

2019

# EUROPEAN FASHION MAP

The fashion map of Europe



## ***Lyst presents EUROFASHION to reveal the online shopping behaviour in Europe***

- ***Lyst, global fashion search engine, analysed consumer search and purchase behaviour across 47 countries***
- ***The most popular brand in Russia is Dolce & Gabbana***
- ***Trends we see across European countries***

Global fashion trends influence many countries but each country adapts them in its own way depending on the needs of local consumers. What is the most desirable bag in France at the moment or the most searched men's product in the UK? How much people spend in Russia?

We analysed these searches and patterns and compiled a report that covers online shopping habits and behaviours of Russian shoppers who are searching, browsing and buying across 12,000 designers and stores online.

### **Local data**

Russia is such a vast nation and even though the Russian fashion industry is now at the forefront of global fashion trends, the style preferences are still quite different from Europe.

Leather is a bit of fetish in Russia. No matter the time of the year, a good leather jacket is a cool thing to have! Russian women love to dress up and they often flaunt fancy dresses and high heels. That's why it won't be a surprise that Dolce & Gabbana, the Italian luxury fashion house, holds a special place in Russian hearts and is the most popular brand in the country.

Research has shown that Vetements holds a leading position in fashion preferences of Russian customers. The most popular product within female audience is Vetement's black oversize rain coat while men are opting for sneakers and specifically, for Vetements x Reebok Genetically Modified Pump. Data indicate that boots are the most searched category in Russia. Most likely, this is due to severe climate conditions in Russia, while in the UK and France, this category is taken by bomber jackets and sunglasses accordingly. On the fourth and fifth positions for the most searched product categories in Russia are sweatpants and hoodies.

Lyst highlights the top 6 product categories that are being searched and viewed in Russia the most: belts, backpacks, sneakers, sweatpants, hoodies, leather jackets.

Sneakers are a big deal globally and this sneakermania is finally in full force within the Russian market too. Sneakerheads are always looking for brand new releases and Lyst highlighted the most searched for

sneakers for men. Nike's legendary Air Force 1 holds the top spot. Jordans are rightly in second place and Balenciaga's Triple-s rounds up this trio.

Russian customers choose to do online shopping during their lunch break (1 pm). Compared to the UK where the most popular time for shopping is Sunday evening (7pm), this shows that Russians tend to not

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overthink their purchase and usually know what they are going to order. French people also shop at the same time as Russians, but the most popular day is Wednesday.

The devices to shop from differ across European countries. While desktop is the most popular device in such countries as Ukraine ( 58%) and United Kingdom ( 25%), in Russia 64% of people shop on tablets. Desktop purchases are currently at 18% with mobile orders at 16%. Austria might give Russia's most popular shopping device a run for its money with its 83% of usage.

When it comes to shopping budgets, the average AOV in Russia for females is 350 dollars and for males no more than 245 dollars. In Netherlands, female shoppers spend 254 dollars for their online fashion order, German women spend on average 322 dollars on their online fashion order which is 13% less than in the previous year. The highest AOV across European countries is in Switzerland where females are ready to spend up to 510 dollars on shopping.

Over 28% of Russian customers do their shopping during sales season, compared to only 16% in Norway and 17% in Germany.

### Comparison with other countries

Searches and purchase behaviour in different countries are similar in a way. Switzerland and Germany's top item is a maxi dress. Germany also has vinyl and parka in trending category. Belt bags are still a thing – Italian women chose this accessory over regular bags.

Danish women love to support their Scandinavian brands – their picks are floral mini dresses, nylon bags and sneakers with Velcro. Spain is a bit more precise with colour preferences for products – the print must be an animalistic one, shoes in red color and dresses in green.

The analysis demonstrates that the most popular brand in Europe is still Gucci. It remains on top position in such countries as United Kingdom, Denmark, Sweden, Greece, Switzerland, Luxembourg, and Liechtenstein. This is followed by Balenciaga, Off-White, Nike, Dolce & Gabbana, in this order.

### EUROFASHION: An interactive fashion map of Europe

Lyst has come up with an innovative way to present Europe's favourite fashion. The fashion search engine has created an interactive map showing key findings on online fashion behaviour and preferences of shoppers across 47 countries. Click here to explore the data: <https://www.lyst.com.ru/eurofashion-2019/>

### About the data

Over a period of six months, the analytics team at Lyst, global fashion engine platform, analysed over 50 million searches across 47 countries to reveal what fashion items are popular in Europe.

The image is a horizontal banner with a color gradient from orange on the left to blue on the right. On the right side, there is a white outline map of Europe. The text '2019 EUROPEAN FASHION MAP' is written in white, bold, uppercase letters. Below it, 'The fashion map of Europe' is written in a smaller, white, lowercase font.

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The fashion map of Europe

**About Lyst**

Global fashion search platform Lyst enables you to search thousands of online fashion stores at once, bringing together 5 million products from 12,000 of the world's leading brands in one place. Last year over 80 million shoppers from 120 countries chose to start their search on Lyst. From emerging trends to worldwide fashion movements, Lyst is a unique source of global fashion intelligence.

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