

YEAR IN FASHION 2019



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This year 104 million shoppers started their fashion search on Lyst. We analysed the data; crunching the queries, page views and sales metrics across six million fashion products from over 12,000 online stores, alongside the global media coverage and social media mentions generated by the year's biggest brands and trends. From streetwear to spider brooches, Timothée Chalamet to Texas, here's what was trending in 2019.



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1. MOVEMENTS

SUSTAINABILITY

Searches including sustainability related keywords increased 75% year on year, with an average of 27,000 searches for sustainable fashion every month. Searches for specific sustainable materials rose; 102% for econyl, 52% for organic cotton, 130% for repreve and 42% for tencel. Sustainable denim and sneakers were the most wanted product categories. A number of brands launched meaningful sustainability initiatives this year, from paying closer attention to the materials used in their collections, to launching donation programmes and investing in re-commerce.



INCLUSIVITY

2019 saw a number of vocal callouts against the industry's lack of diversity and representation. Shoppers searched for fashion reflecting the needs and tastes of diverse communities; searches for adaptive and modest fashion rose 80% and 90% respectively. There was a 52% increase in searches for the terms 'genderless' and 'gender neutral' with fashion. "Woke" consumers looked for designers and retailers that aligned with their values and in response, some of the world's most powerful brands launched diversity campaigns and programmes to promote inclusivity, some hiring new teams to help them improve at board level.



2. MOODS

EXTRA ROMANCE

2019 was the year of romance and over-the-top fashion. Searches for beaded bags, pearl hair accessories, tulle skirts and babydoll dresses significantly increased this spring. Playing with proportions was a global trend: “mini bags” saw a 50% increase in views over the summer, while brands such as Ganni, Cecilie Bahnsen, Rotate and Jacquemus turned big puffy sleeves into one of this year’s must-haves.

‘STREETWEAR’ EVERYWHERE

As dress codes continue to relax and the definitions of luxury, streetwear and sportswear evolve, the phenomenon previously known as ‘streetwear’ powered the year’s biggest trends. This year, customers spent on average \$192 on a new pair of sneakers, a 39% increase year on year. The average spend on a T-shirt also increased 16% to \$67. Off-White was the most searched for brand of the year.

CULT GIRL SUMMER

A trend rooted in rural Americana, demure prairie dresses were one of the hottest trends of the summer, with searches peaking in July. New York-based label LoveShackFancy was the breakout brand in this new summer dress category; page views rose 65% between January and March.

SURVIVALIST

In a politically turbulent year, customers looked to fashion for survival. Cargo pants and utility vests saw a surge in searches in the fall and demand for belt bags increased 33% over the last six months. Stomping boots sales increased 73% in September.

’90s RESURGENCE

From cropped tops to square-toed heels and slip dresses, Lyst saw a number of ’90s trends gain momentum this year. Fendi’s Baguette bag saw a 164% rise in searches year on year, and celebrities dug out archive pieces from designers like Jean Paul Gaultier, Thierry Mugler and Versace.

SHAPEWEAR REVOLUTION

Searches for biker shorts continued to rise, up 137% year on year, while demand for bodysuits and leotards collectively grew 83%. Kim Kardashian West launched a controversial shapewear line. Tom Ford’s sportswear-inspired S/S ’20 collection added glamour to the category.

PSYCHEDELIC

From tie-dye to neon green, psychedelic motifs and rave colours were popular this Summer. From Proenza Schouler’s knitwear to Ralph Lauren’s tie-dye polo t-shirt, customers embraced psychedelia. Searches for neon green pieces went up 69% over the summer.

STATEMENT TAILORING

Searches for short suits grew 19% in March, while Scandi girls at Copenhagen Fashion Week inspired a 55% rise in page views for ‘oversized’ blazers. The most common search terms used alongside suits were ‘vivid’ and ‘bright’.



3. MOMENTS



JANUARY 24TH MEME COUTURE

Viktor & Rolf's couture show featured rainbow-coloured tulle gowns adorned with slogans. In just a couple of hours, social mentions for the brand and its "meme couture gowns" grew by over 249%.

FEBRUARY 19TH FAREWELL TO KARL

Legendary couturier Karl Lagerfeld died in Paris at the age of 85. He had been ill for several weeks and absent from two of Chanel's haute couture shows the month before. Virginie Viard was announced as his successor at Chanel.

APRIL 12TH K-POP TAKES OVER

Girl-band Blackpink made K-Pop history when they performed on the main stage at Coachella. The video for their single "Kill This Love" broke YouTube records, becoming the fastest video to hit 100 million views; the biggest YouTube premiere of all time.

MAY 1ST FASHION DOES CAMP

This year's Met Gala theme, "Camp," saw Katy Perry dressed as a chandelier then a burger, and Billy Porter arrived carried by six men in a "Sun God" ensemble. Lady Gaga had four live outfit changes on the red carpet, one of which sparked a 112% rise in searches for designer Brandon Maxwell.

MAY 10TH RIHANNA MAKES HISTORY

After months of speculation, Rihanna officially announced the launch of Fenty, becoming the first woman to create an original brand at LVMH. In its first month of operation, the new luxury house generated more than 5,000 media articles from around the world and over 7 million social media impressions.

JULY CÉLINE SLAYS COUTURE WEEK

From a Chanel catsuit to Ksenia Schnaider's asymmetrical jeans, an Off-White bodysuit, and a 3D Iris van Herpen gown, Céline Dion turned Paris into her own personal runway during Haute Couture Fashion Week. Her numerous couture looks sparked a 7,831% rise in social mentions over four days.

AUGUST 2ND A ROYAL FORCE FOR CHANGE

Meghan Markle, the Duchess of Sussex, guest-edited the British Vogue September issue, entitled "Forces for Change." Photographed by Peter Lindbergh, the cover featured 15 women chosen by Meghan for their "inspiring impact on modern life," including Greta Thunberg, Adwoa Aboah, Jacinda Ardern, and Sinéad Burke.

AUGUST 24TH A NEW POWER PACT

French President Emmanuel Macron and Kering CEO François-Henri Pinault debuted the Fashion Pact. Signed by a reported 32 companies and 150 brands — including Gucci, Chanel, Hermes, Stella McCartney, H&M and Nike — the Pact presented a set of shared objectives the fashion industry will be working toward to reduce its impact on the climate, biodiversity, and the oceans.

SEPTEMBER 20TH A SAVAGE SHOW

The Savage x Fenty fashion show was streamed exclusively on Amazon Prime Video, featuring guest musical acts Halsey, Migos, A\$AP Ferg and Fat Joe, as well as a diverse group of models including Alek Wek, Cara Delevingne, Joan Smalls, Laverne Cox, and Normani. Searches for Savage x Fenty lingerie spiked 43% in September.

SEPTEMBER 21ST J-LO RETURNS TO THE JUNGLE

Jennifer Lopez walked the Versace runway during Milan Fashion Week in a new version of her iconic "Jungle" dress, which led to the creation of Google Images in 2001. Her appearance received \$9.4 million worth of media mentions and online engagement.

SEPTEMBER 29TH CARDI B OWNS THE FROW

Cardi B stepped out at Paris Fashion Week dressed head-to-toe in florals by British designer Richard Quinn. Cardi's ensemble contributed to a +17% rise in searches for the brand on Lyst in September. Later in the week she sat alongside Anna Wintour at Thom Browne, choosing a professional look by the designer. She attended Chanel in an ensemble from the fashion house that cost more than \$30,000.

OCTOBER 1ST GIGI TO THE RESCUE

Creative Director Virginie Viard presented her first solo ready-to-wear collection for Chanel during Paris Fashion Week, which was gatecrashed by French YouTuber "Marie S'Infilte" when she jumped on the runway, before being stopped by model Gigi Hadid. The stunt contributed to a 2,618% rise in social mentions for Chanel.

OCTOBER 14TH-18TH ROYAL FASHION DIPLOMACY

For the royal tour of Pakistan, William and Kate chose outfits by local designers and brands, referencing regional culture and history. After Kate wore a shalwar kameez on her arrival, searches for the item increased 170% the following week. Jenny Packham, Beulah London and Ghost, brands that were worn on the tour, collectively saw a 139% spike in searches week on week.



4. POWER DRESSERS

The 10 celebrities whose personal style choices drove the biggest spikes in searches, sales, news coverage and social media mentions over the last 12 months.

1. MEGHAN MARKLE, Duchess of Sussex

Meghan Markle was the most powerful dresser of 2019 and her outfits sparked, on average, a 216% increase in searches for similar pieces. After she wore five different shirt dresses on the Royal Tour of South Africa, searches for the category grew 45% over a month. The Club Monaco dress sold out in less than 24 hours, following a 570% spike in searches and wearing a J Crew skirt saw a 102% increase in searches for the brand.

2. TIMOTHÉE CHALAMET

Timothée Chalamet's embellished Louis Vuitton bib was this year's breakout look at the Golden Globes. The sequin hoodie he wore to the UK premiere of *The King* sparked a 192% rise in searches for men's hoodies, and searches for Haider Ackermann spiked 806% the week he wore one of the brand's suits.



3. ZENDAYA

Putting the Z in Gen Z dressing, Zendaya's Instagram sparked millions of searches. When she stepped out on the Met Gala red carpet dressed in a light-up Cinderella gown by Tommy Hilfiger — complete with a carriage-shaped bag and glass slippers — her look caused a 54% rise in searches for the brand. The Vera Wang gown she wore to the Emmy Awards in September created a 33% spike in searches for the brand.

4. BILLIE EILISH

Seventeen year-old singer-songwriter Billie Eilish has over 40 million followers on Instagram. After wearing several neon green outfits this Summer, searches for the colour rose 69%. Meanwhile, searches for BBCICECREAM spiked 211% in less than a week after she tagged the brand in an Instagram post.

5. CARDI B

Cardi B sent searches soaring when she wore a vintage Mugler gown to the Grammy Awards: searches for the designer spiked 169% in four hours. She was one of the most impactful faces at Fashion Week in September, her outfits by Chanel, Thom Browne and Richard Quinn were amongst the most talked about online that week.

6. LISA, BLACKPINK

This year, Blackpink member Lisa became the most followed K-Pop idol on Instagram, with nearly 27 million followers. After she shared a series of photos of herself wearing the Celine Triomphe bag over the summer, searches for the accessory increased 66%.

7. KYLIE JENNER

The top celebrity fashion influencer for 2018, Kylie continued to drive mass global demand for her outfits. Wearing a floral milkmaid dress in August, she was responsible for a 66% spike in searches for the style. Wearing a daring gold dress to Justin Bieber and Hailey Baldwin's wedding, she broke wedding guest rules and had more impact on searches than the bride.

8. LIZZO

As Lizzo's music has grown year on year, so too has demand for her signature leotards - searches have risen 28% year on year. She had many hit outfits at the MTV VMA, including an 80s lilac off-the-shoulder prom dress. Lizzo fashion has been a breakout search term since September.

9. HARRY STYLES

After Harry sported a single earring to the Met Gala, men's searches for single earrings grew 28% from May. Known for his vibrant outfits, there was a 78% increase for blue suits in March after he wore a particularly vibrant ensemble in New York.

10. BILLY PORTER

Billy Porter was responsible for some of the most talked-about red carpet moments of the year. When he wore a custom tuxedo-gown by Christian Siriano to the Oscars, searches for the designer increased 101% in 24 hours.

5. BREAKOUT BRANDS

To name the breakout brands of the year, we monitored the labels that showed the biggest spikes in interest over the course of 2019.

1. BOTTEGA VENETA

Daniel Lee's takeover turned Bottega Veneta into one of the most talked-about fashion brands of the year, inspiring the creation of the popular Instagram fan-account @newbottega. Demand for the label's accessories spiked 53% this year. Bottega Veneta climbed 21 places in the Q3 Lyst Index hottest brands ranking, entering the list for the first time.

2. PYER MOSS

Kerby Jean-Raymond's shows have become one of the most anticipated events of Fashion Week. After presenting his S/S collection in September, the brand saw a 226%

3. JACQUEMUS

Fuelled by the popularity of its Le Chiquito bag, demand for Jacquemus continues to grow. Searches increased 37% in June after the brand held its S/S '20 show in the lavender fields of Provence, while social mentions spiked 761% in the 24 hours following the event. Jacquemus jumped 37 positions in the Q3 Lyst Index hottest brands list.

4. PACO RABANNE

A 2019 update on its iconic 1969 chainmail designs, along with celebrity endorsements from the likes of Priyanka Chopra and Sophie Turner generated thousands of social mentions for the brand. Searches for Paco Rabanne are up 31% year on year.

5. MOLLY GODDARD

Searches for Molly Goddard are up 46% year on year; the designer's tulle pieces proved to be particularly popular with influencers, celebrities and customers alike.

6. RICHARD QUINN

Richard Quinn's designs were seen on Cardi B, Kendall Jenner, Billy Porter, Céline Dion, and Winnie Harlow. Searches are up 56% year on year.

7. SAKS POTTS

Page views for the Danish brand spiked 1,328% in July when Spanish singer Rosalia wore its signature Foxy coat.

8. TELFAR

This year, Telfar saw an 89% increase in searches on Lyst. The label presented one of the most talked about shows at New York Fashion Week and social media engagement spiked after American actor Ashton Sanders stepped out in a custom Telfar look at the Met Gala.



6. LOGO OF THE YEAR

Fendi's Zucca print was the most wanted logo on Lyst this year.

7. VIRAL PRODUCTS

THE ZARA DRESS

Zara's polka dot dress was the most talked-about item of the year. Within a few weeks, it had its own Instagram account and had generated a 1,392% rise in social mentions for Zara. There was a 120% increase in searches for polka dot dresses from July.

THE SPIDER BROOCH

Lady Hale, the 74-year-old president of the Supreme Court, made spider brooches a breakout search term in the UK. Searches for this accessory increased by 166% on Lyst within a week.

KHAITE CASHMERE BRA AND CARDIGAN

Searches for Khaite increased 217% at the beginning of September after Katie Holmes was spotted wearing the brand's cashmere cardigan and matching bra. The Eda Bralette remains the brand's most viewed product.

VETEMENTS HUG ME BEAR SLIPPERS

After their release in September, there was a 118% increase in searches for Vetement's Bear Hug Slippers, which quickly sold out across multiple retailers.

AMAZON OROLAY COAT

First spotted on New York's Upper East Siders, the Amazon Orolay coat was a viral hit in February.

8. REVIVAL PRODUCTS

FENDI BAGUETTE BAG

One of the original "It" bags, searches for the Fendi Baguette were up 138% year on year, with the menswear versions also selling out across multiple retailers shortly after their release.

TEVA SANDALS

Searches for Teva increased 65% over the second quarter of 2019. The brand's sporty sandals saw a 78% spike in demand in April following a collaboration with Anna Sui.

CLOGS

Maria Grazia Chiuri kickstarted the revival of clogs when she presented the "Diorquakes" on the runway. Searches for the chunky wooden shoes peaked in June.

JELLY SHOES

Searches for jelly shoes significantly rose in April, seeing an 82% increase month on month.

DR. MARTENS

Searches for Dr. Martens boots increased 88% year on year, inspiring a range of similar styles to trend across all price points.



9. WORLD'S MOST WANTED

1. BOTTEGA VENETA

The Pouch

Bottega Veneta's "The Pouch" bag has sparked more than 10,000 views a month since its launch. Page views increased 297% on Lyst in September. The bag was seen on editors, celebrities and influencers worldwide; Rosie Huntington-Whiteley instagrammed it 39 times in the space of three months.

2. BOTTEGA VENETA

Stretch Sandals

Barely-there sandals were a huge trend this year, and Bottega Veneta's version was in high demand all summer. Searches spiked in July, increasing 471%.

3. GUCCI

GG Logo Belt

Having appeared nine times in the Lyst Index over the past two years, the Gucci GG Logo belt remains one of the most sought after luxury accessories. Two Gucci belts were sold through Lyst every minute this year.

4. JACQUEMUS

Le Chiquito Bag

Searches for Jacquemus' Le Chiquito bag increased 130% in May and generated more than 20,000 pageviews over the summer.

5. PRADA

Logo Bucket Hat

Worn by many celebrities and influencers, Prada's Bucket hat sold out multiple times online, with searches spiking in May.

6. LOUIS VUITTON

Multi Pochette Bag

Weeks before its release, Louis Vuitton's Multi Pochette bag already had a long waiting list. When it launched in October, it sold out online within days.

7. GANNI

Checked Seersucker Midi Dress

Ganni's neon checked dress was a favourite among influencers and editors this year. It promptly sold out after a 101% rise in demand in July.

8. SANDY LIANG

Fleece Jacket

Sandy Liang's '90s-inspired fleece jacket was the designer's most popular product this year.

9. WEEKDAY

Row Sky Blue Jeans

Made from 100% organic cotton, the sustainable Weekday Row jeans were the best selling jeans of 2019 on Lyst. Searches for the brand grew 68% year on year.

10. GUCCI

GG Supreme Small Messenger Bag

Gucci's men's GG Supreme Messenger bag was one of this year's most coveted accessories. Searches for men's bags increased 44% year on year.

10. SNEAKER OF THE YEAR

The Alexander McQueen oversized sneakers topped the list of Hottest Women's Products in the first quarter of 2019. Searched every two minutes on Lyst, they were the brand's best selling product this year.



11. COLLABORATIONS

OFF WHITE X IKEA

Announced in June 2017, the Off-White x IKEA collaboration finally launched in November. IKEA surprised fans with an early drop of the “KEEP OFF” rug in May, which sold out in five minutes and is already being resold for up to seven times its retail price on eBay.

SACAI X NIKE

The release of the second set of Sacai x Nike LDWaffle sneakers in September sparked a 344% rise in searches for the collaboration.

REFORMATION X NEW BALANCE

Reformation partnered with New Balance for its first sneaker collaboration, reinventing the brand's 574 and X-90 styles. With new colourways and the use of more sustainable materials, the sneakers were one of the hottest collaborations this fall.

SUPREME X STONE ISLAND

Months after the release of the first Supreme x Stone Island collaboration drop, demand is still going strong: searches were up 72% in September.

RICK OWENS X BIRKENSTOCK

Searches for Rick Owens x Birkenstock increased 400% in April following the second drop of the collaborative SS19 collection, with many pieces promptly selling out.



12. HOW WE SHOPPED

RESALE

2019 saw a 255% increase in traffic to luxury resale products on Lyst. According to a ThreadUp report, 26% of luxury shoppers now buy secondhand clothing. Another report by TheRealReal notes that 32% of shoppers see secondhand shopping as a replacement for fast fashion, with Gucci, Louis Vuitton, Chanel, Prada and Hermes being the most wanted brands.

RENTAL

Now valued at \$1 billion, the rental market is projected to account for a revenue of \$1.9 billion by the end of 2023. According to Mintel's Sustainability Report, over half of millennials have already either rented fashion or considered doing so. Renting clothes is getting easier, with more brands and retailers such as Urban Outfitters, American Eagle, Ann Taylor, and Bloomingdale's now allowing their customers to do so.

VIRTUAL

In May a technology executive spent \$9,500 on a virtual dress to be worn in a "photo shoot" using augmented reality. Gucci and Nike started using AR technology to allow shoppers to virtually "try on" their clothes and shoes. Brands such as New Balance and Gucci continued to target the gaming market with branded products for personal avatars.



13. NEXT YEAR IN FASHION

SPACE AGE STYLE

With four missions to Mars, testing of SpaceX's reusable rocket and a new generation of human-crewed spacecraft all readying for lift-off in 2020, it's about to get intergalactic. As seen on the S/S '20 catwalks, we predict holographic fabrics, space-suit outerwear and otherworldly styling.



JAPAN MANIA

600,000 overseas spectators are expected to visit Tokyo for the 2020 Olympic and Paralympic games next Summer. With all eyes on Japan 2020, prepare to be inspired by bold Harajuku street style and cult Japanese contemporary labels like Sacai, Undercover, Visvim and Neighborhood. Searches for Japanese brands increased 8% this year.

BIG BAG ENERGY

This year we reported that the average surface area of a handbag had shrunk by 40%, driven by the trend for mini bags. For 2020 we predict a return to the XL shoppers of the '00s, in particular new soft leather styles by the likes of Little Liffner and The Row.

POLITICAL FASHION

2019 was a turbulent year for the fashion industry, reflective of the global political and cultural tensions affecting consumer mindsets worldwide. Democratic presidential candidate Tom Steyer's ties have already got Americans tweeting and searching, and with the upcoming US elections we predict to see even more political fashion statements from politicians, brands and retailers in 2020.

5 BRANDS TO WATCH

Based on fast growing search terms over the last six months, we predict a big year for Rotate Birger Christensen (+27%) GCDS (+23%), ALYX (+36%), Marine Serre (+32%) and Cecilie Bahnsen (+38%).

**HELP SHAPE 2020'S YEAR IN FASHION
START YOUR SEARCH ON LYST**

METHODOLOGY

POWER DRESSERS The 10 celebrities whose personal style choices drove the biggest spikes in searches, sales, news coverage and social media mentions over the last 12 months.

BREAKOUT BRANDS To name the breakout brands of the year, we monitored the labels that showed the biggest spikes in interest over the course of 2019.

LOGO OF THE YEAR To name the hottest logo of 2019, we monitored the spikes in demand and sales response to logoed products, along with social media mentions for the brand.

THE WORLD'S MOST WANTED To name and rank the world's most wanted products, we monitored the spikes in social mentions, product tags, searches and sales over the course of 2019.

SNEAKER OF THE YEAR The hottest sneaker of the year is based on a total volume of search and sales demand worldwide.

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