

# THE LYST INDEX

Tuesday January 31, 2023  
Milan, Italy

Italy's Fashion Leaders Come Together to Discuss the Business of Brand Heat, as the Lyst Index Marks Five Years of Customer Insights

Lyst CEO **Emma McFerran** hosted **Lorenzo Bertelli**, Prada Group Marketing Director and Head of CSR; **Remo Ruffini**, Chairman and CEO of Moncler; **Jacopo Venturini**, CEO of Maison Valentino; as well as Founder and Artistic Director of Palm Angels, **Francesco Ragazzi**; and recently appointed Artistic Director of Pucci, **Camille Miceli**; in conversation at the Accademia Costume & Moda in Milan. Celebrating the fifth anniversary of the quarterly Lyst Index report, the intimate 'salon discussions' format saw industry leaders discussing the business of brand heat together for the first time.

*"When we decided to host the first Lyst Index event we knew that it had to happen in Milan, the home of so many of the world's greatest brands, that continue to dominate our Hottest Brands list every quarter. We are thrilled to be bringing together some of the most innovative leaders who are powering the future of the fashion industry, sparking conversations that will no doubt inspire and inform the next five years of The Lyst Index report."* — Emma McFerran, Lyst CEO

Pulling shopping data from 200 million customers worldwide, Lyst has access to unique fashion insights that inform the Lyst Index chart, ranking fashion's top 20 brands and hottest products every quarter. Emma McFerran explored the new values and themes that customers care about, such as 'luxury, community, sustainability, collaboration and archive.'

Tamu McPherson of All The Pretty Birds joined in moderating the intimate 'salon discussions' including the key drivers shaping the future of the industry and the critical role of creativity in building and maintaining brand heat. Camille Miceli and Francesco Ragazzi spoke to the power of community and culture. Lorenzo Bertelli, Remo Ruffini, Jacopo Venturini unpacked what it takes to be a top ranking brand, and some of the reasons for their success.

## EMILIO PUCCI

"I'm very excited to be part of the first Lyst Index event and have the opportunity to discuss culture and community with Tamu McPherson and Francesco Ragazzi".

Camille Miceli, Artistic Director, Emilio Pucci

## MONCLER

"Throughout my whole life I have followed a simple rule: brand is everything.

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I have never chased revenues and I never will. My objective has always been to build a strong brand while nurturing a close relationship with our communities.”

Remo Ruffini, Chairman and CEO, Moncler

## PALM ANGELS

“It’s an honor to have been invited to talk at the Lyst index Report event in Milan on such an important topic. Culture and community have a strict combination that is linked to evolution. Culture is to the community as evolution is to the values that culture represents within a certain community. Palm Angels was born with an innate sense of community which is in the brand roots. As an artistic director, observing the present and possibly answering the questions that come to us directly from reality is very important. To me it is not about clothing only, but more about the values that the brand can express. Since the very beginning I looked at the codes of LA’s skate scene as well as other American street cultures and subcultures to reference a deep sense of belonging expressed by freedom, individuality, and exploration in the broader sense.”

Francesco Ragazzi, Founder and Artistic Director, Palm Angels

## PRADA GROUP

“At Prada Group, we have a clear purpose: being ‘Drivers of Change’, which summarises our way of doing business. This means continuously combining four elements: creativity, innovation, commitment to ethics and being in constant and coherent dialogue with our audiences.

Sustainability is a significant contributor to how we think about our brands. We feel the duty to promote change and guide our customers towards more sustainable choices.”

Lorenzo Bertelli, Prada Group Marketing Director and Group Head of Corporate Social Responsibility

## VALENTINO

“Valentino is by definition the most established Italian Maison de Couture and our strategy fosters a couture mindset in all sectors and in every department.

A Couture approach permeates everything we do - attention to detail is fundamental, just like the dedication a seamstress puts into all the steps required to craft a gown in our atelier.

In that light, we place human capital at the core of all our activities: people-centricity flows into client-centricity, strengthening the chain of value and its authenticity. In our Maison, creativity is the energy generator, the center of our journey that needs to be constantly fueled and sustained freely, transversally reaching across the Company. Creativity is our daily source of inspiration.”

Jacopo Venturini, CEO, Maison Valentino

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**The Lyst Index** is a quarterly ranking of fashion’s hottest brands and products. The formula behind The Lyst Index takes into account the behaviour of Lyst’s 200 million online fashion shoppers, including searches on and off platform, product views and sales. To track brand and product heat, the formula also incorporates social media mentions, activity and engagement statistics worldwide, over a three month period. The Lyst Index Q4 2022 report will be published

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on February 2nd.

**Lyst** is a fashion technology company and premium shopping app, used by 200 million people each year to browse, discover and buy items from the world's largest inventory of fashion brands and stores online. From emerging trends to worldwide fashion movements, Lyst insights are a unique source of global fashion intelligence. Download the app [here](#).

## **Accademia Costume & Moda**

Accademia Costume & Moda (ACM), founded in Rome in 1964 under the patronage of the Municipality of Rome, the National Chamber of Italian Fashion and the Ministry of Labour and Social Service, is a private non-profit academic institution offering undergraduate Bachelor of Arts and graduate Master courses accredited by the Italian Ministry of University and Research (MUR) with the collaboration of more than 150 companies from the Fashion and Entertainment sectors. ACM is considered among the top fashion schools in the world (BoF, Fashionista) and has a student population of around 500 students studying in the Rome and Milan campuses. Career and placement ratios are consistently more than 85% across courses with peaks up to 100% on some Master courses and ACM alumni include Creative Directors, Senior designers, Oscar Award and David di Donatello winners among other important professionals for the fashion and entertainment industries.

“We are happy to host this important event. Education is about impact, impact is driven by the Industry, the Industry is made of communities, experiences and human beings. And Education is about nurturing human beings.”

A. Lupo Lanzara and Furio Francini, respectively President and CEO of Accademia Costume & Moda

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**To request further information about the Lyst Index or images following the event please contact Camilla Clarkson; [camilla.clarkson@lyst.com](mailto:camilla.clarkson@lyst.com)**

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