

## APPAREL AND ACCESSORIES

# Overtaking Miu Miu, Loewe tops Lyst Index in Q2

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The quarterly ranking for fashion's hottest brands and products uses data from 200 million annual shoppers. Image credit: Lyst

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

The latest edition of the quarterly Lyst Index is out now.

Working to maintain high levels of cultural relevance, Spanish fashion brand Loewe is this quarter's "it" name. The company unseats Italian fashion labels Prada and Miu Miu, which have dominated the Lyst Index since Q4 2023.

## Getting Loewe

The **Lyst Index** sources data from the technology company's 200 million annual shoppers' buying habits, searches and product views. Global social media mentions, activity and engagement also factor in.

This season, Loewe has reclaimed its first-place title exactly one year after it claimed the top spot for the first time ([see story](#)).

Like last time it took the crown, its Anagram tank top and basket bags, both of which centrally feature its quadruple-L insignia, are driving demand.

The products are responsible for a 29 percent increase in searches for the brand over the last three months.

From sponsoring the Met Gala, to the release of the highly anticipated **#Challengers** movie; **@Loewe** reclaims its title as hottest brand in the world.

Click to read more from The Lyst Index Q2 2024: <https://t.co/TrQoKJos8g> [pic.twitter.com/oyf2wq3b5b](https://pic.twitter.com/oyf2wq3b5b)

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In Q1 of this year, the Spanish staple landed in third place on the list, with Miu Miu and Prada scoring first and second, respectively. This quarter, each of the Italian houses has gone down by one spot.

After placing fifth last round, French fashion house Saint Laurent now takes fourth place from Italian fashion house Bottega Veneta, which finishes out the five hottest names in the business right now, according to the Lyst team -- Versace, Balenciaga,

Jacquemus, Moncler and Gucci make the top 10.

Notably, the Cloudtilt Loewe II shoes and Prada's Symbole Sunglasses are the only items from the above brands that have made it onto the most popular product list, coming in first and 10th, respectively.

The former was created in collaboration with Swiss footwear producer On, the fastest-moving label outside the top 20. The May drop helped drive a 308 percent surge in searches for the sneaker company.

During the same month, Jonathan Anderson, creative director at Loewe, served as an honorary co-chair for the Met Gala. Loewe sponsored the event and, separately, launched an Ibiza collection, hosted its menswear spring/summer 2025 show in Paris, revealed a Pride capsule collection and dressed multiple A-listers during the season.

Mr. Anderson also designed the costumes for Amazon MGM Studios and Warner Bros. Pictures's movie *Challengers*, which was released in April.

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