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This report is divided into different sections and categories. We will begin with what happened in the industry this year and then proceed with revealing the best of each category up to introducing *The Observers* 2022.



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### THE OBSERVERS

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# Welcome to the GO Report 2022

Fashion is a dynamic industry. Although it takes its time with the collections presented 6 months before they are produced and become available, a lot can happen and change in just a few days. And a lot happened this year.

This industry, however, is not only about fashion itself; it reflects what happens in the world. Economic and geopolitical situations impact the fashion industry just like any other sector. As the pandemic hit the industry throughout 2020 and 2021, 2022 has started with a new worldwide challenge: the Ukrainian war. The industry was not left outside and the war between Ukraine and Russia hit the industry just in the middle of Fashion Week in February. Condé Nast suspended Vogue Russia, brands closed their stores, others - their offices and some even suspended their businesses.

Looking at the fashion industry itself, 2022 was characterized by many new directions for fashion houses as well as unexpected goodbyes and shakes. Many collaborations happened between different brands, and companies have continued to make sustainability efforts. The rise of new technologies and the metaverse have pushed them to ideate new initiatives and explore new frontiers in the digital world. For the first time, a beauty company acquired a luxury brand with the acquisition of the year between Estee Lauder and Tom Ford, and a historic fashion house such as Balenciaga has been at the forefront and on the buzz for both very positive and very negative choices.

We have a lot to talk about so I am excited to present to you the inaugural Glam Observer Report 2022. Our goal with this report is to provide you with a resource that can help you remember and understand the moments that have shaped the fashion industry in 2022.

This report covers the most impactful changes that have made the fashion industry this year: from acquisitions and launches to sustainable efforts, to who's in & out at fashion brands, and the most remarkable fashion initiatives.

We also feature the top fashion products, brands, and moments of the year.

Results were decided by a team of experts of the Glam Observer team, as well as the opinions of our audience of more than 100,000 fashion enthusiasts that we reach weekly via Instagram, the website, and our emails.

We collected data and reflected back at what happened this year to put out there the most comprehensive information about the industry.

The report also reveals our first list of The Observers: fashion professionals from around the world who are shaping and leading the fashion industry behind the scenes.

Enjoy!

riada Graziano

Glam Observer CEO

### Launches

A review of new brands, stores, products and collections that launched this year.

#### Gigi Hadid launched her fashion brand

The supermodel and mother is now also a designer of her own cashmere brand 'Guest In Residence' which launched in September with cashmere pieces including slim-fit joggers, hoodies, tanks, scarves, and beanies.

#### Louis Vuitton launches

The brand released 2 new sneakers this summer, designed by the late Virgil Abloh: a **sustainable unisex sneaker in green, black, and red, and the Louis Vuitton x Nike Air Force 1 sneaker available in 21 colors.** 

Louis Vuitton also unveiled in November its fourth **Artycapucines 2022 Collection** of 9 handbags by Peter Marino, Amélie Bertrand, Daniel Buren, Park Seo-Bo, Ugo Rondinone, and Kennedy Yanko, who reimagined the famous bag named after Rue Neuvedes-Capucines, where Louis Vuitton opened his first store in 1854.



Credits: Louis Vuitton





Credits: Vogue Business



Gigi Hadid brand Credits: Guest in Residence

**Prada launched its first fine jewelry line 'Eternal Gold'** in October, being the first line made with 100 % certified recycled gold that meets "Chain of Custody" standards set by the Responsible Jewelry Council.



Prada fine jewelry line Credits: Hybebae

Zalando acquired in June a majority stake in High Snobiety which will maintain its editorial independence and act as a strategic creative consultant to the German e-tailer.

Amazon presented in October its latest **Amazon Luxury Store** launched in partnership with the reseller What Goes Around Comes Around that is placing on Amazon's site pre-owned 500 items from some big fashion luxury brands that include Louis Vuitton, Hermès, Chanel, Prada and Gucci.

Louis Vuitton x Nike Air Force 1 by Virgil Abloh Credits: Vogue

# BIGGEST DEALOF THE YEAR Credits: FashionNetwork.com

On November 15, the Estée Lauder Companies Inc. (ELC) announced the acquisition of TOM FORD for \$2.8 billion, making ELC the sole owner of the brand and all its intellectual property. This was the first time a beauty company acquired a luxury brand and it was for sure the most important acquisition of the year, as this deal marks Estée Lauder's entry into the fashion industry.

Estée Lauder Companies has already been working with Tom Ford by selling Tom Ford Beauty products under a licensing arrangement since 2006, which quickly grew into one of the most successful beauty brands in the world.

The Italian luxury group Ermenegildo Zegna, which has held a license to produce and distribute Tom Ford menswear since 2006, will now oversee all of Tom Ford's fashion, including womenswear, accessories, jewelry, and even underwear, while the eyewear licensee Marcolin will remain as Tom Ford's glasses manufacturer.

Tom Ford will continue serving as CEO and "creative visionary" of his namesake brand until the end of 2023, along with Domenico De Sole who is Chairman of TomFord International and the designer's long-term business partner.

# CREATIVE DIRECTORS

Newly appointed creative directors and designers who left the brands.



### RHUIGI VILLASEÑOR

New artistic director of Bally since January



TREMAINE EMORY

New creative director of Supreme since February



MAXIMILIAN DAVIS

New creative director of Salvatore Ferragamo since March



DANIEL LEE

Took over as creative director of Burberry in September after Ricardo Tisci's departure



FILIPPO GRAZIOLI

New creative director of Missoni since September



MARCO DE VINCENZO

New creative director of Etro since May



HARRIS REED

Took over as creative director of Nina Ricci in September after Rushemy Botter's and Lisi Herrebrugh's departure



#### ALESSANDRO MICHELE

Left Gucci in November after serving as creative director since 2015

The Glam Observer Report 2022



LUDOVIC DE SAINT SERNIN

New creative director of Ann Demeulemeester since December



Credits: British Vogue

Alexa Chung announced in March she is closing her namesake brand that she launched in 2017.

### Closures

A review of brands, lines and stores that shut down this year.



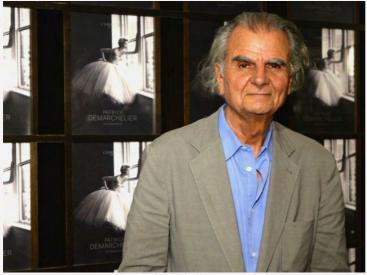
Credits: Elle France

**Raf Simons** announced on November 21 he is closing his label he founded in 1995.



Alexander McQueen has suspended its McQ secondary line that launched back in 2006.

Due to the situation in Ukraine, fashion brands, groups and retailers began shutting down their operations and stores in Russia this March, including Chanel, LVMH, Kering, among many others.



Credits: Challenges

**Patrick Demarchelier** was a famous French fashion photographer who worked with the top magazines and celebrities.

### In memory of

Fashion icons who passed away in 2022



Credits: niood

**Thierry Mugler** was a French designer, stylist, perfumer and creative director of Mugler.



André Léon Talley was an American fashion journalist, stylist, creative director, and editor-at-large of Vogue magazine.

## THE FASHION INDUSTRY IS GROWING ITS PRESENCE IN AFRICA

From fashion shows, to collaborative projects, major luxury brands like Dior, Chanel and Prada are expanding their presence on the African continent.



Dior show in Egypt Credits: GQ

**Dior teamed with Thebe Magugu**, the designer who won the 2019 LVMH Prize for Young Fashion Designers, to reinterpret the New Look, all in aid of the Charlize Theron Africa Outreach Project, a charity that aids South African youth.

The designer reimagined the New Look's hallmark cinched jacket as a cotton T-shirt, and created some accessories for the capsule, such as the Dior Book Tote with the same motif as the T-shirt, a bucket hat, a silk twill scarf, and lace-up Dior camp boots.



Dior presented in early December its Pre-Fall 2023 collection in front of the pyramids of Giza in Egypt. The brand also staged a presentation for the capsule collection designed by Denim Tears' creative director Tremaine Emory.

Chanel unveiled in early December its Métier d'Art 2023 collection in Dakar, Senegal, becoming the first European luxury brand to stage a fashion show in sub-Saharan Africa.

The Prada Group and UNFPA developed together a a fashion training program in Ghana and Kenya. It provides knowledge in a number of areas, including fashion design and production, with a focus on local traditions and styles, re/upcycled fashion, traditional textile design, and financial literacy.

Thebe Magugu's New Look Credits: Vogue

# FASHION SHOWS

#### FALL WINTER 2022

A review of the best Fall-Winter 2022 fashion shows that we will remember for their originality, innovation, and simply because they took our breath away.





**BALENCIAGA** staged a fashion show with a powerful message a

week after the war in Ukraine

VALENTINO presented the Pink PP ready-to-wear collection during Paris Fashion Week.





Credits: Vogue

Credits: Vogue

Credits: Vogue

Matthieu Blazy's first runway show as creative director of **BOTTEGA** VENETA.

AREA revealed a collection by merging antique architecture, fetichism, and the bondage aesthetic.

**BALMAIN** is a show to remember this year. Creative director Olivier Rousteing opened it doors to the public, presenting a collection made of recycled fabrics such as paper, tree bark, banana, raffia, and wood. Cher's appearance is also a moment we can't forget.

# FASHION SHOWS

#### HAUTE COUTURE 2022

A review of the best Haute Couture 2022 fashion shows that we will remember for their originality, innovation, and simply because they took our breath away.



Credits: Vogue CS

Pierpaolo Piccioli staged on July 8 the **VALENTINO** couture show called "The Beginning" in Piazza di Spagna in Rome, which has served as the heart of the creative process and the brand's headquarters since 1967.



Credits: Vogue



Credits: Schiaparelli

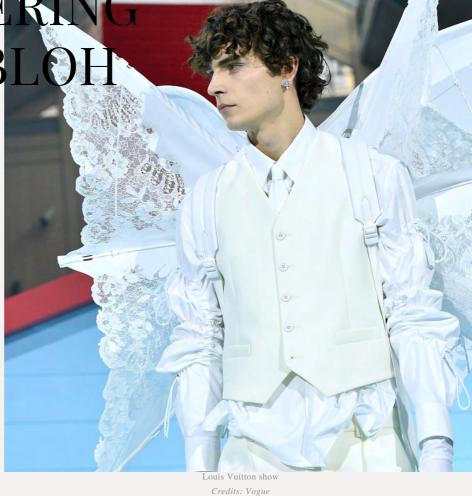
On 6th of July, **BALENCIAGA** presented its second fallwinter 2022-2023 haute couture collection since creative director Demna Gvasalia joined the house in 2015, honoring the tradition of couture shows that was so important to the founder Cristóbal Balenciaga. Nicole Kidman, Dua Lipa and Kim Kardashian were among the high-class celebrities who walked down the runway. Creative director Daniel Roseberry returned to the Couture week since the pandemic by staging the **SCHIAPARELLI** show on July 4 at the Musée des Arts Décoratifs in Paris, which coincided with the opening of the exhibit dedicated to the founder Elsa Schiaparelli.

## REMEMBERING VIRGIL ABLOH

Louis Vuitton and Off-White dedicated this year's fall-winter 2022 fashion shows to Virgil Abloh, the founder of Off-White and Men's Artistic Director of Louis Vuitton who passed away in November 2021.



Credits: Vogue



Louis Vuitton showcased the final Fall-Winter collection from its late Men's Artistic Director Virgil Abloh at Paris Fashion Week. The posthumous menswear show, entitled 'Louis Dreamhouse' began with a concert, followed by the presentation of all of Virgil Abloh's signature pieces he has created for the house since his first show in 2018.

The Off-White fall-winter 2022 show presented Virgil Abloh's ready-to-wear collection during Paris Fashion Week, entitled 'Spaceship Earth: an Imaginary Experience', which was conceived at its earliest stages by the late designer before he passed away in 2021.

# FASHION SHOWS

#### SPRING SUMMER 2023

A review of the best Spring-Summer 2023 fashion shows that we will remember for their originality, innovation, and simply because they took our breath away.



Fendi show in New York Credits: Fendi

Fendi celebrated the 25th anniversary of its iconic baguette through collaborations with Tiffany & Co., Marc Jacobs, Sarah Jessica Parker and Porter.



Quemus s snow in Pari Credits: Vogue

**JACQUEMUS** show "Le Raphia" was held in Le Bourget and featured menswear and womenswear looks.

**CHANEL** presented its Métier d'Art 2023 collection in Dakar, Senegal, becoming the first European luxury brand to stage a fashion show in sub-Saharan Africa.



Ferragamo's show in Milan Credits: Footwear News

Maximilian Davis presented its first collection for **Salvatore Ferragamo** by paying homage to the founder's origins in fashion and the culture of Hollywood. He was especially inspired by Marilyn Monroe's Red Crystal Pumps.

# FASHION SHOWS

#### **SPRING SUMMER 2023**

A review of the best Spring-Summer 2023 fashion shows that we will remember for their originality, innovation, and simply because they took our breath away.



The Gucci Twinsburg Show in Milan Credits: GQ Taïwan

Gucci invited 68 identical twins to walk down the runway at the "Gucci Twinsburg show".



er 70th anniversary in Milan Credits: WWD

Harris Reed show in London Credits: Vogue

**MONCLER** celebrated its 70-year anniversary at the Piazza del Duomo in Milan, gathering 1,952 artists (the year Moncler was founded) wearing white Maya 70 jackets.

**DIESEL** opened its doors to the public by inviting 1,600 students (70 percent of those attendees were under age 26) from various colleges and fashion schools who were able to attend the event for free.

HARRIS REED, known for his genderinclusive designs, built the collection around the theme of the debutante ball, playing around the conventions associated with it.

**MARNI**, which usually organizes its fashion shows in Milan, presented its first SS 2023 collection overseas, in NYC.

# COLLABORATIONS

The most exciting collaborative collections that launched this year.



ADIDAS FOR PRADA RE-NYLON



ADIDAS X GUCCI



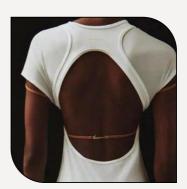
BURBERRYXSUPREME



MANOLO BLAHNIK X BIRKENSTOCK



DIOR X BIRKENSTOCK



NIKE X JACQUEMUS



FENDI AND TIFFANY



GUCCI X HARRY STYLES HA HA HA COLLECTION



TOD'S X 8 MONCLER PALM ANGELS

# SUSTAINABILITY

This section highlights some notable sustainability efforts that were made in the fashion industry this year.

## Fashion brands sign the Collective Virtual Power Purchase Agreement

Dozen of the biggest fashion brands have signed on December 8 the Fashion Pact's Collective Virtual Power Purchase Agreement with the goal to move towards renewable electricity and reach 100% renewable energy across companies' own operations by 2023. Supporting companies include Bally, Capri Holdings, Ermenegildo Zegna Group, Farfetch, Ferragamo, Kering, Prada Group, PVH, Ralph Lauren, Tapestry, Under Armour, and Zimmermann.

### Venice hosts the first international summit dedicated to sustainability

The Italian fashion industry organized on October 27-28 the Venice Sustainable Fashion Forum 2022, which was the first international summit dedicated to discussing the future of sustainable future in the industry. A European union fashion alliance is created

25 European fashion councils and organizations met at a two-day summit in Frankfurt at the end of March 2022 that was organized by the Fashion Council Germany. They created the European union of fashion alliance to work towards a sustainable and inclusive fashion future.

#### **Yvon Chouinard sells Patagonia**

The family of founder Yvon Chouinard transferred ownership of Patagonia to two new entities - the Patagonia Purpose Trust and the Holdfast Collective - now holding 98% of the company that is set up to use its \$100 million in annual profits to fight climate change.

#### Vestaire Collective bans fast fashion

As the resale platform is making efforts to be ecofriendly and encourage more responsible consumption, it removed 5% of the items that belong to fast-fashion brands like Asos, Boohoo, and Pretty Little Thing, thus completely banning fast-fashion labels as of November 22.



Balenciaga's Ephea Coat Credits: Vogue Business

Balenciaga launched on September 26 a **resale platform** in partnership with a tech-and-logistics platform Reflaunton to offer customers a fullservice resale experience, allowing them to sell their old Balenciaga clothing and accessories.

A month later, Balenciaga released on October 26 an **"Ephea" Coat** made of mycelium that was revealed for the first time during Autumn-Winter 2022 Balenciaga's show at Paris Fashion Week.

### Sustainability

This section highlights some notable sustainability efforts that were made in the fashion industry this year.

**Burberry** announced on May 19 it will ban exotic skins in its future collections. So did **Moda Operandi** confirming the ban on fur and exotic skins on April 25.



Stella McCartney mushroom leather bag Credits: Stella McCartney

Stella McCartney launched on May 23 its firstever **mushroom leather handbag**, which became a new product in the brand's collection to be made from sustainable materials since the brand began working with the material's producer Bolt Threads in 2017.

# MAGAZINES

In this section, we will look at the major moves that happened in the evolving media industry.



In October, Timothée Chalamet became the first man to be portrayed on the British Vogue print issue cover.



Harper's Bazaar Italia released its first print issue in December 2022. Daria Veledeeva is the editor in chief.

Condé Nast closed **Vogue Russia** in April.



**Vogue Philippines** launched in September, with Bea Valdes as Editor in Chief.

**Lisa Aiken** is the new Executive Fashion Director at Vogue.com.

ALENTIN

Valentino launched its first makeup collection "Valentino Beauty", created by Pierpaolo Piccioli. It is composed of 40 shades of foundation, 50 lipstick shades, and many eye products.



Credits: Allure

The French luxury label Balmain partnered with U.S. beauty group Estée Lauder to develop a line of beauty products called "Balmain Beauty". The project should launch in fall 2024, and it is believed that the new line will pay homage to its founder, Pierre Balmain, who released a perfume in 1946.



Credits: Stella McCartney

Stella McCartney partnered with the LVMH Beauty Division on a vegan skin care line. Based on Stella's personal philosophy of using "only what you need", the first range consists of 3 essential products: Reset Cleanser, Alter-Care Serum, and Restore Cream. All the products are made with at least 99% natural-origin ingredients.

## FASHION AWARDS OF 2022



Credits: Glam Observer **FASHION AWARDS** DECEMBER 2022, LONDON

Glam Observer attended the Fashion Awards 2022 on December 5, and this year was special as CEO Giada Graziano brought with her 2 students of The Glam Observer Fashion Academy - Ezgi and Udita.

This year's winners are:

- Pierpaolo Piccioli for Valentino (Designer of the year)
- SS Daley (BFC Foundation Award)
- Katie Grand (Isabella Blow Award)
- Yvon Chouinard (Outstanding Achievement Award)
- Wales Bonner (Independent British Brand)
- Jefferson Hack (Special Recognition Award for Cultural Creation)
- Burberry (Metaverse World & Gaming Experience Award)
- Bella Hadid (Model of the year)
- 15 fashion professionals were recognized as the Leaders of Change: Alessandro Michele, Daniel Roseberry, Harris Reed, Ibrahim Kamara, Raf Simons (Creativity); Gabriela Hearst, Bethany Williams, Priya Ahluwalia, Conner Ives, Marine Serre (Environment); Aurora James, Harry Lambert, Julie Pelipas, Sinéad Burke, Rafael Pavarotti (People).



**CFDA FASHION AWARDS** NOVEMBER 2022, NEW YORK

On, November 7, New York City hosted the CFDA 2022 Fashion Awards, marking the CFDA's 60th anniversary.

This year's winners are:

- American Womenswear Designer of the Year: Catherine Holstein for Khaite
- American Menswear Designer of the Year: Emily Bode Aujla for Bode
- American Accessory Designer of the Year: Raul Lopez for Luar
- American Emerging Designer of the Year: Elena Velez
- Board of Trustee's Award: Virgil Abloh
- Fashion Icon: Lenny Kravitz
- Positive Social Influence Award: Slaysians from The House of Slay featuring Prabal Gurung, Laura Kim, Phillip Lim, Tina Leung and Ezra William
- Founder's Award in Honor of Eleanor Lambert: Andrew Bolton
- Amazon Innovation Award: Kim Kardashian, Emma Grede and Jens Grede of Skims
- Geoffrey Beene Lifetime Achievement Award: Laurie Lynn Stark and Richard Stark of Chrome Hearts
- Media Award in Honore of Eugenia Sheppard: Patti Wilson
- Environmental Sustainability Award: The United Nations (to be accepted by Ms. Amina J. Mohammed, United Nations Deputy Secretary-General)
- Special Anniversary Award: Jeffrey Banks
- Stylist Award: Law Roach

## TOP FASHION EVENTS OF 2022



### MET GALA 2022

This year's event theme *"In America: An Anthology of Fashion"* was co-chaired by Blake Lively, Ryan Reynolds, Regina King, and Lin-Manuel Miranda, and co-hosted by Tom Ford, Anna Wintour, and Adam Mosseri.

Blake Lively was wearing a spectacular Versace gown that was designed especially for her.

Credits: WWD

VOGUE WORLD 2022 To celebrate Vogue's 130-year anniversary, the magazine staged on September 12 an epic runway show and a street fair at the heart of New York City's fashionable Meatpacking district. Everyone who wanted (could afford) to attend could purchase tickets for this event.



Credits: Vogue

## TOP FASHION MOMENT OF 2022

**3,0000**<sup>0</sup>/<sub>0</sub> increase in searche

One of the most memorable moments from this year's fashion shows and in the history of fashion is Coperni's spray-on dress that was painted live on Bella Hadid at the brand's Spring/Summer 2023 show in Paris. It became a buzz on social media, especially on Tik Tok which gathered over 1M views for #CoperniDress videos, and the day after the show, Coperni received a 3,000% increase in searches and so became one of the most searched brands during the fashion week month. Coperni Instagram account went from 315,000 followers to 552,000 following the show, and it garnered \$26.3 million in media impact value MIV, according to tech and data analytics provider Launchmetrics.

## TOP FASHION PRODUCTS

The hottest fashion products of the year according to Glam Observer.







MIU MIU SET SS 22



PRADA TRIANGLE BAG

FENDI BAGUETTE



YVES SAINT LAURENT ICARE MAXI SHOPPING BAG



MÔNOT TRIANGLE CUT OUT DRESS



VALENTINO GARAVANI PATENT LEATHER PLATFORM PUMPS



OMEGA X SWATCH



CHANEL 22 BAG



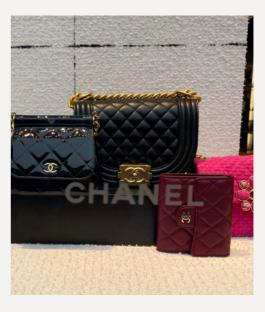
### "What's the first fashion brand that comes to your mind? "

We surveyed our audience and collected more than 100 answers and the top-of-mind brand, (the first fashion brand that comes to their mind) is:

## CHANEL 3

followed by Dior, Prada, and Valentino in this order.





Chanel is a strong fashion brand. The new Chanel 22 bag dominated social media this year along with the iconic 2.55 one, which has been on the forefront for years. However their exquisite products and increasingly expensive bags are not the only reason why Chanel is the top-of-mind brand. Coco Chanel, the founder, is mentioned still today as the person most admired in this industry. The strong personality of Coco Chanel is an inspiration and role model for many young fashion professionals who look up to this industry whether it is for passion or because they want to pursue a career in fashion.

## TOP FASHION BRAND OF 2022

### Valentino

Named designer of the year during the Fashion Awards in December in London, Pierpaolo Piccioli's work didn't get unnoticed this year. Valentino started off strong this year with the total pink FW22 runway show where the now iconic Pink color was introduced for the first time.

After the show, the searches increased by 152%, and the collection has generated more than 76.9M views on TikTok. The PP campaigns, installations and stores were everywhere around the world, and the Valentino Pink PP is now officially a Pantone color. The brand continued to present other successful collections and shows like the Fall 22 Couture one in Rome at Piazza di Spagna and the SS23 during which Valentino introduced the new monogram.







Color created with PANTONE®

## GLAM OBSERVER RECOGNITION AWARD

With this special award we recognize one fashion brand by looking not only at the best collections and products, but also the company's initiatives and projects, as well as its workplace. At Glam Observer we guide fashion enthusiasts who want to break into the fashion industry, so work opportunities are something we value deeply.

This is the first year we are presenting this award and the recognition award of 2022 goes to: Dior.



Dior had major fashion moments this year and took many initiatives that have enriched, educated and inspired people who admire the brand. It opened Dior La Galerie in Paris this Spring 22 - a beautiful museum dedicated to the story of the brand -, continued the 'Christian Dior Designer Of Dreams' exhibition at the Brooklyn Museum and Doha (that started in 2021 and ended in Feb 22 and in March 22 respectively). The French House curated this year's Christmas windows shopping at Harrods with an exhibition inside the department store that is free and open to the public: *The Fabulous world of Dior*. These exhibitions and events open to the public are a great way to build trust and the brand reputation.

Christian Dior partnered with Birkenstock to reinvent two iconic designs – the Tokio mules and Milano sandals, and collaborated with Thebe Magugu, who won the 2019 LVMH Prize for Young Fashion Designers, tasked by the creative director of Dior, Maria Grazia Chiuri, to reinterpret the New Look for a Charity Project.

Dior La Galerie, The fabulous world of Dior at Harrods Credits Glam Observer

We admire Maria Grazia Chiuri's fascination with the world's crafts and the choice to collaborate with Pietro Ruffo. His Rêve d'Infini motif appeared on the iconic Lady Dior bag as well as in other products of the collection and in the Dior stores Christmas decorations around the globe, which we consider the best of the year.

We also appreciate the brand initiatives towards young professionals. Since 2017, they are running the yearly Women@Dior mentoring & educational program. The mentees are guided by their Dior Mentors as they take first steps in their careers and build their professional experience.

Dior is also the top choice of our audience and the students of The Glam Observer Fashion Academy, as the favorite fashion company they would like to work at.

This year the brand offered hundreds of internships and was present every week in our list of internships and jobs.

To conclude, the brand rounded off a successful year with a cinematic fashion show in front of the pyramids of Giza in Egypt to present the Pre-Fall Men's 2023 Collection designed by Kim Jones.





Pietro Ruff Reve d'Infini Credits Dior



Dior store in Paris on the left and Harrods on the right Credits Glam Observer

## MOST HIRING COMPANIES OF 2022

In this section, we feature companies that posted the most jobs and internships in 2022. We considered companies that were present multiple times in our weekly newsletter which features the latest jobs and internships of the week.

> DIOR Chanel Balenciaga Saint Laurent Saks

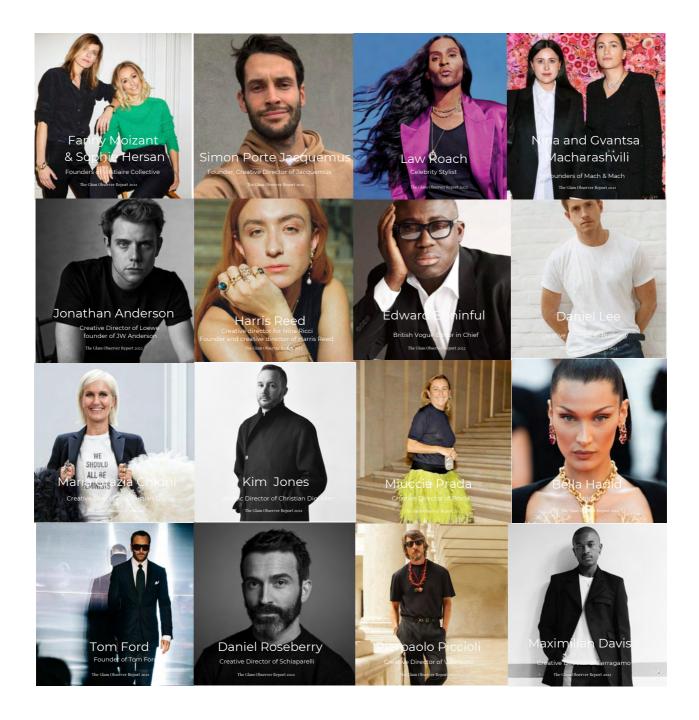
Gucci Armani YOOX Bottega Veneta Loro Piana

Moncler Céline Farfetch Ted Baker Loewe Lacoste Hermès Vivienne Westwood Tapestry Condé Nast

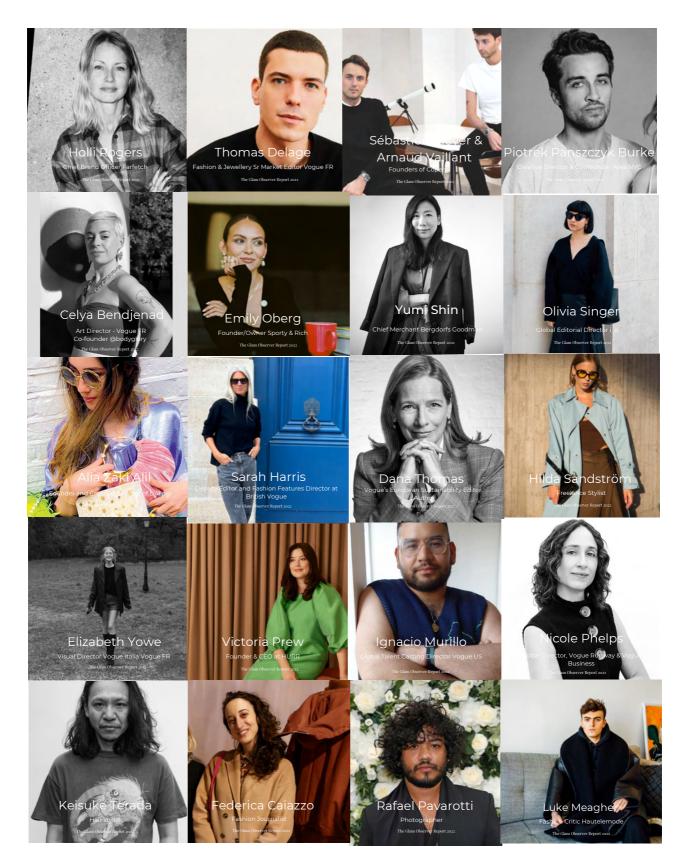


# $\frac{100}{\text{The Observers}}$

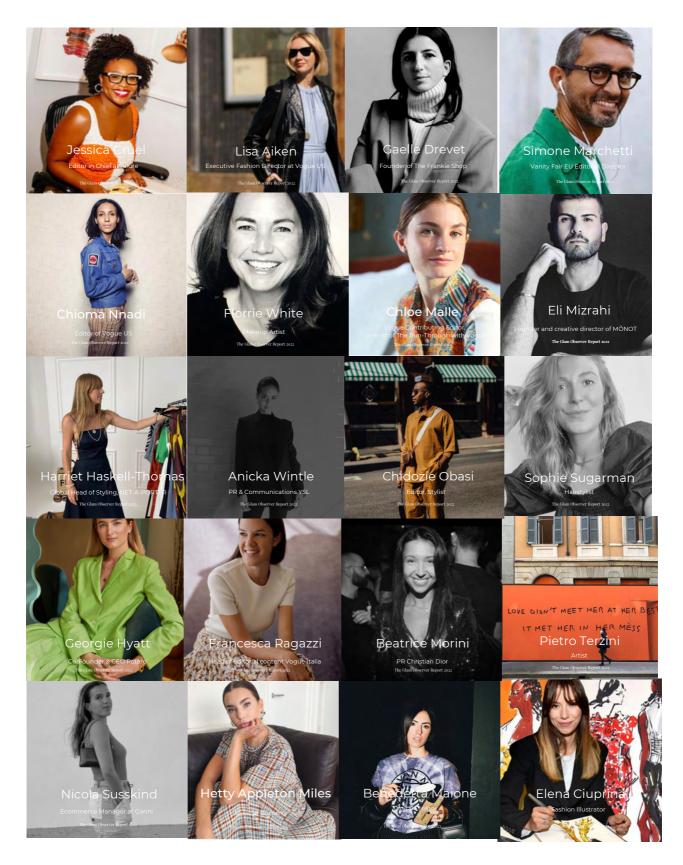
There are many players who run the fashion industry. Thousands of them work behind the scenes to create your favorite fashion products, collections, campaigns, images and moments. With this inaugural list, Glam Observer is excited to introduce you to The Observers 2022: fashion professionals from around the world who are making and leading the fashion industry. Some of them were selected by us for outstanding performances this particular year, others are chosen because of their positive impact on the industry, or because we admire their work, creativity and careers. Our goal with this list is to highlight some big players in fashion, but also to give more visibility to people who work behind the scenes of the industry at your favorite brands and magazines.



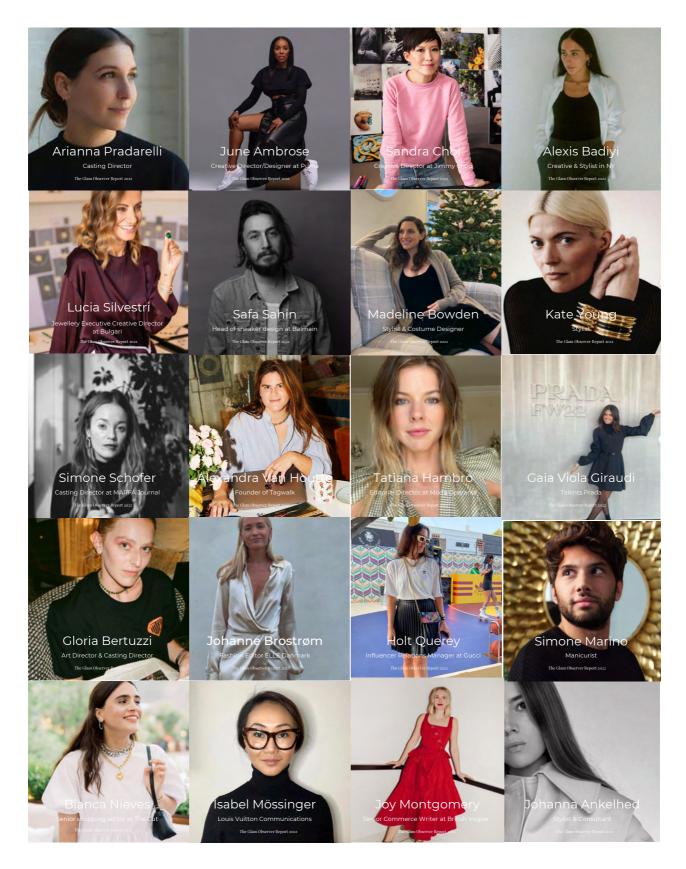




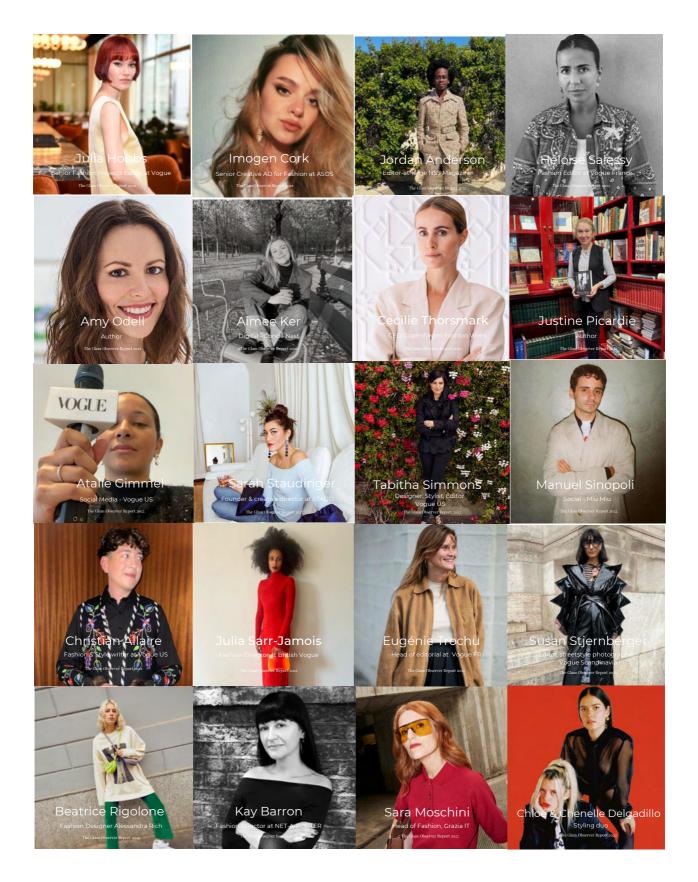








# $\frac{100}{\text{The Observers}}$



# The Glam Observer Report 2022

Glam Observer is the pioneering fashion career advice platform founded in 2015 by Forbes Under 30, Giada Graziano.

Over the past years, Glam Observer has helped thousands of fashion enthusiasts at the early stage of their careers, securing jobs at companies such as Dior, Vogue, Tiffany & Co., Valentino, Tory Burch, Marie Claire and many others.

Website: <u>glamobserver.com</u>

Newsletter Inside Fashion

Courses: courses.glamobserver.com

Instagram @glamobserver

Podcast: The Glam Observer Fashion Podcast on <u>Apple Podcasts</u> and <u>Spotify</u>

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