Footwear is booming says latest Lyst Index, Diesel, Miu Miu, Rick Owens demand soars

By Sandra Halliday  -  29 April 2022

The latest Lyst Index shows some big changes in the top brands ranking and footwear in full recovery mode after it slipped down many consumer priority lists during the pandemic.
Not that it was all about change. For Q1, Balenciaga held on to the top spot. It was the world’s hottest brand for the third successive time, with demand for the label having increased 108% this quarter.

But as mentioned, there were some big moves too as OTB’s Diesel became the quarter’s fastest-rising brand. In fact, it entered the Index for the very first time, having climbed 31 places into 15th position.

The last brand to jump so far, so fast, was Off-White in 2017 so could this be a sign of Diesel entering a golden period? Future Indexes (and OTB’s annual results) will give us the answer. Diesel’s 1956 jeans also sat in the women’s hottest products list in 10th place.

Meanwhile, Miu Miu also rocketed up the Index, entering the top 10 in overall 10th position. Its 'viral mini skirt' was third in the hottest women’s product list and caused an impressive 400% increase in searches for the brand over the period.

Also a big riser was Rick Owens with the label up nine places, re-entering the hottest brands list at number 16, after a six-month period outside the top 20. Global searches for the brand rose 68% this quarter.
The top 10 as a whole is Balenciaga, Gucci, Louis Vuitton, Prada, Valentino, Dior, Moncler, Bottega Veneta, Fendi and Miu Miu.

Following these from 11 to 20 were Off-White, Burberry, Loewe, Versace, Diesel, Rock Owens, Adidas, Saint Laurent, Nike and Alexander McQueen.

FOOTWEAR MARCHES FORWARD

And the hottest products? Well, footwear is clearly in recovery mode having been one of the categories that suffered the most with locked-down consumers not feeling the need to buy shoes and boots.

This time, the list reflected that recovery as well as the growing commercial influence of TikTok trends. Naked Wolfe platform boots were the hottest women’s product, as seen trending on TikTok with over 113 million views (and worn by Hailey Bieber, Kourtney Kardashian and Rosalía).

Another platform shoe, the Valentino Garavani Tan-go platform pump took eighth position. And 60% of the hottest products were footwear this quarter, with a very eclectic mix of styles represented.

New Balance was the only brand to feature in both the men’s and the women’s hottest products lists. The P550 Aimé Leon Dore collaboration sneaker topped the men’s list, while the 327 sneakers were the latest style trending for women.

Also for men, Prada leather loafers took the seventh spot this quarter, with demand for loafers in general up 87% over the last year. Clarks’ classic Wallabee boots landed in sixth position.

Bags weren’t so hot this time and the Prada Triangle was the only one to have made the Index this quarter. As seen on Manu Rios and Song Kang, alongside countless other male and female influencers this quarter, it took second place in the men’s hottest products list.

And clothing? With demand for tank tops rising quickly in March, Loewe’s anagram tank top was among the fastest rising products in this category, landing in the ninth spot in the women’s hottest product list.

The overall women’s list comprised that Naked Wolfe boot, the Ugg Classic ultra-mini boot, the Miu Miu mini skirt, Moon Boot Icon nylon snow boot, Totême’s embroidered scarf jacket, the New Balance 327, Acne Studios’ checked scarf, the Valentino platform pump, the Loewe tank top, and Diesel’s 1956 straight jeans with boots.

For men, that New Balance shoe was at the top of the list, then the Prada bag, the North Face 1996 Retro Nuptse Jacket, Balenciaga’s Defender sneaker, the Adidas Originals Gazelle sneaker, the Clarks boot, Prada’s loafer, Nike Sportswear Air Max Cargo trousers, Pangaia 365 Signature hoodie, and Fear of God The California shoe.

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