

3/4/12 - 155

# Gucci comes out on top

GUCCI has officially been crowned "the hottest brand on the planet."

The Italian fashion house has been awarded the accolade by the global fashion search platform Lyst. In its latest quarterly, the Lyst Index, its ranking of clothing labels and products has deemed the labels "Soho Disco" bag the most coveted women's product during the last three months of 2018.

Furthermore, over six million shoppers searched for a Gucci bag, belt or shoe between the months of October through December, confirming the brand's position as the top favourite among Lyst's users.

The news coincides with the start of a big year for Gucci, which is set to launch its inaugural jewellery line this summer, and whose creative director Alessandro Michele will co-chair the MET Gala in May.

The Lyst Index, which takes into account the behaviour of the site's five million monthly online shoppers in addition to social media metrics, saw Gucci knock the streetwear label Off-White into second place.

Heritage brand Balenciaga came in at

number three, while Moncler jumped 12 places in the ranking to claim fourth position, thanks in part to the success of its new "Genius" diffusion line. Italian powerhouse Fendi rounded out the top five.

Meanwhile the British stalwart Burberry, which put on its first show by new chief creative officer Riccardo Tisci last fall, rose by four places to enter the index at number 10. The report also looked at the hottest individual products for the quarter, singling out the Nike Air Force 1 '07 LV8 Utility Volt sneakers as the top menswear piece.

In terms of wider trends, it noted that urban hiker essentials are enjoying a moment in the fashion spotlight, with fleeces by the brands North Face and Patagonia ranking among the hottest menswear products, while the French brand Veja leads the trend for sustainable sneakers with its V10 model proving popular with women.

Footwear was the most powerful product category across the hottest products lists, with both menswear and womenswear seeing three sneakers make the top 10 products of the quarter. **Relaxnews**



Gucci was the hottest brand of the last three quarter of 2018, says Lyst. PICTURE CREDIT: BERTRAND LANGLOIS/AFP