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LYST INSIGHTS



INTRODUCTION

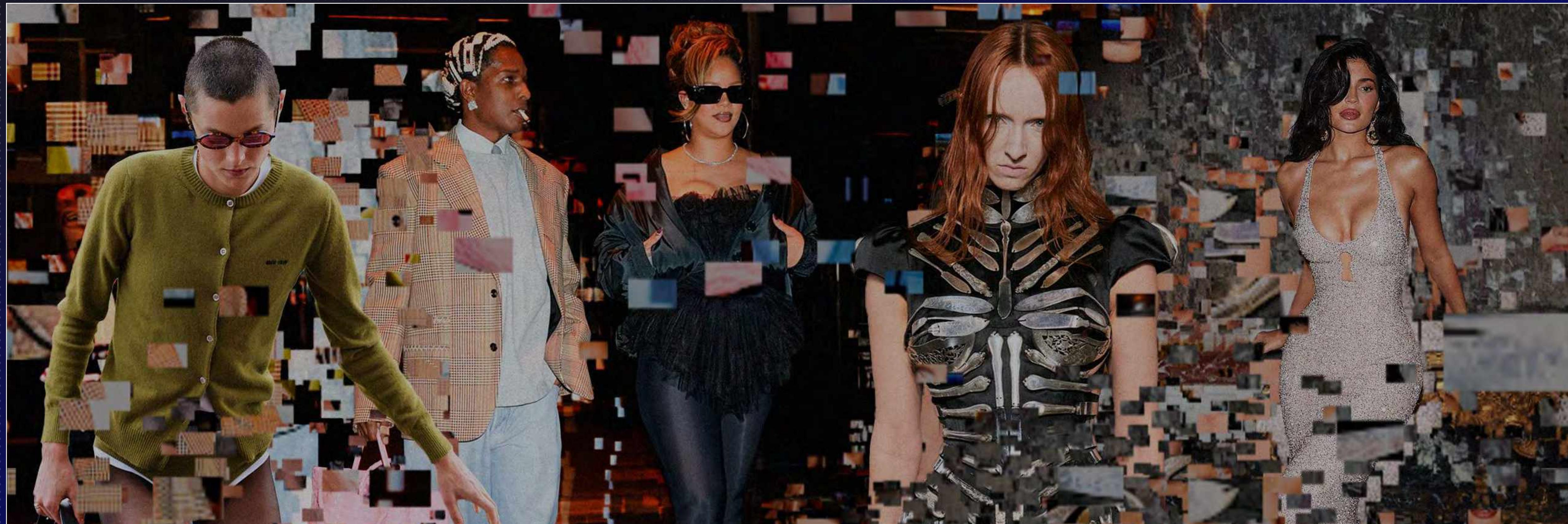
Override Reality: Fashion's Escapist Era

Quiet, shocking, virtual, viral; how would you describe this year in fashion? Over the last twelve months, the trend cycle blazed through moods and moments, with fashion driving some of the year's biggest cultural talking points. On the runways, memorable collections reflected or rejected the global consciousness, from transformative AI technology to wars, recession, climate crisis and the ever-increasing speed of consumer culture. Luxury brands dominated the fashion narrative, and creators influenced our shopping choices at the speed of a scroll.

Lyst insights reveal how shoppers reacted to this year of fashion in flux, and the results speak to the increasing fragmentation of the landscape. While some boldly embraced fashion's fearless, fantasy spirit, others sought more low-key looks, increasingly leaning towards quality and timelessness as the new vectors for value. Here are the stand-out stories that shaped what we wanted to wear in 2023, according to Lyst search data from 200 million online fashion shoppers this year.



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THE YEAR IN FASHION



IG Miu Miu

THE BRAND

Hot on the ballet-flat-heels of a blockbuster year, Miu Miu continued its winning streak thanks to another slew of viral products, celebrity-packed runway moments, hyped collaborations with New Balance and Church's, and buzzy campaigns starring It girl after It girl, from Emma Corrin and Kendall Jenner to Gigi Hadid and Ethel Cain. In its 30th anniversary year, Miuccia Prada's playful line became Lyst's Brand of the Year for the second year in a row, with searches increasing 39% year-on-year. In April, just a month after debuting on the FW23 runway and ushering in a new librarian-core fashion era, the label's logo cashmere cardigan had already reached 'It' status, driving a 12% spike in searches for the category. Meanwhile, global demand for its ballet flats have continued to rise, increasing 75% between March and September.



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THE Logo

Loewe's Anagram logo was the most wanted luxury motif on Lyst this year. The distinctive quadruple-L insignia is a subtle marker, but a powerful symbol for the brand, which has resonated with shoppers worldwide. The popular Anagram basket bags have secured cult status, with searches up 170% year-on-year, and a halo effect on searches for dupes online. But the Anagram's popularity among fashion shoppers goes beyond the typical hardware add-on just found on luxury belts and handbags: over the past few seasons, Anderson has been showcasing Loewe's logo everywhere, and the design choice has paid off: in April, the Anagram tank top became the hottest product of the second quarter, with searches rising 132% year-on-year, while demand for the Anagram jeans reached an all time high in June.



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THE TREND

Following last year's reign of the micro mini skirt, hemlines continued to shorten in 2023, giving way to the rise of the hot pant – for which searches have increased 133% year-on-year. Already embraced by the likes of Bella Hadid, Rihanna, Hailey Bieber, Blackpink's Jennie Kim, and Kylie Jenner, the underwear-as-outerwear trend has been seen on the SS24 runways at Tom Ford, Khaite, Chloé, Stella McCartney, Gcds and Coach – and after Emma Corrin walked down the FW23 Miu Miu runway in a pair of gold sequin knickers, searches for the brand spiked 257% in 24 hours.



Jeremy Moeller for Getty Images

THE SHOE

If 2022 was the year of the naked dress, 2023 was the year of the naked shoe. The trend for sheer footwear – as seen at Loewe, The Row, Khaite, Bottega Veneta, Nensi Dojaka, Chanel and Stella McCartney – went from breakout runway accessory to street style favorite, driven by Alaïa's \$850 mesh ballet flats. Worn by Jennifer Lawrence and Sofia Richie, the hard-to-buy shoe quickly rose to cult status, selling out across multiple retailers throughout the year and entering The Lyst Index's hottest products ranking in 7th place in the second quarter, with searches for the style increasing 56% on Lyst in February.



MEGA/GC Images

THE SNEAKER

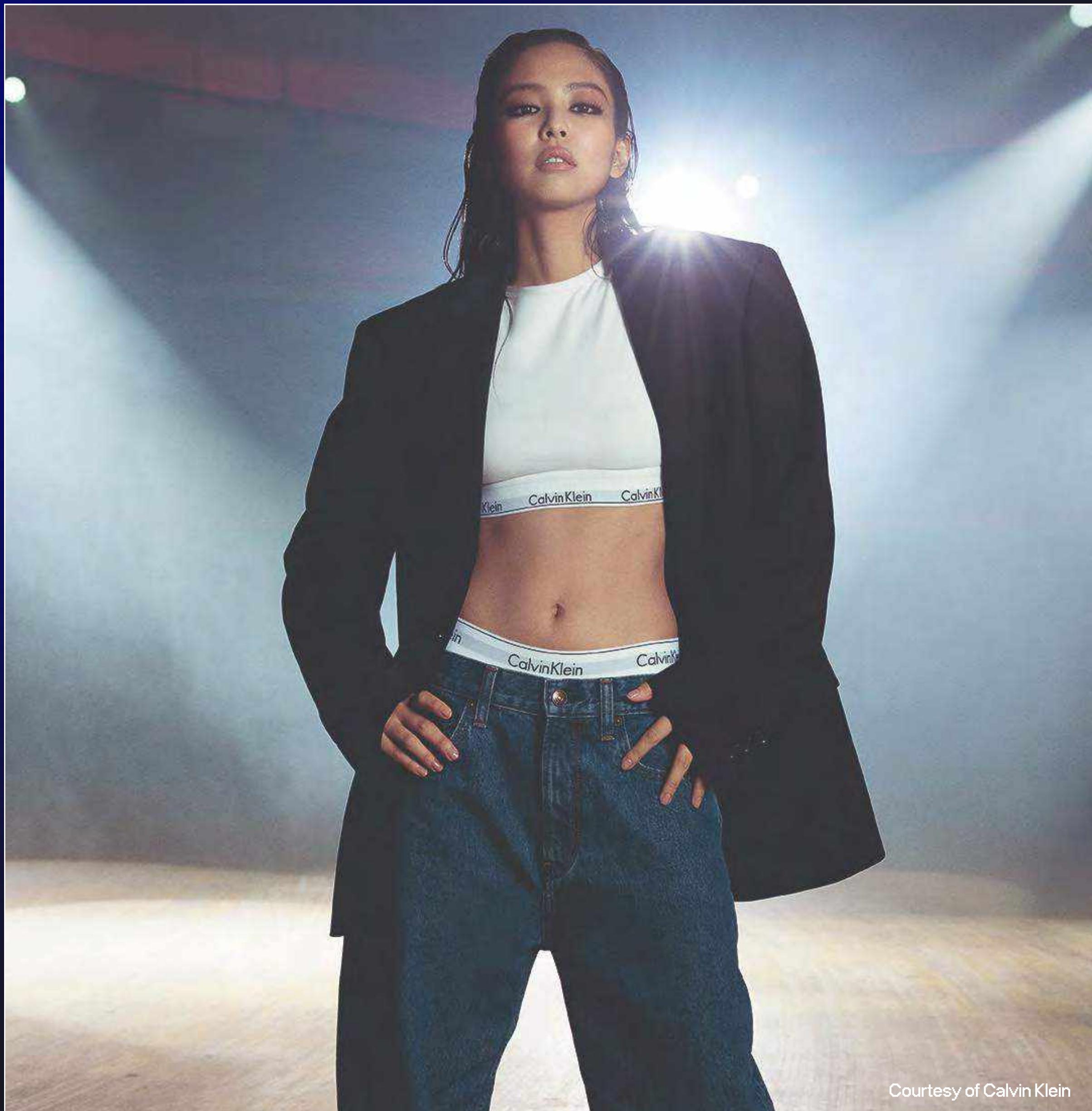
Searched every 1.7 minutes on Lyst, the Adidas Samba is the sneaker of the year. A favorite among celebrities and influencers, the classic, 73-year-old shoe has been worn by the likes of Bella Hadid, Kaia Gerber, Hailey Bieber, A\$AP Rocky and Harry Styles, with searches increasing 43% on Lyst over the past 4 months alone. A staple of the popular 'clean girl aesthetic,' Sambas have evolved from a football sneaker to an all-star fashion shoe through buzzy, limited-edition collaborations with other brands and designers such as Sporty & Rich and Pharrell Williams, generating over 836M views on TikTok. In November, searches skyrocketed 13,227% for the adidas by Wales Bonner ponyskin Samba in the week the sneaker was released.



Courtesy of Uniqlo

THE Bag

Uniqlo's shoulder bag enters the handbag hall of fame. Retailing at under \$20, it's the cheapest product to ever be featured in *The Year in Fashion*, and Uniqlo's best selling bag of all time. Versatile, practical and genderless, the half-moon bag did not benefit from an influencer push, but instead went viral through old-fashioned word-of-mouth, generating over 119M views on TikTok and selling out multiple times across multiple colorways. In September, it benefitted from a faux-leather upgrade as part of Uniqlo's designer collaboration with Clare Waight Keller.



Courtesy of Calvin Klein

THE POWER DRESSER

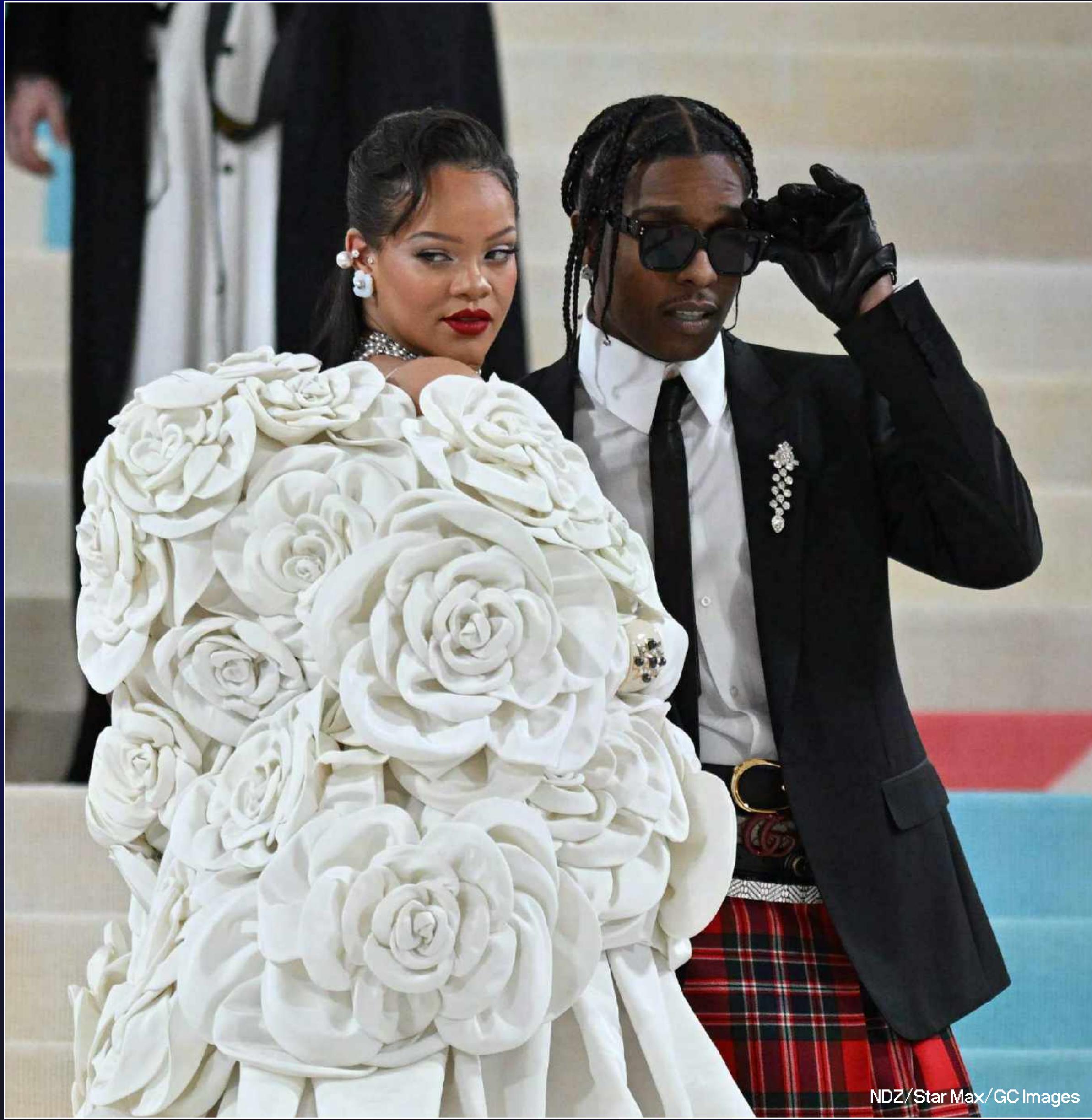
Jennie was the most powerful dresser of 2023, consistently influencing fashion searches with her prolific, fashion-forward looks. This year, the Chanel ambassador not only made her acting debut in HBO's *The Idol* – which earned her a ticket to the Cannes Film Festival – she also made her very first appearance at the Met Gala, dressed in a vintage Chanel dress from the maison's F/W 1990 ready-to-wear collection. In May, she dropped a capsule collection for Calvin Klein, for which she reinterpreted the iconic logo in her handwriting; searches for the brand increased 22% on Lyst in the following days. Her Cecilie Bahnsen x Asics Mary-Jane trainers, which she wore in New York in August, caused a 27% spike in pageviews for the Scandi brand in the space of 24 hours.



Getty Images for AIPR

THE TOUR

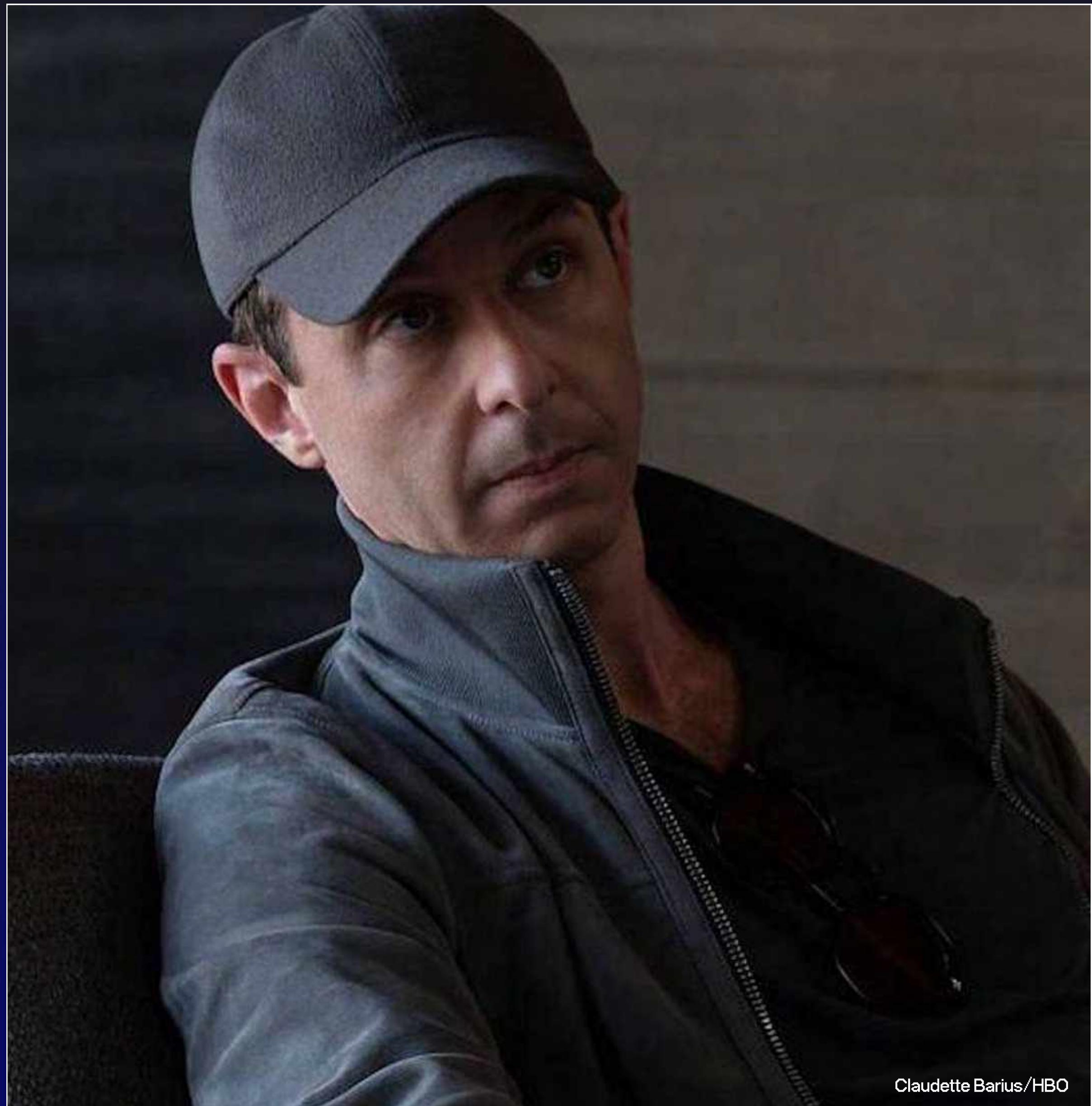
From Taylor Swift to Rosalía, 2023 was the year fashion and music collided in high-octane arena performances; but with over 600 custom-made looks designed for the occasion – 150 of which were never worn, according to Tina Knowles – Beyoncé's Renaissance tour was a fashion spectacle like no other. Over the span of 56 shows, Queen B worked with both established maisons and smaller labels, from Alexander McQueen, Prada and Mugler to Anrealage, Brandon Blackwood and Tongoro. After she wore a "hands" bodysuit designed by Loewe, searches for the brand skyrocketed 140% on Lyst. Her rhinestone tank and cut-off shorts, designed by Miu Miu, sent demand soaring 81% for crystal-embellished pieces.



NDZ/Star Max/GC Images

THE FASHION COUPLE

From noteworthy red carpet appearances at events like the Golden Globes and the Oscars, to attention-grabbing date-night looks, Rihanna and A\$AP Rocky have long been cemented as the best-dressed couple in the music industry, championing brands like Dior, Maximilian, Loewe and Rick Owens. But in the year that saw them welcome their second child – a baby boy named Riot Rose – the duo continued their ascent to become fashion's most powerful couple. Despite a fashionably late arrival to the Met Gala, Rihanna's all-white Valentino ensemble became one of the standout looks of the night. Meanwhile, the couple's newfound penchant for Bottega Veneta has contributed to a 35% rise in demand for the brand since March; searches for the label's Andiamo bags increased 263% after A\$AP Rocky was spotted holding a bubblegum pink version.



Claudette Barius/HBO

THE TV SHOW

In a vibe-shifting collective swing of the fashion subconscious, 2023 was heavily influenced by the 'quiet luxury' discourse. While many factors contributed to this evolution, there's no doubt that much of the discourse was fuelled by the über-luxurious, minimalist clothes worn by the Roy family in HBO's *Succession*. In the fourth and final season of the show, stealth-wealth remained key to the wardrobe department, with brands like Brunello Cucinelli, Ralph Lauren, Tom Ford and Zegna often featured. Following its release in March, searches for Kendall's signature Loro Piana baseball cap increased 95% on Lyst, and demand for Acne Studios' face patch sweatshirt (as worn by Alexander Skarsgård's character, Matsson) rose 393% between May and August. Meanwhile, on the other end of the style spectrum, the viral "ludicrously capacious" Burberry tote bag saw a 130% spike in searches over a six-month period.



THE CAMPAIGN

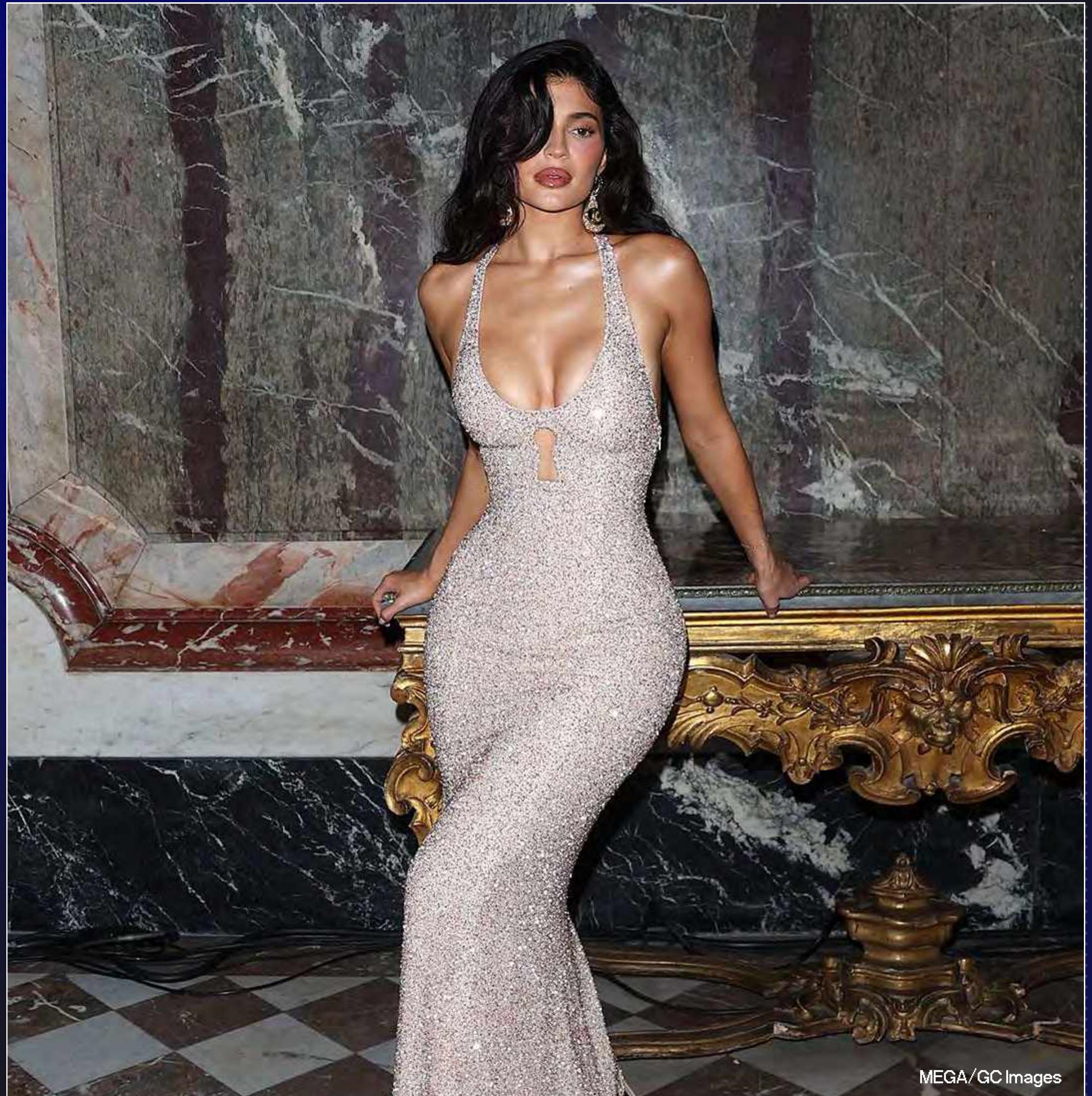
What does it take to create truly thumb-stopping fashion imagery in the feed? 2023's most innovative fashion creative harnessed the power of imagination, teamed with the magic of virtual reality, to make us stop and take a second look. Jacquemus' super creative brand storytelling used digital effects to create a slew of impactful digital marketing moments – inspiring brands like Victoria Beckham, Tod's and Isabel Marant to also jump on the brandwagon. From jumbo Le Bambino bags on wheels traveling down the streets of Paris to a ballerina shoe doubling as a boat, Jacquemus's viral VR campaigns (created by Ian Padgham) tapped into the power of social media to drive engagement and demand for the brand's products. It's a creative risk that has paid off; searches for its Le Bambino bags and ballerina flats increased 30% and 49% on Lyst year-on-year, while searches for the French maison rose 28%.



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THE FASHION SHOW

Starring Naomi Campbell, Gigi Hadid and Kendall Jenner, with a front row that included the likes of Paris Hilton, Anne Hathaway, Miley Cyrus and Elton John, Versace's FW23 show brought Italian glamour to the Hollywood Hills. By hosting the event in Los Angeles on Oscars weekend – just days after Fashion Month wrapped up – Donatella Versace took a big risk, but it paid off: the star-studded show seamlessly merged the entertainment and fashion industries, generating over 39.8 million views on TikTok. Meanwhile, searches for the brand increased 44% on Lyst in the days following the event.



MEGA/GC Images

THE FRONT ROW DRESSER

2023 was the year Kylie Jenner turned the front row into her own personal runway, starting and ending her streak of noteworthy looks with appearances at Schiaparelli's Haute Couture and SS24 shows. In January, her lion-head dress went viral on social media and drove over 64 billion views on TikTok; and in September, searches increased 57% for halter neck dresses after she attended the show in a crystal-embroidered halter neck gown. In between the two events, she attended shows including Jean Paul Gaultier, Prada and Acne Studios, for which she went on to become the face of its FW23 denim campaign.



MEGA/GC Images

THE VIRAL MOMENT

In what quickly started to feel more like a limited TV series than an actual court case, Gwyneth Paltrow unwittingly became the face of a new micro trend: courtcore. In the span of two weeks in March – over which a jury was tasked with deciding who was at fault in a 2016 skiing accident – the Goop founder's wardrobe went viral on social media for perfectly toeing the line between gimmicky, costume-like looks and cliché, privilege-signaling courtroom attire. Free from loud logos, too easily identifiable brands and garish colors, Paltrow's wardrobe was a well thought through display of stealth wealth, featuring brands like The Row, Celine and Loro Piana, for which searches on Lyst increased 17%, 26% and 25% respectively in March.



Courtesy of @Nextlevellexuss on Instagram

THE TIKTOK MOMENT

Long considered a niche, 'high fashion' statement purchase, Maison Margiela's Tabi shoes have become a cornerstone of celebrity style, having been worn by the likes of Dua Lipa, Kylie Jenner and Zendaya. But it was the explosive (and organic) saga of the Tabi Swiper that propelled the cult shoe into fashion lovers' consciousness this year. On TikTok, over 178M users became invested in the story of @Nextlevellexuss, whose Tabis were stolen by her Tinder date in September. That month, searches for the design skyrocketed 342%, and demand on Lyst has increased 40% year-on-year.



Jeremy Moeller for Getty Images

THE RISING STAR

With a breakout role in Netflix's hit series *Heartstopper*, Kit Connor is fast becoming Gen Z's next style icon, as proven by the 5.9 billion views generated by #KitConnorFashion on TikTok. After Connor – whose closet includes pieces from the likes of J.W. Anderson, Acne Studios, Feng Chen Wang and Carhartt – appeared at Vogue World dressed in a sparkly Loewe ensemble, searches for the brand plus 'sparkles' spiked 56%.



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THE BRAND TO WATCH

One of London's buzziest young brands, Dilara Findikoglu has been growing a large fanbase ever since its debut in 2016. Worn by the likes of Kylie Jenner, Zendaya, Margot Robbie and Emma Corrin, the eponymous label has steadily been making a name for itself in womenswear, earning a nomination for New Establishment womenswear designer at the Fashion Awards despite sitting out Fashion Week in September. On Lyst, year-on-year searches for the brand have increased 89%.



METHODOLOGY



THE BRAND

To name the hottest brand of 2023, we monitored the spikes in demand and sales response to products, along with social media mentions for the brand.

THE LOGO

To name the hottest logo of 2023, we monitored the spikes in demand and sales response to logoed products, along with social media mentions for the brand.

THE SNEAKER

The hottest sneakers of the year are based on a total volume of search and sales demand worldwide.

THE POWER DRESSER

The celebrity whose personal style choices drove the biggest spikes in searches, sales, news coverage and social media mentions over the last 12 months.

THE FASHION COUPLE

The celebrity couple whose personal style choices drove the biggest spikes in searches, sales, news coverage and social media mentions over the last 12 months.

THE CAMPAIGN

The fashion campaign which drove the biggest spikes in searches, sales, news coverage and social media mentions over the last 12 months.

THE FASHION SHOW

The fashion show which drove the biggest spikes in searches, sales, news coverage and social media mentions over the last 12 months.

THE RISING STAR

The person whose influence made waves and whose following significantly grew over the last 12 months, inspiring global searches, news coverage and social media engagement.

THE BRAND TO WATCH

To name the breakout brand of the year, we monitored the label that showed the biggest spikes in interest over the course of 2023.

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