

Brands & Trendsetters 2020

by LAUNCHMETRICS x lyst

NEW YORK FASHION WEEK

\$154.3M

Total MIV®

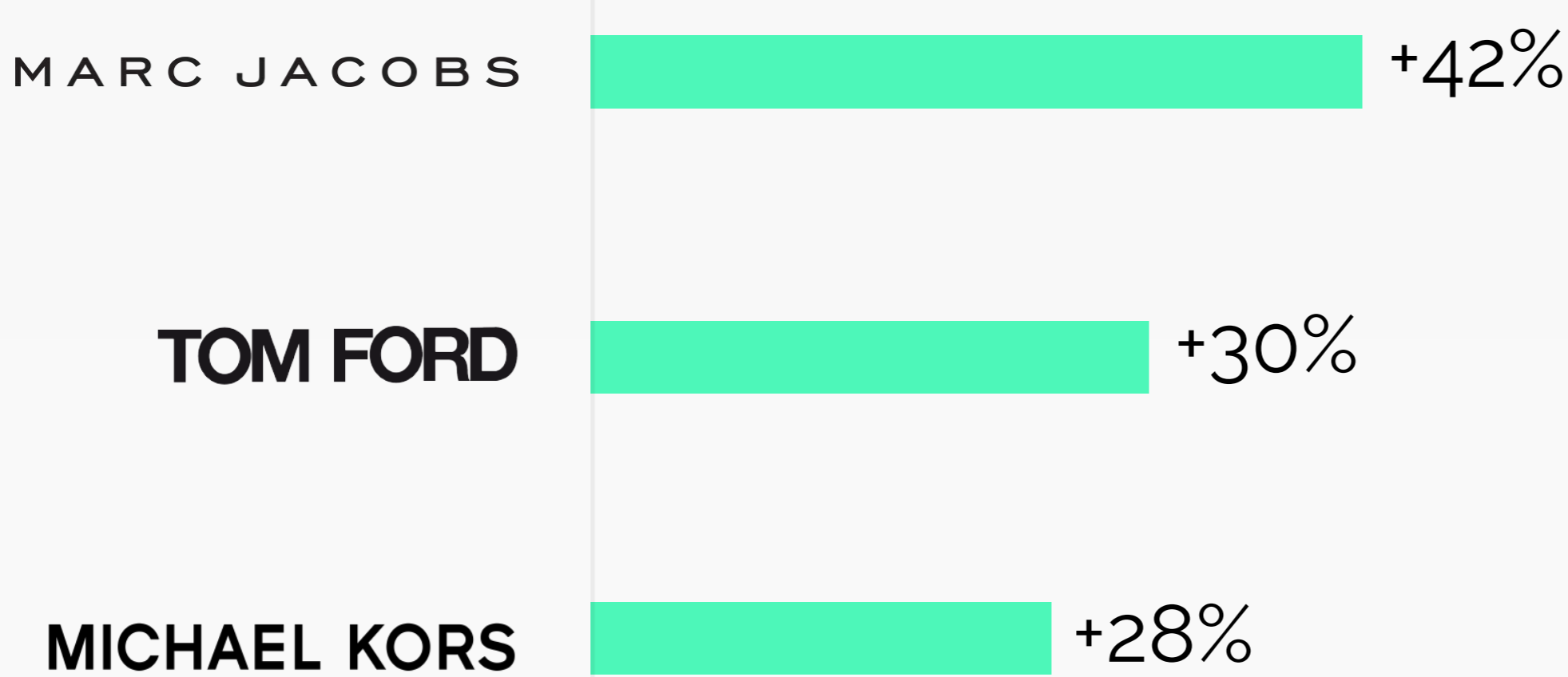
Top brands by MIV®

1 MARC JACOBS

2 TOM FORD

3 MICHAEL KORS

Search queries increase by Lyst February 3 - 12



Photos by Adam Katz Sinding

PARIS FASHION WEEK

\$166.7M

Total MIV®

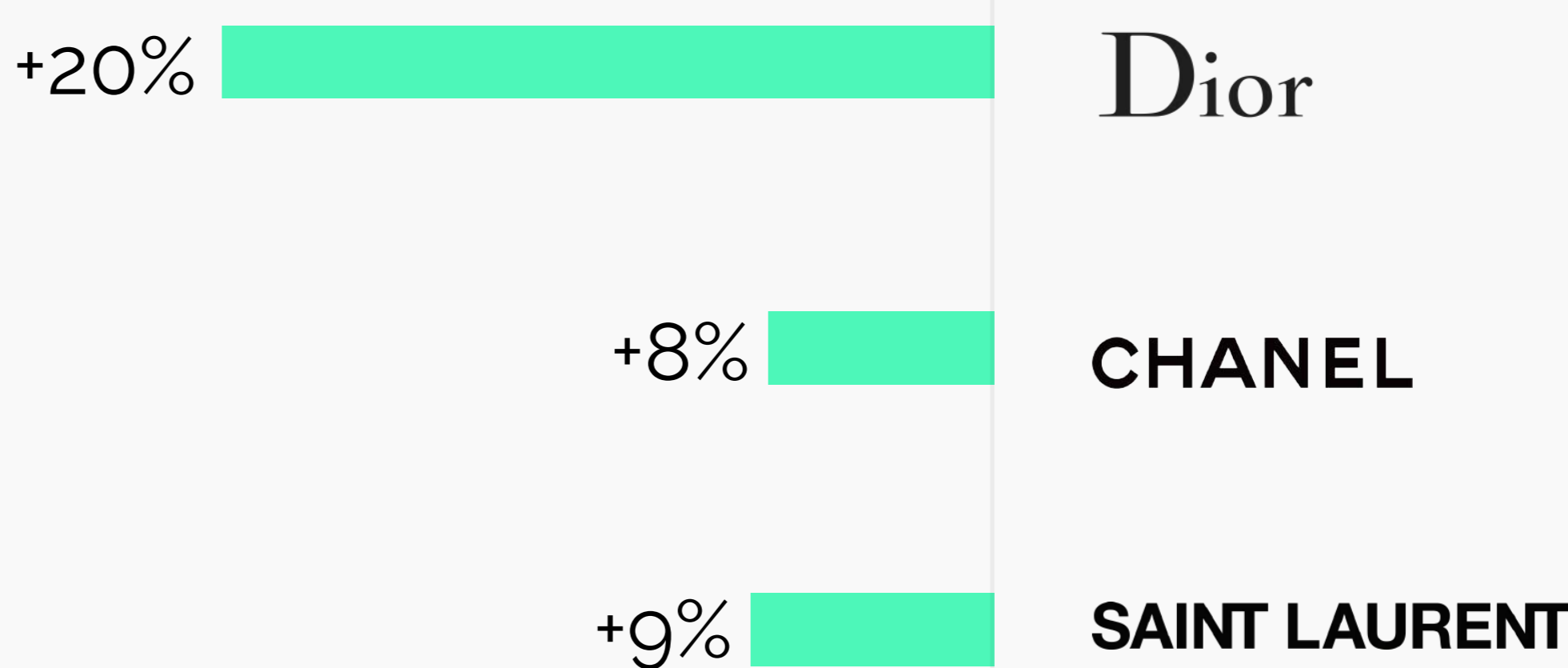
Top brands by MIV®

1 Dior

2 CHANEL

3 SAINT LAURENT

Search queries increase by Lyst March 1-6



Photos by Adam Katz Sinding

INFLUENCERS REMAIN TRENDSETTERS



Leonie Hanne

Oversized suits, croissant bags & metallics

MIV® **\$566K** in New York & **\$328K** in London



Search increase by **206%** for showcased items



Mules **+229%**



Metallic dresses **+505%**

Wide leg flared pants **+102%**

Feathered dresses **+177%**

Oversized blazers **+389%**

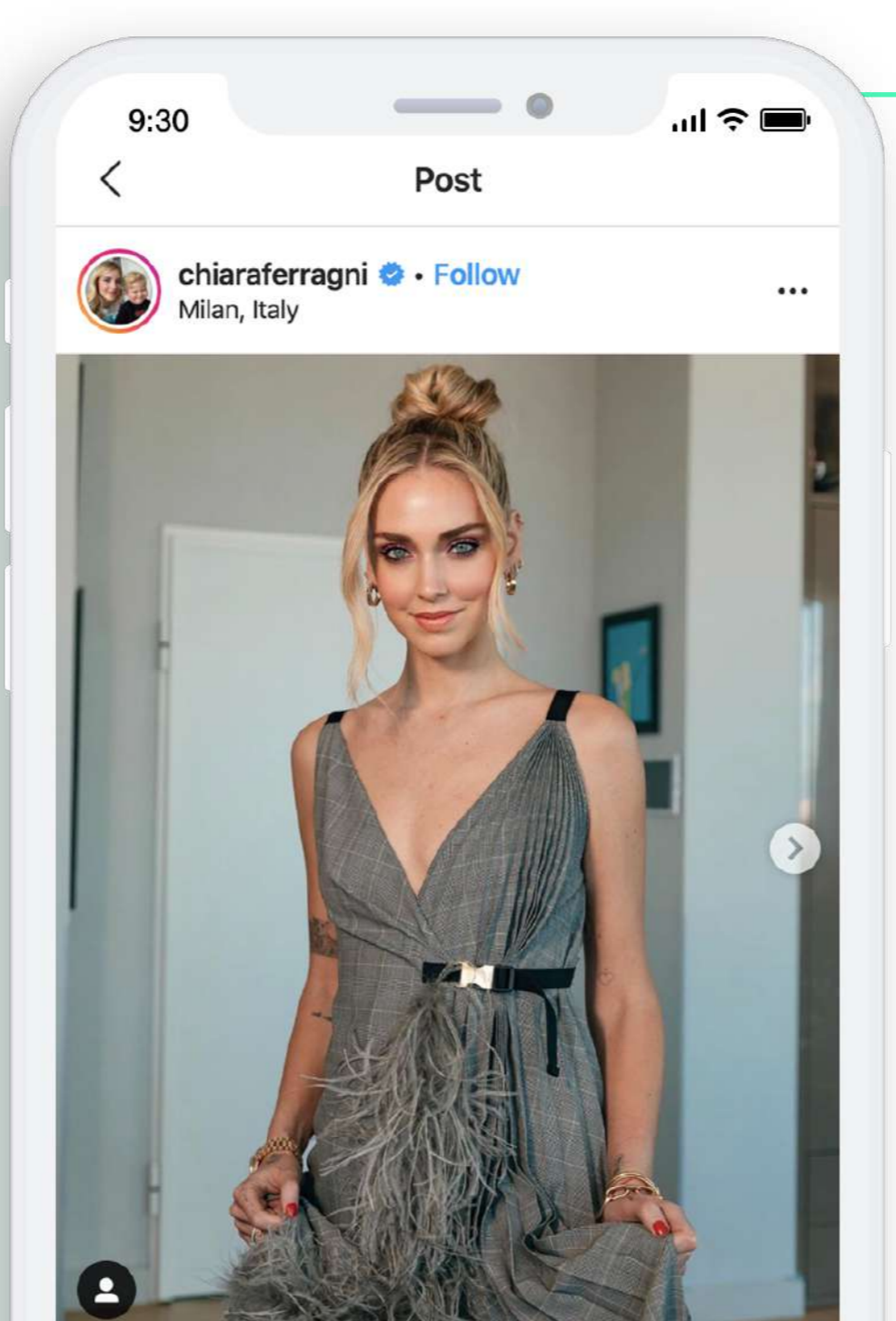


Chiara Ferragni

Gold jewelry, coats & polka dots

MIV® **\$3.4M** at Milan Fashion Week

6 own posts and **283 mentions**



Search increase by **170%** for showcased items



Gray checkered dress with feathers **+150%**



Small pink bag by Prada **+225%**

Gold ring earrings **+25%**

Strapless red-black polka dot dress **+245%**

Quilted white coat **+200%**



Camila Coelho

Cargo pants, velvet & color blocking

MIV® **\$1.3M** at New York Fashion Week and **\$2M** at Paris Fashion Week

124% increase in demand from shoppers



Search increase by **124%** for showcased items

Peach-colored fashion items **+182%**

Knitted cardigan **+25%**

The demand for the parts combined by Camilla Coelho **+450%**

Turtleneck sweater & velvet pants **+450%**

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LAUNCHMETRICS