

# **LYST**

## **YEAR IN FASHION 2020**

2020 was no ordinary year in fashion. But fashion, in essence, is all about change. Over 100 million shoppers looked on fashion shopping platform Lyst this year, and we've crunched their searches, views and sales metrics to celebrate the stories that shaped the year in fashion. Across the globe, we rose to unique challenges and showcased incredible strides through creativity, resilience and self-expression. Here's how you styled it out.

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# MOVEMENTS

## WE SHOWED UP

Fashion as activism was stronger than ever in 2020. From shopping Black-owned businesses to Michelle Obama's famous "Vote" necklace, clothes and accessories expressed views on social and political issues. In the U.S., searches for terms including "vote" were rising fast, 29% week-on-week in October and T-shirts became the most wanted political fashion statements.



## WE SHOPPED CONSCIOUSLY

In September, "vintage fashion" generated an average of more than 35K monthly searches, while online fashion searches for secondhand-related keywords increased 104%. Brides-to-be were looking for eco-friendly options too, as online searches for "vintage", "secondhand", or "pre-owned" wedding dresses collectively jumped 38% year-on-year.

## WE STAYED TOUGH

In 2019, survivalism was considered a trend, but this year, it's an actual truth. Mandates on wearing face masks were enforced to prevent the spread of COVID-19, and the fashion industry quickly took on this new category: searches for face masks increased 502% year-on-year, while retailers and brands pivoted their business strategies to keep them in stock.

## WE SHOWED OFF

With a non-existent red carpet season this year, we showed off our fashion savvy via social media. Influencers and celebrities took on the #pillowchallenge and put their WFH 'fits on full display. TikTok's user base grew at a record-setting pace in the beginning of the year, while Instagram saw a 70% jump in Live videos by April.



## WE STAYED HOME

As lockdowns happened across the globe, our everyday wardrobes shifted towards comfort. Historically, searches for sweatpants would grow from September to December each year, but interest spiked significantly in mid-March. During April, when most of us started staying home, global searches for sweatpants went up 104% month-on-month.

# 1



### MYSTICAL

The feeling of uncertainty was prevalent this year, causing people to turn to astrology and amulets that could offer guidance or protection. Searches that include “zodiac sign” or “birth sign” have collectively risen 56% year-on-year. After Meghan Markle was spotted with an evil eye necklace, searches for the jewelry piece rose 58% in May.

### COTTAGECORE

The internet aesthetic sought inspiration from the countryside and a slower lifestyle, which translated through fashion with roomy dresses with puff sleeves, billowy blouses and cozy cardigans. In July, searches for “nap dress” spiked 22%.



# MOODS

### HIGH PERFORMANCE

Sporty bike shorts and tennis skirts were must-have items this summer. Searches for the latter, particularly for Nike’s Court Victory white pleated tennis skirt, rose 33% in June. Interest in bike shorts remained high in the fall, as searches for the category (including terms “biker” and “running”) went up 43% collectively in September.

### LOUNGE LIFE

With the majority of 2020 being spent at home, the everyday wardrobe transitioned towards more loungewear pieces. In April, global searches for joggers grew 123% compared to the same time last year, while searches for leggings jumped 48%.



### SURVIVALIST

As face masks became a regular part of our everyday style, we stocked our wardrobes with even more apocalypse-ready items. Searches for chunky boots – including combat and stomper styles – increased collectively 49% year-on-year, while searches for leather pieces are up 32% year-on-year, most specifically jackets and oversized silhouettes.

### E-WEAR

E-girl and e-boy styles were a top trending search on Google last year, and the TikTok-centric, anime-inspired aesthetic is still going strong in 2020. Searches for “Sailor Moon” skirts rose 16% year-on-year, while mesh T-shirts increased in sales by 20%. Single dangly earrings also saw pageviews up 72% year-on-year.

# 2

# LOOKING FORWARD

## MORE AUDACITY

As a reaction to a year of wearing sweatpants and rarely any occasionwear, we'll be dressing up to celebrate socialization again. Think modern-day Roaring '20s style: short hems, bright colors and prints, and loads of embellishments.



## MORE PURPOSE

Shoppers will expect more from their brands than just activism-inspired slogans, whether that's publicly taking a stand against social injustices, increased sustainability efforts or regularly contributing towards charitable causes.

## MORE FREEDOM

With the success of Gucci's genderless shopping section "Gucci MX", Converse's genderless line SHAPES and Beyoncé's Ivy Park x Adidas gender neutral pieces that all debuted this year, we see genderless shopping gaining bigger momentum in 2021.



## 5 BRANDS TO WATCH

Based on fast growing search terms over the last six months, we predict a big year for :

Brother Vellies (+23%), Paris Georgia (+25%), Chopova Lowena (+33%), Thebe Magugu (+27%) and Medea (+40%).



## MORE OTHERWORLDLY

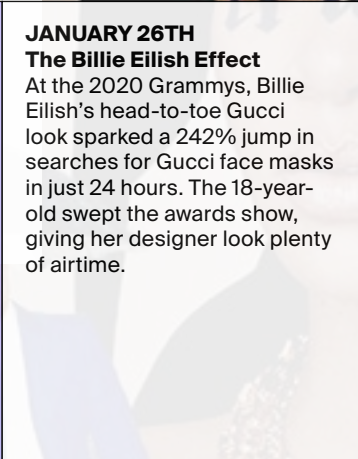
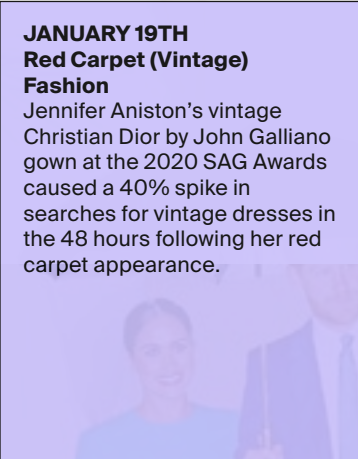
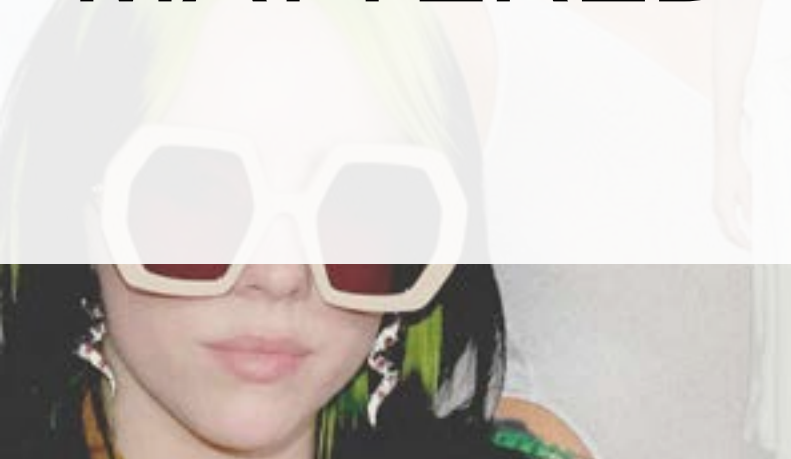
As the space tourism market becomes increasingly competitive between SpaceX, Blue Origin and Virgin Galactic, seeking inspiration outside of life on earth and creating future-minded design will happen in fashion as well.

## MORE MATERNITY

Following SKIMS' success with its maternity shapewear and Nike's recent launch of maternity activewear, the category will evolve to dress every need of expecting mothers, especially those who want to maintain the same type of lifestyle they led before pregnancy.

# 3

# MOMENTS THAT MATTERED



**MARCH 30TH**  
**A Durag In Vogue**  
 Rihanna's May 2020 cover for British Vogue featured a durag for the first time ever on the fashion publication. Rihanna's custom durag by Stephen Jones caused Google to see a spike in searches for "durag Vogue" and searches on Lyst for "durag" went up 100% month-on-month following the cover's debut in March.

**MARCH 31ST**  
**Duke And Duchess Depart**  
 March was the final month of Prince Harry and Meghan Markle's duties as senior Royals, and The Duchess of Sussex's outfits made as big of an impact as ever. Searches for Victoria Beckham increased 137% after she wore a turquoise dress by the British designer to the Endeavor Awards on March 5, while searches for Safiyaa spiked 227% after Markle wore a red dress from the luxury brand, just two days later. After she wore a green Emilia Wickstead gown to the Commonwealth Service at Westminster Abbey on March 9, searches for the British brand rose by 286%.

**APRIL 5TH**  
**#PillowChallenge Takes Over Instagram**  
 Influencers and celebrities used quarantine as outfit inspiration and turned their bedroom pillows into fashion content. The #PillowChallenge inspired shoppers to search online for designer belts by Gucci, Off-White, Versace, and Saint Laurent.

**MAY 4TH**  
**Met Gala Goes Online**  
 The Met Gala's cancellation didn't stop one of fashion's biggest events and most anticipated red carpet moments of the year from happening online. Vogue and Billy Porter started the #MetGalaChallenge, inviting Instagram users to recreate their favorite Met Gala looks from home.

**JULY 17TH**  
**Princess Beatrice Wears Vintage**  
 Princess Beatrice's wedding dress was a vintage gown by Norman Hartnell and on loan from the Queen. The secondhand (and sustainable) choice caused a surge in searches for the term "vintage wedding dress" which were up 297% in the 48 hours following the royal wedding.

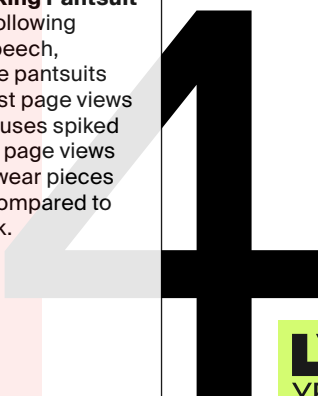
**JULY 21ST**  
**Transgender Visibility**  
 Valentina Sampaio became the first transgender woman to cover the Sports Illustrated Swimsuit Issue. The Brazilian model wore a white one-shouldered swimsuit from Haus of Pink Lemonaid, causing searches for white one-piece swimsuits to hit its peak that same week.

**AUGUST 17TH**  
**Michelle Obama's Call to "Vote"**  
 Michelle Obama attended the 2020 Democratic National Convention with a powerful speech endorsing presidential candidate Joe Biden. But a bigger message came from her ByChari jewelry: a necklace with the word "vote" in gold letters. Following her speech, searches for "vote necklace" spiked on Lyst, increasing 63% compared to the week before.

**SEPTEMBER 20TH**  
**A Virtual Emmy Awards**  
 The Emmy Awards were the first major awards ceremony with a semi-virtual format. Nominees attended remotely in a mix of fancy pyjama sets and IRL red carpet-worthy looks. Within 48 hours, searches for pyjamas increased 18%.

**OCTOBER 2ND**  
**Another Savage Show**  
 Rihanna brought back her Savage X Fenty Show for a second edition and online searches for the brand increased 101% in 24 hours after the star-studded spectacle was made available to stream on Amazon Prime Video.

**NOVEMBER 7TH**  
**The History-Making Pantsuit**  
 Within 24 hours following Kamala Harris' speech, searches for white pantsuits spiked 129% whilst page views for pussy bow blouses spiked 95%. Meanwhile, page views of white womenswear pieces increased 35% compared to the previous week.



**LYST**  
 YEAR IN FASHION  
 2020

## SCREEN STYLE MOMENTS OF THE YEAR

### EMILY IN PARIS

The Netflix series debuted in October and became an instant talking point. Lily Collins' character inspired a 342% increase in pageviews for Kangol bucket hats, while searches for "berets" were up 41% week-on-week. Searches for Ganni skirts rose significantly (+289%) after the brand's yellow asymmetrical skirt was featured on the show.

### NORMAL PEOPLE

Worn by Paul Mescal's character Connell throughout the series, a silver chain became the breakout star of Normal People. The hype surrounding the jewelry piece resulted in the creation of the viral Instagram fan account @connellschain, while searches for men's chain necklaces increased 43% year-on-year.

### TIGER KING

After Tiger King debuted on Netflix in March, searches for tiger, leopard, and zebra prints more than tripled over the month of April. Cat-obsessed shoppers also searched for "Kenzo Tiger" pieces, which spiked 200% month-on-month, and Anine Bing's Tiger sweatshirt became one of the brand's most popular products.

### THE LAST DANCE

The miniseries on Michael Jordan's basketball career saw searches for Nike's Air Jordan 1 trainers spike 36% after the first two episodes aired. Basketball attire, including shorts (+12%) and tank tops (+20%), also increased in searches.

### I MAY DESTROY YOU

Michaela Coel's leading role of Arabella in "I May Destroy You" sported a '90s-inspired-meets-fashion-influencer aesthetic throughout the breakout comedy-drama series. Her patterned cardigans, however, were the hit of the show, with searches up 43% when the show first aired, from June to September.

# HOW WE SHOPPED: Pop culture

# 5

## MUSIC MOMENTS OF THE YEAR

### CARDI B & MEGAN THEE STALLION

"WAP" had the biggest streaming debut week of all time, and searches for animal print pieces doubled over the weekend following the song's music video release. Leopard, tiger, and snake print searches collectively surged 201% week-on-week.

### LADY GAGA

At the 2020 MTV VMAs in August, Lady Gaga swept the awards ceremony, making multiple on-stage appearances in different types of custom face masks. Searches for face masks that included the terms "bold" and "colorful" spiked 43% compared to the previous week.

### HARRY STYLES

Searches for "watermelon" spiked by 11% within 24 hours of Harry Styles' music video debut for "Watermelon Sugar" in July. Similarly searches for Bode shirts increased 31% and Hawaiian-themed pieces 16%, while searches for crochet pieces rose by 6%.

### BTS

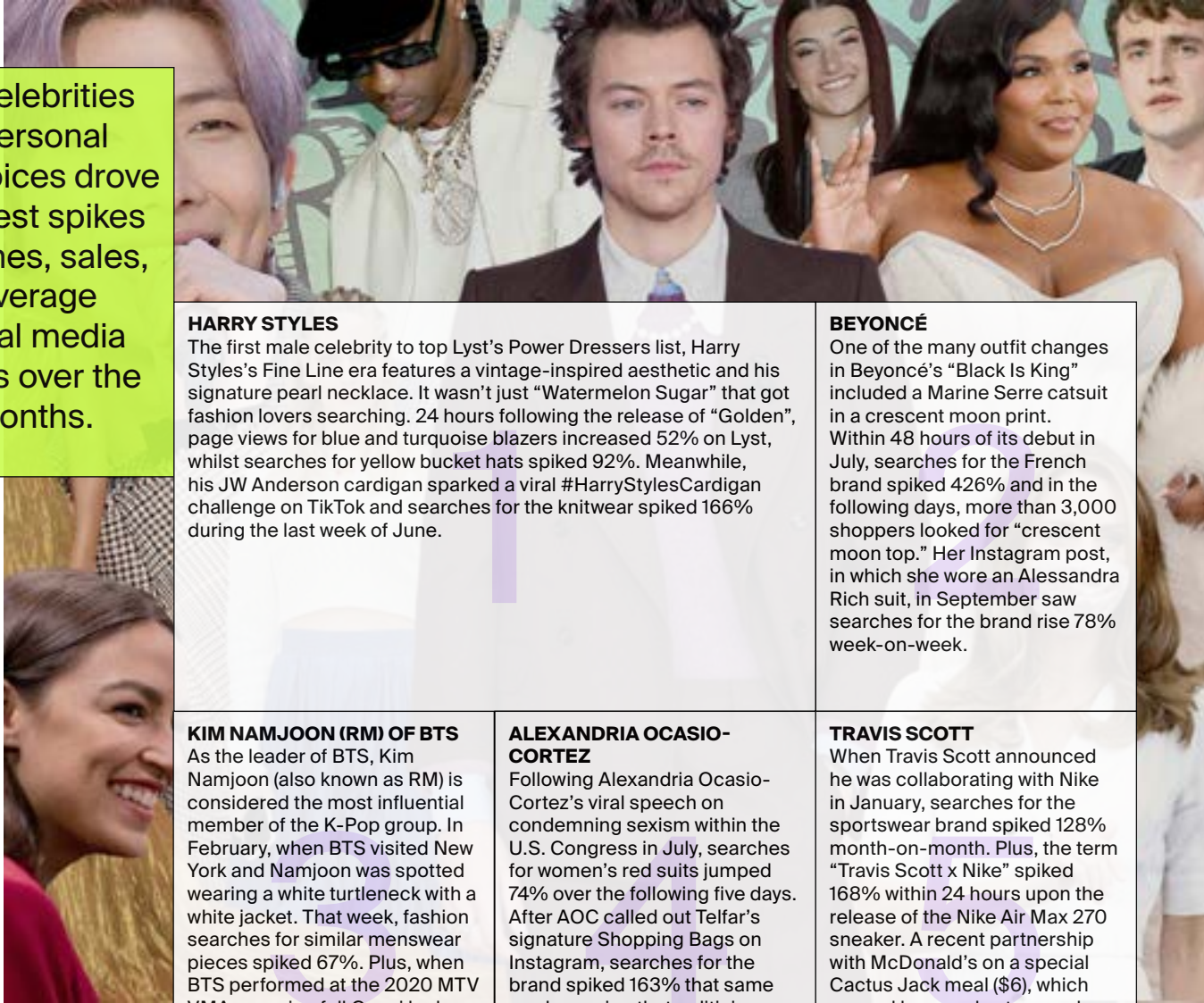
When BTS dropped their music video for "Dynamite," it clocked in 101.1 million videos within 24 hours of its release, according to YouTube. Along with it, searches for the group's '90s-style Kangol hats from the video spiked 128%.

### TAYLOR SWIFT

In July, Taylor Swift released her eighth studio album "Folklore," along with a music video for the song "Cardigan." Within 48 hours, searches for cardigans went up 10%.

# 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.



## HARRY STYLES

The first male celebrity to top Lyst's Power Dressers list, Harry Styles's Fine Line era features a vintage-inspired aesthetic and his signature pearl necklace. It wasn't just "Watermelon Sugar" that got fashion lovers searching. 24 hours following the release of "Golden", page views for blue and turquoise blazers increased 52% on Lyst, whilst searches for yellow bucket hats spiked 92%. Meanwhile, his JW Anderson cardigan sparked a viral #HarryStylesCardigan challenge on TikTok and searches for the knitwear spiked 166% during the last week of June.

## BEYONCÉ

One of the many outfit changes in Beyoncé's "Black Is King" included a Marine Serre catsuit in a crescent moon print. Within 48 hours of its debut in July, searches for the French brand spiked 426% and in the following days, more than 3,000 shoppers looked for "crescent moon top." Her Instagram post, in which she wore an Alessandra Rich suit, in September saw searches for the brand rise 78% week-on-week.

## KIM NAMJOON (RM) OF BTS

As the leader of BTS, Kim Namjoon (also known as RM) is considered the most influential member of the K-Pop group. In February, when BTS visited New York and Namjoon was spotted wearing a white turtleneck with a white jacket. That week, fashion searches for similar menswear pieces spiked 67%. Plus, when BTS performed at the 2020 MTV VMAs wearing full Gucci looks, searches for Gucci ties (+28%) and three-piece suits (+12%) spiked within 24 hours.

## ALEXANDRIA OCASIO-CORTEZ

Following Alexandria Ocasio-Cortez's viral speech on condemning sexism within the U.S. Congress in July, searches for women's red suits jumped 74% over the following five days. After AOC called out Telfar's signature Shopping Bags on Instagram, searches for the brand spiked 163% that same week, proving that politicians can have as much of an impact as fashion influencers.

## TRAVIS SCOTT

When Travis Scott announced he was collaborating with Nike in January, searches for the sportswear brand spiked 128% month-on-month. Plus, the term "Travis Scott x Nike" spiked 168% within 24 hours upon the release of the Nike Air Max 270 sneaker. A recent partnership with McDonald's on a special Cactus Jack meal (\$6), which caused burger shortages, also helped boost the fast-food franchise's quarterly sales.

## PAUL MESCAL

The Normal People breakout star was spotted wearing short shorts numerous times over the summer, and searches for mens' "short" shorts increased 51% month-on-month in July. After wearing Louis Vuitton for the Emmys in September, searches for the French brand's menswear grew 44% week-on-week.

## LIZZO

Every Lizzo performance seems to come with plenty of attention around what she's wearing: when the singer made an appearance in the Savage X Fenty Show Vol. 2, searches for blue lingerie spiked by 96%. Following her Grammys performance in a neon bodysuit, searches for that same item increased 37% in a span of 24 hours.

## CHARLI D'AMELIO

After the TikTok star attended the Prada show in Milan and posted videos with a pink Prada bag, searches for the accessory spiked 90% within 24 hours. When she posted a video to celebrate her 72 million followers in a tie-dye cropped tee, searches for tie-dye tees jumped 73% for 48 hours.

## KATE MIDDLETON

Less than one day after Kate Middleton wore a floral face mask in early August, searches for the style had already surged 185% in the UK. The Duchess of Cambridge is often seen wearing timeless basics, and during a BBC interview in April, her striped breton top caused searches for the patterned shirt to increase 36% in 24 hours.

## CHIARA FERRAGNI

After the web entrepreneur collaborated with Champion in April, searches for the athletic wear brand spiked 108% that same month. Her quarantine fashion choices have also influenced global searches, including her Versace bathrobe and Louis Vuitton fur slippers.



# BREAKOUT BRANDS

## MARINE SERRE

Marine Serre is a fast-rising brand with consistent growth in popularity since the end of March. Celebrities like Dua Lipa, Kylie Jenner, and Selena Gomez have been fans of the brand's signature moon print, but it was Beyoncé wearing a full catsuit in "Black Is King" that boosted the brand's presence even more: searches jumped 426% in only 48 hours.

## TELFAR

Telfar's Shopping Bags have become an "It" accessory of 2020, so much so that the New York brand created a one-day-only pre-sale for its award-winning accessory. Searches for the brand have seen a 270% increase week-on-week since August.

## 1017 ALYX 9SM

Searches for 1017 ALYX 9SM rose 610% year-on-year and typically spiked when the brand collaborated with big names like Nike, Moncler, Mackintosh, and more. Founder Matthew Williams was named creative director of Givenchy in June, which will likely fuel more interest towards his brand.

## FEAR OF GOD

With 1.8 million followers on Instagram, Fear Of God has the biggest social media following out of all of Lyst's breakout brands, thanks to his strong celebrity clientele, including longtime fan Justin Bieber. A collaboration with heritage tailoring brand Ermenegildo Zegna has also contributed to its recent success.

## PYER MOSS

Searches for Pyer Moss have increased 220% year-on-year, and its successful collaboration with Reebok has only deepened in 2020: designer Kerby Jean-Raymond was named global creative director of the sportswear brand in September.

## CASABLANCA

Dubbed "the coolest brand you've never heard of" by British GQ, Casablanca's presence is steadily growing as searches have spiked 77% over the past three months. The menswear brand, whose fans include Travis Scott and J Balvin, launched a women's line in August.

## MARTINE ROSE

Martine Rose's outerwear collaboration with Italian brand Napapijri has been paying off since they teamed up in 2017. "Martine Rose Fleece" is one of the most searched keywords on Google for the London brand, and its searches went up by 354% in April alone month-over-month.

## BRAIN DEAD

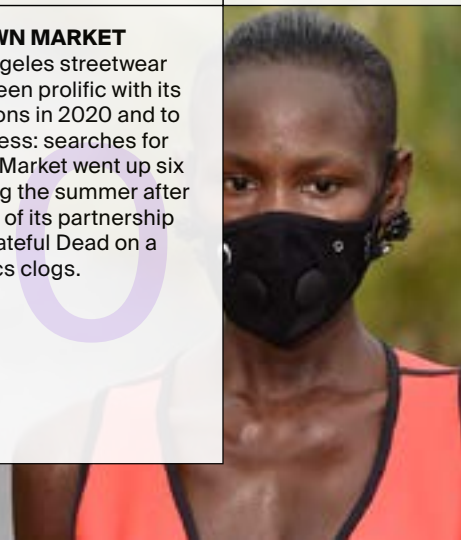
Los Angeles streetwear label and creative collective Brain Dead has been steadily climbing the ranks from its low-key, cult favorite status, with searches for the brand increasing by 120% year-on-year.

## SUNNEI

Searches for Sunnei have increased 108% year-on-year, and the contemporary Milan-based brand will likely expand its direct-to-consumer business and retail locations after being bought by the owner of influencer-favorite fashion brand Nanushka in September.

## CHINATOWN MARKET

The Los Angeles streetwear label has been prolific with its collaborations in 2020 and to much success: searches for Chinatown Market went up six times during the summer after the release of its partnership with the Grateful Dead on a pair of Crocs clogs.



**OFF-WHITE FACE MASK**

Face masks have been the must-have accessory across the globe, and searches increased 502% year-on-year. Off-White's logo face mask was the hottest item with a 496% increase in searches January to March.

1

**BIRKENSTOCK ARIZONA SANDALS**

Designer collaborations with Valentino, Proenza Schouler, and Rick Owens gave Birkenstock its high-fashion status this year. Searches for the easy-to-wear sandal, which retails for \$99.95, spiked 225% during the second quarter.

2

**TELFAR SHOPPING BAG**

Telfar's Shopping Bag has redefined the traditional luxury-status accessory with its "It" item status, limited inventory and accessible price point. After congresswoman Alexandria Ocasio-Cortez gave the New York brand a shout-out on Instagram and was spotted on Capitol Hill wearing the bag, searches for Telfar spiked 163% week-on-week.

3

**NIKE JOGGERS**

Nike saw the greatest increase in loungewear searches and its joggers spiked 213% year-on-year.

4

# THE WORLD'S MOST WANTED

**H&M PUFFY-SLEEVED DRESS**

House or nap dresses have become synonymous with sweatpants when it comes to quarantine fashion, and H&M's puffy-sleeved dress was a top choice for shoppers.

5

**HOUSE OF SUNNY KNITTED DRESS**

House Of Sunny's green knitted dress was a favorite among influencers and celebrities, including Kendall Jenner and Bella Hadid. Searches for the London-based, sustainability-minded brand hit its peak over the summer from May to July.

6

**PRADA NYLON GABARDINE SHORTS**

As boxing shorts saw an increase in searches during Q2, Prada's nylon gabardine shorts accumulated more than 10,000 page views over the past six months.

7

**CROCS CLASSIC CLOGS**

The most polarizing footwear style proves to be one of the world's most-wanted products this year. Average monthly searches for Crocs total 135,000, and the brand hit its peak in the spring.

8

**UGG SLIPPERS AND BOOTS**

Ugg's cozy slippers and boots are some of the top-searched products for the brand, which garner 201,000 and 90,500 average monthly searches, respectively.

9

**FRANKIE SHOP EVA MUSCLE TEE**

New York indie boutique-turned-fashion brand Frankie Shop's muscle tee was sold out and restocked many times, along with plenty of high-street dupes from Mango, Zara, ASOS, and more.

10

8



# SNEAKERS OF THE YEAR

# 2020

## AIR JORDAN 13 RETRO FLINT

Thanks to “The Last Dance,” Jordan sales on StockX surged over 40% while the ESPN miniseries was aired. The Air Jordan 13 Retro Flint, which was released when the show wrapped, became StockX’s best-selling sneaker of the year (and fastest-selling sneaker in StockX history) with 40,000 sales in its first month on the market. In the four weeks after the series was released, searches on Lyst for the model increased by 169%.

## AIR JORDAN 4 RETRO OFF-WHITE SAIL

Virgil Abloh’s first women’s exclusive collaboration with Jordan Brand/Nike was ranked as Off-White’s biggest release of 2020, according to StockX, reselling for \$1,200, or 500% above retail.

## AIR JORDAN 1 RETRO HIGH DIOR

With a retail price of \$2,000, and an average resell price of over \$10,000, the Air Jordan 1 Retro High Dior was the most expensive sneaker release of 2020. Though it was a limited-edition release, the sky-high resale value made this shoe one of the 20 biggest sneaker releases of the year when measured by StockX GMV (and the hottest men’s products in the Lyst Index Q3).

## NIKE SB DUNK LOW TRAVIS SCOTT

The early 2000s sneaker made a major comeback in 2020 as searches for the Nike SB Dunk Low increased 443% on Lyst between February and March. One of the silhouette’s most successful collaborations was with Travis Scott and his “Cactus Jack” design, which has already gone up in value by 50% since its February release and resells for over \$1,600.

In partnership with StockX, we’ve identified the 10 hottest sneakers of the year based on the following factors: release week sales, average resale price, and price premium over retail, with extra weights added for price appreciation, women’s releases, and emerging brands.



## NIKE SB DUNK LOW BEN & JERRY’S CHUNKY DUNKY

Inspired by Ben & Jerry’s colorful ice cream pints, the SB Dunk Low Ben & Jerry’s Chunky Dunky features a colorway unlike any other. One of the most anticipated (and limited) sneaker releases of the year, the ice cream-inspired sneaker resells on StockX at an average price of \$1,600, or 1500% over retail. It’s the only 2020 sneaker to rank in the top 20 for highest price, highest premium, and highest StockX GMV.

## NIKE SB DUNK LOW GRATEFUL DEAD BEARS ORANGE

The average resell price of Nike SB Dunks has tripled since last year, thanks to super-hyped sneakers like this Grateful Dead collaboration, which resells for more than \$3000 - over 3000% above retail – and ranks as the most profitable sneaker release of 2020 on StockX. Plus, a week after its release, searches on Lyst increased by 46%.

## ADIDAS YEEZY BOOST 350 V2 CARBON

With over 15,000 pairs resold on StockX during the first two weeks on the market in October, this release is the fastest-selling Yeezy of 2020. Overall, the Yeezy 350 v2 continues to be a major player in the sneaker resale market, with 4x more sales than any other Adidas silhouette.

## NEW BALANCE 992 JOE FRESHGOODS NO EMOTIONS ARE EMOTIONS

With a slew of collaborations through 2020, New Balance’s market share on StockX is up nearly 3x since last year. After the release of its Joe Freshgoods collaboration, searches on Lyst for the 992 model increased by 1303% month-on-month and the resale of the sneaker has doubled (reaching nearly \$1,000) since it dropped in February.

## NIKE SPACE HIPPIE 03 VAST GREY HYPER CRIMSON

Made from recycled materials, the Space Hippie was the best-selling sustainable sneaker on StockX in 2020, reselling for more than double its retail price (\$180). According to StockX, price premiums for sustainable sneakers are 2x higher than classic sneaker models, like the Yeezy 350 and Jordan 5, and on Lyst, searches for sustainable sneakers are constantly increasing, having jumped 89% year-on-year.

## JORDAN 1 RETRO HIGH NC TO CHI LEATHER (W)

This Jordan 1 sneaker is the best-selling women’s release of 2020 with over 30,000 pairs resold on StockX so far this year. Women’s exclusive releases are continuing to surge in popularity on StockX, growing at nearly twice the rate of the overall sneaker market. Searches on Lyst for Air Jordan 1s have increased by 433% year-on-year.



# HOTTEST COLLABORATIONS

## DIOR X AIR JORDAN

Revealed during the Fall 2020 Dior Men's runway show back in December 2019, the Dior x Air Jordan collaboration finally launched in July after delays due to COVID-19. The Air Jordan 1 Retro High Dior is being resold for 300% more than its retail price, according to StockX.

## DISNEY X GUCCI

Gucci collaborated with Disney in celebration of the Lunar New Year and the Year of the Mouse (or Rat). The collection totaled more than 16,000 searches on Lyst in January, and searches for Gucci spiked 37% during the first two weeks of its launch.



## NEW BALANCE X CASABLANCA

Casablanca partnered with New Balance for its first design collaboration, reinventing the brand's 327 sneaker in new colorways. With two drops in June and September, the second release sparked a 233% rise in searches for the collaboration.

# 10



## DIOR X RIMOWA

Since the release of the Dior x Rimowa collaboration in January, searches on Lyst for the collection's luggage and clutches have grown 127%.



## PROENZA SCHOULER X BIRKENSTOCK

Searches for Proenza Schouler x Birkenstock steadily grew following its launch in March, with an increase of 24% in August.

# 11

# LOGO OF THE YEAR

Marine Serre's moon print was the most wanted logo on Lyst this year.



# THE MEME MAKERS

From dessert-inspired sneakers to cartoon-covered clothing, 2020 was filled with novelty fashion that made waves online.



**FAST FOOD WARDROBE**  
Food businesses paired up with fashion brands to create some of the most viral products of the year. KFC collaborated with Crocs on a pair of clogs with fried chicken Jibbitz charms that sold out within a half hour, while Ben & Jerry's Nike SB Dunk Low is reselling for 1170% more than its retail price (\$100).

**"EXTRA" MASKS**  
Face masks with bold designs have increased in searches after several celebrity sightings. Jennifer Lopez, for example, increased searches for glitter face masks by 100% after being spotted wearing one in August.

**CARTOON STYLE**  
After Dua Lipa sported a GCDS bikini with crochet Care Bears, searches for the Italian brand's bikinis went up 771% in August compared to June.

# 12

# THE YEAR IN INTIMATES

# 13

**COSY CO-ORDS**  
With people staying home, comfortable underwear has been top of mind in 2020. In April, bralettes were among the most-searched of the lingerie category, spiking 45% month-on-month and searches for co-ords increased 120% year-on-year.

**LOCKDOWN LINGERIE**  
Page views for sexy lingerie totaled more than 60K during the months of March through to June. Searches for lingerie sets, specifically the all-over logo set from Gucci, spiked 97% month-on-month between March and April.

**SPORT SUPPORT**  
With loungewear and at-home workouts on the rise, sports bras have become more than just a strictly-activewear item, as searches increased 40% month-on-month through March and April.

**SHAPING THINGS UP**  
Searches for shapewear increased 36% year-on-year. Kim Kardashian West's SKIMS line, which launched in 2019, has contributed to the category's growing success. When the brand dropped a maternity line in September, searches for maternity shapewear spiked 233%.

**BOXERS AS OUTERWEAR**  
Boxer shorts, a comfortable working from home item for men and women, grew in popularity during peak lockdown, spiking 53% from March until May. Popular brands include Calvin Klein (+36%), Versace (+48%), Polo Ralph Lauren (+51%), Supreme (+55%) and Emporio Armani (+56%).

Help shape 2021's  
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