



THE YEAR IN FASHION 2021



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YEAR IN FASHION
2021

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This year brought the vaccine and with it a transition to the “new normal”; we dressed up to go out and to make ourselves feel good. But the effects of covid remained; we craved comfort and a new form of workwear, while on-screen moments continued to influence us more than ever. Over the course of the year 150 million+ shoppers looked on fashion shopping platform Lyst, and we’ve crunched their searches, views and sales metrics to celebrate the stories that shaped the year in fashion. From the rise of digital fashion to dopamine dressing, Harris Reed to Hailey Bieber, here’s what was trending in 2021.

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MOVEMENTS

DIGITAL FASHION

As personal style is increasingly experienced and expressed online, fashion brands' digital offerings have spread, from NFTs and virtual drops to collaborations with video games, like Roblox. Most recently, Balenciaga collaborated with Fortnite, offering exclusive in-game digital fashion items, as well as a physical line of merch. Within 24 hours after the release of the physical capsule collection, searches for "Balenciaga x Fortnite" spiked 72% while demand for Balenciaga increased 49%. When New York indie fashion label Collina Strada hosted its first-ever metaverse runway show in May, searches for the brand grew 28%.

CONSCIOUS FASHION

In 2021, celebrities have been using their platforms more to bring awareness to sustainable fashion. Joaquin Phoenix wore the same Stella McCartney tuxedo for awards season, while Lorde chose brands that use deadstock fabrics — Collina Strada and Bode for her "Solar Power" music video and Met Gala red carpet look, respectively. Eco-conscious shopping is also on the rise, as demand for vegan leather products increased 178% and searches for plant-dyed products grew 131% year-over-year.

GENDERLESS FASHION

Gender lines continue to blur in fashion, and this year the movement has been spearheaded by some of music's biggest names. After Lil Nas X wore a Louis Vuitton skirt to appear on The Tonight Show Starring Jimmy Fallon in May, searches for "Vuitton skirt" went up 138% that same month. Plus, Justin Bieber, Bad Bunny, and A\$AP Rocky have recently been spotted in pearl necklaces; searches for the item have jumped 86% year-on-year.

MOMENTS



IRL



1. Dopamine Dressing

After spending 2020 at home, we've spent the past year swapping our loungewear for clothes that bring joy. From April to August, searches for bright, bold colorful pieces, specifically in hot pink, orange, yellow and green, spiked 191%, and from March to August, demand for bold jewelry, specifically "colorful", "beaded", "rainbow," and "resin," skyrocketed 545%.

2. Vaccine-Ready

With the distribution of COVID-19 vaccine shots across the globe, "vaccine tops" quickly became a fashion trend. Dolly Parton and her "cold-shoulder" top was a prime example, and searches for tops with the terms "one-shoulder", "off-shoulder", and "cold-shoulder" jumped 73% from February to March.

3. Going Out Out

As social distancing measures lifted, the return of music festival season and nightlife has brought the resurgence of "going-out" fashion. Much like the 1920s, short hems were one of the fastest-rising trends in 2021, as searches for mini skirts and dresses jumped 221% year-on-year. Global searches for high heels grew consistently from May and "disco heels" spiked 233% in the same month.

4. Hybrid Workwear

As a phased return to the office kicked off towards the last half of the year, 9-to-5 workers started to turn to a more relaxed, smart-casual version of the corporate-appropriate uniform. In August, demand for oversized suits jumped 109%, compared to last year, while wide-leg pants were in high demand from July, increasing by 87%.

5. Sportswear Mania

Major athletic events, such as the Olympics and the Euros, sparked an interest in sportswear. In June, ahead of Euro 2020, global searches for "football" and "soccer" T-shirts increased 33%. At the Tokyo Games, skateboarding's official Olympic debut stole the spotlight, and searches for the Nike SB range, specifically its Dunk Low sneakers, jumped 100% in just 48 hours.

6. Met Gala's Return

After being postponed and then cancelled in 2020, one of the biggest red carpet events of the year returned. As a result, online searches for Brother Vellies, which dressed Alexandria Ocasio-Cortez in a "Tax The Rich" statement gown, spiked 120% in less than 24 hours, and pageviews for ERL, as seen on A\$AP Rocky, rose by 259%. It was Balenciaga (worn by the likes of Rihanna, Kim Kardashian and Elliott Page) that saw the greatest increase, with searches spiking 505% within 48 hours.

7. Fashion Month Frenzy

Fashion month officially returned with in-person runway shows and events. Almost one week following NYFW, searches for mini bags (+56%), Thom Browne skirts (+36%) and cut-out knits (+33%) increased. Preppy attire was popular at LFW: leather loafers (+28%), and Peter Pan collar shirts (+23%) jumped over the course of a few weeks. Balenciaga generated the most interest in online searches after its runway show thanks to an unlikely partnership with The Simpsons— pageviews spiked 355% within 24 hours.

Onscreen

1. Bridgerton

Lyst originally coined the term “Regencycore,” due to the demand for corsets upon the Netflix show’s debut at the beginning of the year. In less than a week after launch, online searches for corsets spiked 23%. The royal-inspired aesthetic has become so influential that the term itself has generated more than 105K social mentions through 2021.

2. Gossip Girl

The premiere of HBO Max’s Gossip Girl reboot in July brought a newfound appreciation for all things preppy style. Following its release earlier that month, there was a noticeable increase in demand for varsity and uniform-style clothing, including plaid vests (+47%), tennis skirts (+41%), and high-collared shirts (+34%). Plus, pageviews for varsity jackets jumped 53% year-on-year.

3. Halston

After Netflix released its miniseries on the ‘70s disco-era designer in May, searches for the Halston brand skyrocketed 550% in less than a month. At the same time, over 10,000 Lyst users had searched for halter-neck dresses, one of Halston’s signature silhouettes.

4. The Serpent

The British crime drama set in the mid ‘70s sparked a slew of searches for the decade’s staple fashion pieces, such as flares (+34% in April, when the show premiered on Netflix), halter tops (+27%), and printed hair scarves (+13%). These items were often worn by the show’s character Monique, who inspired viewers to channel her ‘70s Boho aesthetic. Her teal suit, specifically, caused a 66% spike in searches for similar pieces shortly after the show’s release.

5. House of Gucci

The film already garnered huge interest ahead of its official theater release on Nov. 24, thanks to early photos of actors Lady Gaga and Adam Driver working on set. When the official trailer debuted in August, searches for Gucci spiked 173%, and pageviews for polka-dot and lace dresses (worn by Gaga as Patrizia Reggiani) increased by 100%. Gucci’s aviator glasses (as seen on Driver) have steadily grown in popularity, as well.

6. Sex Education

The Netflix series returned for its third season in September and the cast’s ‘80s-inspired wardrobe has inspired shoppers. One week after its release, online searches for varsity and letterman-style jackets increased 93%, along with more than 10K daily pageviews for outerwear. Main character Aimee Gibbs, played by Aimee Lou Wood, and her flared jeans set off a 50% spike in searches in less than 48 hours.

7. Savage X Fenty Show Vol. 3

Rihanna brought back her Savage X Fenty runway spectacle on Sept. 24 with a star-studded cast. The pieces, which ranged from latex to snakeskin, caused a demand in searches for undergarments, specifically “colorful” and “neon” lingerie, which grew 116% in less than a week following the show’s debut.

8. Squid Game

The breakout Korean drama series is now Netflix’s most popular series ever and with the timing of its release, ahead of Halloween, it has become a major source of inspiration. Global searches for the show’s signature wardrobe — tracksuits (+97%), white slip-on sneakers (+145%), red boiler suits (+62%) and white numbered T-shirts (+35%) — have all spiked. Specifically, Vans has become the most-viewed slip-on sneakers since the show’s release, while demand for the color teal is up 130%.



1. Dua Lipa - Future Nostalgia

The British pop star's Future Nostalgia era has served plenty of outfit inspiration with each music video drop, from the rodeo fashion in "Love Again" to the Regencycore of "Demeanor." Searches for Dua Lipa's zebra-print bikini from The Attico in "Love Again" increased 224% upon the release of the video.

2. Kanye West - Donda

The rapper's long-awaited album Donda arrived in August with its first artistically orchestrated listening party in Atlanta, where Kanye West wore a red puffer jacket from his Yeezy x Gap collaboration. Within 24 hours of the event, page views for red down jackets spiked 73% and searches for his brand Yeezy jumped 128% that same month. Following Donda's second listening party – featuring Kanye West in a total Balenciaga outfit – searches for the brand jumped 81% in 24 hours.

3. Billie Eilish - Happier Than Ever

The singer-songwriter famously ditched her baggy clothes and designer streetwear for corset tops and SKIMS for her new album "Happier Than Ever". Billie Eilish's new look, which she debuted on the cover of British Vogue in June, caused online searches for corsets to spike 74% in just two days. After wearing latex pants to her album release party in July, searches for similar items jumped by 147%.

4. Bad Bunny - Yonaguni

The Latin pop artist and rapper's hit single "Yonaguni" was one of the most tweeted-about songs of the summer in 2021, but his outfit snagged even more attention. A week after the song's music video drop in June, searches for Bad Bunny's Adidas Forum sneaker collaboration, which he's seen wearing, spiked 125%.

5. Doja Cat - Kiss Me More

The Planet Her artist and performer has been channeling space-age style for her third album, and when her "Kiss Me More" music video dropped in April, searches for "space fashion" increased 55%. With the release of her album cover shoot in June, searches for metallic corsets were up 40%. After hosting the 2021 MTV VMAs, one of her outfits – a Thom Browne Spring 2018 look – sparked a 24% rise in searches for the brand in 24 hours.

6. Olivia Rodrigo - Sour

The "Sour" star has been channeling early-2000s nostalgia through both her music and her wardrobe. After posting an Instagram photo of herself wearing Marc Jacobs Kiki platform, knee-high boots, pageviews for the item jumped 225% within 48 hours. Her "Brutal" music video was also heavy on Y2K fashion, and searches for the aesthetic doubled within two weeks of its release.

7. Blackpink's Lisa - Lalisa

The Blackpink member and K-pop star's solo project Lalisa debuted with her first single of the same name, which she performed on The Tonight Show with Jimmy Fallon on Sept. 11. In just 24 hours, glitter and rhinestone tops jumped 12% and searches for the Adidas Superstar sneakers that she wore in the song's music video also increased 36%. The music video for her second single "Money" featured Hello Kitty Moon Boots by GCDG, which spiked by 369% within a week, the second most-searched product by the brand.

Music

BORN ONLINE

1. Y2K Fashion

The early-aughts fashion renaissance arrived, as younger generations sought inspiration from the throwback outfits of Paris Hilton and Britney Spears, as well as brands that had their heyday in the 2000s, including Von Dutch, Juicy Couture, and Ed Hardy. The #y2kfashion hashtag has generated more than 220 million views on TikTok while searches for “Y2K” increased 389% year-on-year; moreover the decade’s “It” bag, Fendi’s Baguette bag, increased in pageviews 290% year-on-year.

2. Gen Z Vs. Millennials

If TikTok took over social media consumption in 2020, the short-form video app took over the fashion discourse in 2021. Style-specific debates, especially between Gen Z and millennials, took off on the platform. Wide-leg or skinny jeans? It depends on who you ask (and, perhaps, how old they are). According to searches in 2021, baggy jeans reigned supreme with 55% year-on-year growth, with Levi’s and Weekday being popular options.

3. Kidcore

Nostalgia continued to fuel personal style and kidcore is the childhood-like aesthetic that’s all about bright colors, toy-inspired accessories, and clashing prints. This type of playful dressing has grown in the menswear space, worn by the likes of Pete Davidson, Justin Bieber, and Tyler, The Creator. Kidcore-adjacent shoe brand Crocs has been in high demand this year; from January to September 27 pairs were added to wish lists per day.

4. Royalcore

Inspired by the hit Netflix show Bridgerton, BBC’s docu-series on King Henry VIII’s reign, and recent Princess Diana-centric films and shows, aesthetes have been fascinated by all things relating to royal fashion. On TikTok, style-savvy users channelled royalcore and princesscore, while celebrities like Bella Hadid, sporting her Dilara Findikoglu “B” necklace (inspired by the same one worn by Tudor Queen Anne Boleyn), drove demand for similar pieces. Over the summer, searches for “tudor” spiked 24%, with Reformation’s “Tudor dress” receiving the most pageviews.

5. Cabincore

In response to last year’s cottagecore craze, cabincore took hold over fall wardrobes. The TikTok-driven fashion trend, which blends normcore with gorpcore and cozy, practical knitwear, prefers hikes in the woods and relaxing in a cabin, as opposed to sunny countryside picnics and baking bread. Searches for hiking boots increased 234% year-on-year, and interest in flannel shirts jumped 145%.



HOTTEST



Breakout Brands

1. Nensi Dojaka

Nensi Dojaka's black asymmetric mini dress was among The Lyst Index's ten hottest women's products in Q1 of 2021, along with, on average, over 7,000 searches per month for the remainder of the year. As 2021's sheer, sexy version of the classic LBD, the London brand's coveted style earned an LVMH Prize and is a prime sartorial example of the year's return to going-out fashion.

2. Christopher John Rogers

Christopher John Rogers went from beloved New York designer on the rise to mainstream fashion name, garnering a collaboration with Target, a growing roster of celebrity clientele, including Lady Gaga, Bella Hadid, and Karlie Kloss, and a cameo in the Gossip Girl reboot that caused searches for the brand to jump 73% in July.

3. I.AM.GIA

With a strong social media presence, "It" girl following, and Y2K-inspired, TikTok-viral designs, I.AM.GIA is the internet's favorite fashion brand. Pants is the brand's most-wanted category, specifically its Halo pants with pelvic cutouts, which jumped 164% in searches since the start of 2021.

4. Harris Reed

Known for their gender fluid approach to fashion, Harris Reed first broke out onto the scene for dressing Harry Styles. Searches for the designer grew by 189% within Q1 of 2021 following the release of Styles' Vogue December 2020 cover wearing one of Reed's pieces. Within the span of the past year, Reed has won the GQ Breakthrough Designer of the Year Award, launched a debut fashion collection, and has collaborated with jewelry brand Missoma and MAC Cosmetics.

5. Maximilian

London College of Fashion grad Maximilian Davis launched his brand in 2020 and has thrived through the pandemic. Following Michaela Coel's 2021 BAFTAs red carpet appearance in April wearing Maximilian, searches for the brand increased 49% the same month. Other celebrity clients include Naomi Campbell, Rihanna, and A\$AP Rocky.

6. The Attico

The Italian brand gained a cult following, thanks to celebrities like Hailey Bieber and Dua Lipa, whose "Love Again" music video featured The Attico's zebra-print bikini, causing a 224% jump in pageviews upon its release in June. The swimwear style was among the world's hottest pieces in Q2 of 2021 and demand for the brand has increased 65% since the start of the year.

7. Christopher Esber

The Australian designer has been around since 2010 but his party-ready dresses and midriff flossing details align with 2021's rising demand for going-out fashion, as searches for the brand grew 54% year-on-year. Christopher Esber's signature cut-out dresses were among the most-wanted items in the category this year, while searches for the brand's dresses alone jumped 49% compared to last year.

8. Story Mfg.

The UK-based label focuses on sustainability and slow fashion, offering genderless clothing made from organic fabrics and natural dyes. In February, Story Mfg. dropped a cruelty-free sneaker in collaboration with Reebok and searches for the brand went up 123% during the first quarter of the year following its anticipated release.

9. Heaven by Marc Jacobs

In an effort to attract a Gen-Z customer base, Marc Jacobs launched its nostalgia-heavy fashion line Heaven in September 2020. So far, its coveted designs and collaborations (Dr. Martens, Cactus Plant Flea Market, Stray Rats, and, most recently, Nodaleto) have attracted young celebrity fans, like Olivia Rodrigo, Bella Hadid, Vegyn, Dua Lipa, and Beabadoobee.

10. SKIMS

Kim Kardashian's shapewear solutions line garnered worldwide attention for outfitting the US Olympics team's female athletes during its off-duty hours, including loungewear, underwear, and pajamas. When Kardashian announced the news via social media, global searches for SKIMS' pieces spiked by 112% in less than 48 hours. Meanwhile, when the Fendi x SKIMS collaboration was confirmed in late October, searches for the brand jumped 233% in just a few hours.



Most Wanted Products



1. Levi's Loose Fit Jeans

Baggy jeans were a major trend on the S/S '21 runways, as well as a celebrity favorite among Gigi and Bella Hadid, Hailey and Justin Bieber, Katie Holmes, and more throughout the summer. As wardrobes transitioned from sweatpants, searches for the roomy denim style were up 52% year-on-year, and baggy or wide-leg jeans received almost double the amount of searches than skinny jeans year-to-date.

2. Rolex Submariner Watch

Appearing in The Lyst Index Q1, this Swiss-made luxury timepiece is the most-wanted accessory of the year. Sales of watches have risen 13% year-on-year and the category saw significant growth in the wedding space. Searches for watches, along with the terms "couple," "engagement," and "wedding," have started to appear more frequently and have collectively increased 53% within the past year.

3. Bottega Veneta Mini Jodie Bag

The Italian fashion house has another hit accessory as the most-searched bag on Lyst of 2021. With celebrity fans, like Kendall Jenner and Elsa Hosk, as well as becoming a street style staple at the most recent fashion month, the bag taps into the minimalist luxury aesthetic with its Instagram-friendly, '90s-inspired look.

4. Birkenstock Boston Clogs

An ideal in-between home-and-outdoors genderless footwear style, the Boston Clogs are the most-wanted shoes of 2021. The brand also continued to garner high-fashion approval this year, thanks to collaborations with Stüssy, Proenza Schouler, and Jil Sander. Compared to Birkenstock's ever popular Arizona sandal, the Boston Clog received 36% more pageviews this year.

5. Thom Browne Pleated Skirt

After a Thom Browne "groom skirt suit" was worn by Dan Levy's David Rose during the finale of Schitt's Creek, the low-key industry favorite became a pop culture icon. Searches for "men's wedding skirts" jumped 48% year-on-year and Thom Browne's black pleated skirt was one of the most-wanted items. In The Lyst Index Q2, the brand's skirt also broke into the top 10 for menswear for the very first time.

6. Nensi Dojaka Asymmetric Mini Dress

First featured in The Lyst Index Q1, the '90s-inspired mini dress is 2021's most-wanted LBD, representing the collective excitement around going out and dressing up again. Unsurprisingly, searches for the dress peaked during the summer, from June to August, as stylish celebrities, like Emma Corrin, Emily Ratajkowski, Rihanna, and more, were spotted wearing it.

7. Prada Crochet Bag

Prada's summer-friendly bag sold out quickly across multiple retailers on Lyst, as it tapped into the popular trends around crochet, craftcore, and DIY. Overall, crochet bags have increased in searches by 56% year-on-year.

8. Jacquemus La Maille Pralù Cardigan

The risqué knitwear style from Jacquemus, worn by the likes of Megan Fox, Kendall Jenner and Hailey Bieber, spearheaded this summer's pin-top trend. In August, searches spiked 79% for this particular style, with "front tie top", "lace up top" and "pin top" being the most frequently searched keywords.

9. Pangaia Hoodie

Eco-friendly brand Pangaia has been trending through 2021, but a co-sign from Harry Styles, who was spotted in its hot pink "Flamingo" hoodie in October, caused a 91% spike in searches. Online searches for the brand's sweatshirt hoodies have now jumped 172% during the course of the year.

10. & Other Stories Striped Jumper

Searches similar to the retailer's minimalist-leaning striped jumper were an indicator of the nautical-inspired item's return, as inquiries for striped knitwear increased 125% year-on-year. In early August, month-on-month searches for striped polo sweaters were also up 37%.

1. Nike Air Force 1

Making The Lyst Index Q2 as one of the hottest women's products, the all-white classic sneaker is Gen Z's everyday shoe of choice. Searches for the Nike Air Force 1 increased by 248% year-on-year, with users on Lyst searching for the product more than 4,000 times each day.

2. Off-White x Nike Dunk Low "THE 50" Series

The exclusive collaboration, first released on Nike's SNKRS App, featured 50 renditions of Off-White x Nike Dunk Low that were distributed at random among buyers. In just 48 hours after the launch, searches for the sneaker spiked 236%. After the drop in August, the sneakers, which originally retail for \$180, were sold on resale platforms at a price premium of around 400%.

3. Yeezy Foam Runner

Since its first release in June 2020, the Yeezy Foam Runner has seen success with every drop. During 2021, the clog-like sneaker was released in more colorways and thanks to this searches for the sneaker spiked 411% in Q3. Priced at \$75 at retail, the Yeezy Foam Runner can be flipped for more than 720% its original value on resale platforms.

4. Adidas Forum

What was once an under-the-radar sneaker associated with a slew of subcultures has now become one of Adidas' most wanted shoes, thanks to a collaboration with Bad Bunny since March. This sent searches soaring, increasing 103% the following week.

5. Nike SB Dunk Low

Interest in Nike's SB Dunk sneakers increased 182% year-on-year and was released in a series of different colorways throughout the year. As the world watched skateboarding's debut at the Tokyo Olympics, interest in the Nike SB Dunk Low, the sport's official shoe, increased 148% through July and August.

6. Adidas Samba

After being spotted on both Rihanna and A\$AP Rocky, searches for the Adidas Samba sneaker jumped 63% from July. The shoe has quite the celebrity following, including Jonah Hill, Frank Ocean, and Tyler, The Creator.

7. New Balance 327

With designer collaborations from Staud and Casablanca, as well as a variety of different colorways from New Balance, the retro-inspired 327 sneaker has gained interest among online shoppers. Searches have steadily risen throughout the year, peaking in August with a 96% increase.

8. Nike Go Flyease

The Nike Go Flyease sneaker received a great deal of hype around its release in February, becoming the 7th hottest women's product in The Lyst Index Q1. The shoe's truly hands-free capabilities are a technological breakthrough for the brand, and a game-changer for athletes of all abilities.

Sneakers

9. Converse Chuck 70

Converse became the most-wanted sneaker brand in February after Vice President Kamala Harris was photographed wearing a pair of Chuck 70s on the February cover of Vogue. Searches were up almost ten times year-on-year, with 100 searches on Lyst happening every hour.

10. Converse Run Star Hike

As platform footwear became a top trend in 2021, it's no surprise that Converse's take on the style with its Chuck sneaker gained popularity as well. Throughout 2021, searches for the Converse Run Star Hike, spotted on Bella Hadid and Charli D'Amelio, increased 69% while the shoe was searched 64 times every hour.



Logo

Prada

Miuccia Prada and Raf Simons unveiled their first collection as co-creative directors for S/S '21, and the duo have been showcasing Prada's signature triangular logo everywhere, from tops and earrings to gloves and handbags. The design choice paid off, as Prada is the most-searched logo on Lyst in 2021, receiving four times more searches than the year before.



Collaborations

1. Yeezy x Gap

Despite limited product being released in 2021, there was a high level of buzz and excitement around this collaboration. When the partnership was revealed in early June, searches for both brands increased, Yeezy 320% and Gap 325%. Upon the announcement of its first product, the Blue Round Jacket, there were more than 50,000 searches for the collaboration in a span of 24 hours.

2. Ivy Park x Adidas

Boasting the highest number of searches for a collaboration this year, Ivy Park x Adidas has consistently found success with its seasonal releases, from “Icy Park” in February, which caused searches for Ivy Park to spike 536% within a week of its release, to inclusive swimwear for summer and fall’s “Ivy Park Rodeo” collection.

3. The North Face x Gucci

Gucci turned outdoor gear into a luxury with its collaboration with The North Face. When it was released in January there were over 30,000 searches for the collaboration in 24 hours and its canvas bomber jacket was the top women’s product of The Lyst Index Q1. On the resale market, the outerwear item is still hot, as resellers have asked up to five times more than its original price.

4. Telfar x UGG

Back in 2020, Telfar’s collaboration announcement with UGG was well-received with its pre-sale selling out within 24 hours – nine months in advance of its official release. In July, a month after the partnership’s launch, demand for Telfar increased 275%, along with UGG 262%. After Telfar and UGG dropped the second edition of their collaboration, searches for UGG increased 94% and Telfar 101% within 48 hours.

5. Balenciaga x Gucci

The high-end collaboration – actually, “hacking” – between the two historic fashion houses debuted in April during Gucci’s “Aria” runway show. In the two months after it was shown there were over 5,000 daily searches for the collaboration, and a new template for mega-brand link-ups was set which saw Fendi join forces with Versace in September.



PEOPLE



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. Zendaya

After Zendaya's 2021 Oscars red carpet appearance wearing a custom Valentino gown in yellow, searches for the color increased 222% in less than 24 hours. The award-winning Euphoria star, who boasts over 110M followers on Instagram, also made waves for her bespoke wet-look Balmain dress at the 2021 Venice Film Festival, as searches for the brand's dresses jumped 190% shortly after. Plus her 2021 BET Awards appearance, wearing a vintage Versace gown, caused searches for the brand's dresses to spike 122% within 48 hours.

2. Dua Lipa

Throughout 2021, Dua Lipa consistently influenced fashion searches with her prolific fashion-forward looks, from Y2K-inspired outfits and rodeo glam to Versace and crochet pieces. When Lipa wore a Vivienne Westwood pearl choker at the 2021 BRIT Awards, searches for similar styles spiked 108% within a week. Her 2021 Grammys ensemble from Versace caused a 245% spike in pageviews for the brand, as well as her starring in its F/W '21 campaign, which made searches jump 94% in 24 hours.

3. Lil Nas X

Known for his ability to generate buzz and catalyze conversations, Lil Nas X made headlines throughout the year. His controversial collaboration with MSCHF on a pair of “Satan” sneakers in late March polarized opinion and generated more than 669K social media mentions, likes and shares. Meanwhile Nike launched a legal action against MSCHF alleging trademark infringement. When it comes to personal style, the Montero star also makes an impact. After wearing a Richard Quinn suit to the 2021 BET Awards, pageviews for the brand’s floral pieces jumped 78% in 24 hours, and searches with key terms, such as “embroidered suit” and “beaded suit”, rose collectively 50%.

4. Hailey & Justin Bieber

The Biebers are a power dressing duo. After the two attended a black-tie event in July, Hailey’s black Alessandra Rich gown caused searches for the brand’s velvet and lace dresses and gowns to jump 168% within 48 hours. Justin’s style choices have included some of this year’s hottest trends and products, and he’s recently pivoted to high fashion as the face of Balenciaga and supporter of ERL, an up-and-coming brand from Venice Beach.

5. Kai (EXO)

EXO member Kai went solo in 2020, furthering his superstar status, and landing a collaboration with Gucci. The capsule, which featured a teddy bear motif, marked the first time the Italian fashion house has worked with a Korean celebrity on a collection. When it dropped in April, the collection sold out almost immediately and online searches for Gucci spiked 264%.

6. A\$AP Rocky & Rihanna

Since going public as a couple over the summer, A\$AP Rocky and Rihanna have shared plenty of couple fashion moments, including the filming of their music video in New York City in July. Within 48 hours, searches for Rihanna’s outfit, including “corset tops” and “leather bustier tops” rose 86% collectively and shearling coats by 72%. Rocky’s look, featuring a trucker hat and black combat boots, also spiked searches by 21% and 43%, respectively.

7. Tyler, The Creator

Tyler, The Creator debuted his latest album, CALL ME IF YOU GET LOST, in June and with that came a whole new fashion era. His look often included Ushanka hats and after his performance at the 2021 BET Awards, searches for the furry-style headgear increased 75%. His go-to uniform also featured leopard print and loafers, which jumped among menswear searches by 79% and 55% respectively within a week of his album release. Over the past four months, demand for the rapper’s GOLF le FLEUR* fashion line increased 125%.

8. Harry Styles

Harry Styles is still a Gucci muse. Following the 2021 Grammys, pageviews for feather boas had a massive spike (+1500%) in just 48 hours after the Golden singer was seen wearing two different versions from the brand. The most-searched piece was Gucci’s purple feather boa, which Styles wore during his acceptance speech. Plus, searches for the accessory have jumped 111% since the start of his Love On Tour in the US in September. During his performance, he wore a leather suit, which boosted searches for men’s leather pants by 100% in less than 24 hours.

9. Jennifer Lopez

The J.Lo renaissance continued in 2021. After wearing an all-white outfit from Chanel to perform at the Presidential Inauguration in January, pageviews for white Chanel pieces rose 89% within 24 hours, and searches for long white coats jumped 119%. A month later she arrived at the Super Bowl wearing a houndstooth coat with a Louis Vuitton crop top, which influenced a 10% increase in demand for the print, as well as a rise in searches for the French luxury brand (24%) and crop tops (22%) within 24 hours.

10. Lady Gaga

Lady Gaga’s upcoming film House of Gucci has been influencing fashion searches well before its official release date. Gucci scarves saw a 67% jump in searches after pictures of Gaga wearing one on set were published. When the singer and actress spent time in New York City for her performances at Radio City Music Hall, her outfits also had shoppers searching online. Demand for “platform boots” rose 60% after she was seen wearing various pairs in July, and pageviews for Valentino increased 117% when she wore an haute couture look from the brand.

2022. WHAT'S NEXT?



1. NEW FRONTIERS

2021 saw some of the biggest human space flight moments in history take place, especially when it came to space tourism. This new development in travel will continue to inspire more future-minded designs and technologies.

2. FUTURISTIC SHOES

With the success of the Yeezy Foam Runner and Nike Go Flyease, as well as the rise of the Converse Run Star Hike, footwear is starting to take shape in a whole new way. Sneaker designer Salehe Bembury, who recently collaborated with Crocs, is one of the experts paving the way.

3. MULTI-SENSORY

As clothing becomes more technical and function-oriented, a rise in searches shows an interest in clothing that serves a multi-sensory experience through texture, like wearing head-to-toe shearling, or nature-inspired materials, such as feathers and wood.

4. MINIMALISM

With the announcement of Phoebe Philo launching her own namesake brand after stepping down from her creative director role at Céline in 2017, the designer's return will no doubt bring back her signature minimalist aesthetic and pared-back approach to luxury designs.

5. SPORTING FOCUS

The Tokyo Olympics brought more fashion into athletes' uniforms and off-duty wardrobes than ever before, while other sports, such as football and skateboarding, have received new interest from luxury brands. With the 2022 Fifa World Cup on the horizon this trend is set to continue, and sportswear in general will include more style-conscious, high-fashion offerings.

6. BIGGER AND STRANGER COLLABS

From Palace and Stella Artois teaming up on streetwear to Heron Preston designing upcycled airbags for Mercedes Benz, it seems that any brand in any industry could unexpectedly partner with a fashion player. There's plenty of untapped territory that's ripe for further collaborations here.

7. HIGHLOW WORKWEAR

As the world gets back to the office, our wardrobes will have to adapt to the new nine-to-five, without sacrificing the comfort of 18-plus months of wearing loungewear and slippers. Sharp and tailored garments will juxtapose with softer lines and materials for a polished but comfortable look.

Brands To Watch



1. Conner Ives:

The LVMH Prize finalist, known for his unique ready-to-wear and eveningwear upcycled from discarded fabrics, caught the attention of Rihanna before he even graduated from Central Saint Martins.

2. Coperni

The Parisian brand, whose famous fans include Maisie Williams and Bella Hadid, is known for its Space Age aesthetic and its structured shoulder bags, which have increased in demand by 90% year-on-year.

3. Area

The New York luxury label has garnered a fanbase for its crystal-studded and embellished apparel and accessories, such as its Crystal Chair Bag, which is the most-viewed product for the brand.

4. Mach & Mach

The Tbilisi-based label is part of the new wave of designers defining this year's revenge dressing aesthetic. Megan Fox wore a full Barbie pink look by the brand for the 2021 iHeartRadio Music Awards, including a pair of double bow, crystal-embellished heels, which was a bestseller style from late 2020 to early 2021.

5. Peter Do

The under-the-radar New York designer's namesake brand gained industry buzz following its launch in 2018. But four years later, he made his fashion week debut in September and pageviews for the brand spiked 376% within 24 hours. In May, searches for the brand's dresses jumped 128% after Anya Taylor-Joy wore a dress from its F/W '21 collection on SNL.

6. ERL

The Venice Beach-based brand is making a name for itself in menswear after two big celebrity co-signs: Justin Bieber in August, which caused searches for the brand's puffer jackets to rise 212%, and A\$AP Rocky, who wore an ERL quilt on the Met Gala red carpet, causing pageviews for the brand to jump 259% in less than 24 hours.

7. Stefan Cooke

The London-based menswear brand, which launched in 2017, has been steadily rising but a recent endorsement by A\$AP Rocky pushed it further into the spotlight. After the rapper wore a full look from Stefan Cooke in July, month-on-month searches for the brand jumped 86%, while year-on-year searches increased 214%.

8. Ludovic de Saint Sernin

The Paris-based designer founded his namesake brand in 2017 after two years specializing in embellishments at Balmain. Following the launch of his F/W '21 collection, which paid homage to TikTok's E-boys, searches for the gender fluid brand jumped 108% and pageviews increased by 134% since the beginning of the year. Its celebrity following includes Rihanna, Bad Bunny, Kim Kardashian, Dua Lipa, and more.

Stars To Watch

***The 7 fastest-rising cultural pioneers whose influence made waves and whose following grew significantly over the last 12 months.**

1. Olivia Rodrigo

With a breakout debut album and a Y2K-heavy wardrobe, Olivia Rodrigo is Gen Z's fashion muse. After visiting the White House wearing a vintage pink Chanel suit, online searches for "vintage Chanel" on Lyst increased 200% within a week of her appearance. Plus, searches for "Marc Jacobs platform boots" were up 49% in August after being seen on Rodrigo – and getting a shout-out on Fashion TikTok.

2. Amanda Gorman

The poet laureate grabbed the world's attention with her performance at the Presidential Inauguration, while her bright yellow coat and red headband from Prada cemented her style status. In less than 48 hours after the event, searches for the term "yellow coat" skyrocketed by 1328%, while searches for "red headband" jumped 560%.

3. Emma Raducanu

The 2021 US Open champion became the first British woman to win a Grand Slam singles title in 44 years. After her victory, Raducanu attended the Met Gala dressed in Chanel and Tiffany & Co., and was named the jewelry brand's newest ambassador. Already she's making an impact on fashion, with demand for Nike tennis shoes increasing 86% after the US Open, and the black strapless Chanel dress which she wore for the trophy ceremony catalysing a 53% spike in searches for similar styles.

4. Nico Hiraga

The pro skater-turned-actor's breakout role in Netflix's Moxie stole the hearts of young fans everywhere, as his 92% increase in social media followers proves. He most recently had a cameo appearance in fellow style star Olivia Rodrigo's music video "Brutal".



5. Kai-Isaiah Jamal

The poet and activist became the first Black trans model to walk in a Louis Vuitton show, appearing on the runway for F/W '21. Since then, they've landed major fashion campaigns, with brands including Tommy Hilfiger, Martine Rose, Calvin Klein, and Filippa K.

6. Ella Emhoff

A recent Parsons graduate who studied textile design and knitwear, and step-daughter of the US Vice President Kamala Harris, Ella Emhoff gained international attention at the Presidential Inauguration for her bedazzled Miu Miu coat. Her outerwear choice went viral and caused a 455% spike in searches for the Italian brand's coats in just six hours.

7. Emma Corrin

The British actress is known for her award-winning portrayal of Princess Diana in The Crown, as well as for her avant-garde outfits styled by Harry Lambert. The custom Miu Miu dress she wore to the 2021 Golden Globes caused a 112% spike in online searches for the brand in less than 48 hours. On social media, her mentions have grown by 347% and her average monthly Google searches have jumped 987%.

