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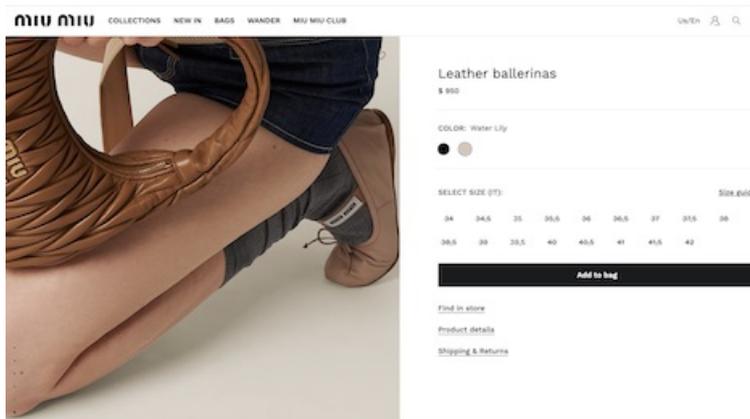
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COUTURE, FASHION AND LEATHER GOODS

Prada's Miu Miu is hottest brand in the world: Lyst Index

October 11, 2023



Prada-owned Miu Miu's ballerina flats helped propel the fashion brand to the top spot in the Lyst Index's Hottest Brands and Products for the third quarter of 2023. Image credit: Miu Miu

By STAFF REPORTS

Miu Miu is the hottest brand in the world, moving into the number one spot for the first time.

Below, [Lyst](#) outlines the hottest fashion brands and products in the third quarter of 2023:

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 more than 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 percent.

In a quarter heavily influenced by the clamorous social buzz of runway season, it is worth noting that Miu Miu has jumped three positions without even factoring in its spring/summer 2024 fashion show in Paris, which took place after the September Lyst Index quarterly reporting cut-off.



Miu Miu's popular Arcadie matelasse nappa leather bag. Image credit: Miu Miu

Jacquemus climbs six 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 percent this quarter.

Burberry is also among the fastest risers in the Hottest Brands list, jumping four places into 10th position.

A year after Daniel Lee's appointment as chief creative officer, Burberry has built positive momentum with the release of Mr. 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 more than 178 million TikTok users become invested in the story of @Nextlevellexuss, 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 percent 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 percent 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 fall/winter 2023 Martine Rose x Nike collaboration dropped just in time for the women's World Cup, continuing Ms. Rose's ongoing partnership with Nike and the Lionesses.

A 70 percent 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 percent**, 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 percent.

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.

Miu Miu

Q3 ranking: 1

Q2 ranking: 4

- Released first Church's x Miu Miu collaboration
- Launched Miu Miu Women's Tales Committee
- Hosted Miu Miu Summer Club event in Malibu

Loewe

Q3 ranking: 2

Q2 ranking: 1

- Released FW23 campaigns featuring Taylor Russell, Tang Wei & Jamie Dornan
- Launched Squeeze bag
- Named Yang Mi global brand ambassador

Prada

Q3 ranking: 3

Q2 ranking: 2

- Hosted 10th edition of Prada Mode in Seoul
- Collaborated with flower kiosks for FW23 campaign
- Debuted Arqu shoulder bag

Bottega Veneta

Q3 ranking: 4

Q2 ranking: 5

- Supported launch of new art publishing project, Magma
- Launched Orbit sneaker
- Presented SS24 collection in Milan

Versace

Q3 ranking: 5

Q2 ranking: 3

- Wiped Instagram for launch of FW23 collection
- Dropped new Greca Goddess bag
- Sponsored The Albies in partnership with The Clooney Foundation

Saint Laurent

Q3 ranking: 6

Q2 ranking: 7

- Reported 7% growth in revenue in first half of 2023
- Released FW23 campaign featuring Kate Moss, Hailey Bieber & Zo Kravitz
- Commissioned fireworks installation by Cai Guo-Qiang in Japan

Moncler

Q3 ranking: 7

Q2 ranking: 8

- Announced double-digit growth in Q2
- Launched Moncler Re/Icons
- Presented Moncler Genius collection with Pharrell Williams

Valentino

Q3 ranking: 8

Q2 ranking: 6

- Kaia Gerber opened Haute Couture Valentino Un Chteau' show
- Launched Valentino Garavani VLogo Moon bag
- Partnered with Sleep No More in China for Black Tie collection

Jacquemus

Q3 ranking: 9

Q2 ranking: 15

- Tapped Gigi Hadid as face of Le Chouchou campaign
- Created bespoke look for Beyonc's world tour
- Worn by Kourtney Kardashian, Selena Gomez & Hailey Bieber

Burberry

Q3 ranking: 10

Q2 ranking: 14

- Launched Daniel Lee's first collection in stores
- Announced series of global city takeovers, starting in London
- Presented SS24 runway collection during LFW

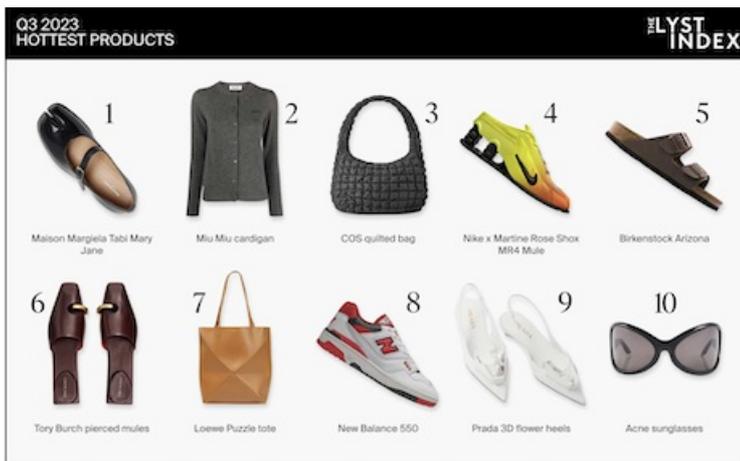
Breakout Brands

The Hottest Brands list ranks fashion's power players, delivering consistent brand heat and sales volume on a global scale.

Lyst's Breakout Brands cohort are the smaller but mighty brands to watch rising fast on a powerful and rapid upwards trajectory outside the Top 20.

- Tory Burch
 - Nominated for Womenswear Designer of the Year by CFDA
 - Trending Product: Ella tote bag
 - Worn by: Bella Hadid, Suki Waterhouse and Emily Ratajkowski
 - Searches up: 15 percent this quarter

- Helmut Lang
 - Peter Do unveiled his debut collection
 - Trending Product: Stencil hoodie
 - Worn by: Hari Nef and Tiffany Young
 - Searches up: 19 percent this quarter
- Poster Girl
 - Unveiled SS24 collection
 - Trending Product: Feathered Tulia trousers
 - Worn by: Winnie Harlow, Dua Lipa and Kylie Kenner
 - Searches up: 10 percent this quarter



Q3 2023 Hottest products in fashion ranked by The Lyst Index. Image credit: Lyst

Hottest Products

To find the world's hottest products, Lyst's formula filters more than 8 million items by volume of social media mentions alongside searches, page views, interactions and sales in the Lyst app. Lyst groups colors for styles and takes into account global demand per volume of stock available.

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