change consumers' habits, our data shows that shoppers still love fashion and are prepared to spend on brands and products that spark excitement and joy,” the luxe search engine said.

One aspect of the new list that almost seemed like normality was that Gucci was back at the top of the hottest global brands list. It rose two places to reclaim top spot for the first time since Q2 2019.

“As the brand livestreamed its Epilogue collection in July, worldwide views exceeded 35 million — making it Gucci’s most-watched digital event ever. On Lyst, page views for Gucci were up 52% in the third quarter year-on-year,” the report said.
Also of interest on the hottest brands list was Prada moving up one place to number four following the debut collection with Raf Simons as co-creative director. This is the highest the brand has been since The Lyst Index began.

Meanwhile, Jacquemus was at number 11 after being among the first brands to hold a socially distanced fashion show — set in a wheat field near Paris — since the crisis began. Demand for Jacquemus spiked 186% in just 24-hours following the event. And LA-based Fear of God rose from 20th spot to 19th after entering The Lyst Index for the first time in Q2.

Marine Serre made its very first appearance on the list, entering at number 20 after demand rose 83%. Having climbed 10 places, it was actually the fastest riser this quarter. Its crescent moon print top spiked, helped by the release of the Black is King movie and lots of celebrity endorsement (think Beyoncé and Adele). Searches for the top surged 426%, propelling it to second place in this quarter’s hottest women’s product list.

The top 10 list in full comprised Gucci, Off-White, Nike, Prada, Balenciaga, Fendi, Versace, Saint Laurent, Bottega Veneta and Valentino. And the second half of the top 20 included Jacquemus, as mentioned, at 11, followed by Burberry, Moncler, Alexander McQueen, Loewe, Balmain, Adidas, Givenchy, Fear of God and Marine Serre.

PRODUCT STARS

The hottest women’s product of the quarter was Telfar’s shopping bag, with demand spiking 270%. The “black-owned brand that stood for inclusivity long before the BLM movement has been well placed to capture the increase in purpose-driven shopping. Over the quarter, searches for the brand overall increased 61,” Lyst said.

It was followed by that Marine Serre crescent moon top, the Jacquemus Le Bob bucket hat, Bottega Veneta’s Tire boots, and the House of Sunny Hockney dress. This was worn by Kendall Jenner in an Instagram post shared with her 140 million followers and sold out. Other influencers wore the green knitted dress, with demand for the brand rising 45%.

In sixth place were Prada’s logo loafers, ahead of the Ganni leather balloon sleeve dress, Chanel’s pre-owned classic double flap bag and Grateful Dead x Chinatown Market x Crocs tie-dye clogs. These generated a virtual queue of over 45,000 people on launch day as clogs had a fashion moment, with searches for Crocs up 41%. Fendi FF earrings were 10th.
For men, Dior x Nike Air Jordan 1 High OG sneakers became the world’s most-wanted shoes, entering The Lyst Index hottest men’s products ranking in first place. With a sign-up list of 5 million+ and only 8,500 pairs available, resale demand was “sky-high”. Originally priced at $2,200, and with resellers asking up to 12 times that, the price may be way above what many can afford but that hasn’t dented interest in them.

It’s worth mentioning that Dior isn’t included in The Lyst Index hottest brands ranking overall due to its distribution model, but the house “had a strong quarter with livestreamed fashion shows from Puglia and Paris, and numerous celebrity endorsements”.

Adding to the clogs moment, second place on the men’s list went to Birkenstock’s Boston clogs, while UGG’s Scuff Deco slippers were the fourth hottest men’s product, having sold out across multiple retailers.

“With coronavirus tearing up the rule books, demand for men’s sandals increased 47% and socks 39% over the quarter, reflecting the continued upswing in demand for comfortable, slip-on footwear,” Lyst said.

Coronavirus could also have had an effect on the number three men’s product with Nike Tech Fleece joggers in bronze medal position. Meanwhile, Balenciaga logo tennis socks were fifth.

In sixth place were Nike x Travis Scott Air Max 270 Cactus Trails sneakers, ahead of Prada leather combat boots complete with ankle pouch. Having previously appeared in the hottest women’s products ranking, the boots “sum up the survivalist aesthetic that has been popular this year” and reflect the focus on heavy soles also seen in the women’s list with those Bottega Veneta boots.

Patagonia Baggies shorts were in eighth spot and Off-White airport tape hoodie 10th. So what about number nine?

That spot was taken by the Adidas face cover. Lyst said demand for face masks steadily grew throughout the quarter by 389%, lower than the 510% spike earlier in the year, but enough to justify the decision of more luxury brands to enter the market, including Burberry and Missoni.

With rules around face masks use expanded or reinforced in many locations, the Adidas product entered The Lyst Index having initially sold out following its release.