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FARFETCH

World Fashion 2020



61

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DAILY READERSHIP:

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Kate is most stylish Royal

THE Duchess of Cambridge has been crowned the most stylish Royal in Europe.

Kate was the only blue blood to be named by 14,000 shoppers across the continent.

But she was pipped to the overall style icon title by Victoria Beckham.

Lauded

Posh, 46 – also recognised for her fashion design – won 28 per cent of votes with the Duchess, 38, garnering 24 per cent.

Our style is still loved overseas – with six Britons on the top 10 style icon list.

Pop star Ellie Goulding's looks were lauded

By **Richard Palmer**
Royal Correspondent

alongside actress and singer Jane Birkin, TV presenter, fashion designer Alexa Chung and fashion blogger Lizzy Hadfield.

American socialite Olivia Palermo, Italian fashion designer and influencer Chiara Ferragni, Siberian model Bonnie Strange and US model Anna Cleveland complete the line-up.

The OnePoll survey for fashion retailer Farfetch judged Italians the most stylish. Farfetch also revealed the pandemic has changed world trends with tracksuit sales up 1,000 per cent in Milan.

TOP 10 STYLE ICONS

1. Victoria Beckham, left
2. Kate Middleton
3. Chiara Ferragni
4. Olivia Palermo
5. Ellie Goulding
6. Alexa Chung
7. Jane Birkin
8. Anna Cleveland
9. Lizzy Hadfield
10. Bonnie Strange

MOST STYLISH COUNTRIES

1. Italy
2. France
3. Spain
4. UK
5. Sweden
6. Denmark
7. Portugal
8. Germany
9. Norway
10. Finland

TOP 10 FASHION DESIGNERS

1. Giorgio Armani
2. Coco Chanel
3. Christian Dior
4. Yves Saint Laurent
5. Gianni Versace
6. Karl Lagerfeld
7. Paco Rabanne
8. Miuccia Prada
9. Victoria Beckham
10. Thomas Burberry

Dressed to the nines... but Kate came second in the top 10 style list

Picture: SAMIR HUSSEIN/WIREIMAGE



Daily Mail

Kate Middleton is voted the most stylish royal in the world

Harriet Johnston For Mailonline 6 days ago



© Provided by Daily Mail MailOnline logo

Kate Middleton is the number one royal style icon, according to research conducted by online fashion platform Farfetch.

The Duchess of Cambridge, 38, who is known for her love of high street brands and clever colour combinations, was the only royal included in the top 10 list compiled by the luxury website.

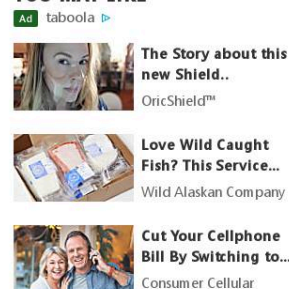
The mother-of-three pulled in 24 per cent of the vote, but was beaten to the number one spot by singer and designer Victoria Beckham, who was chosen as the top style icon in Europe by 28 per cent of respondents.

Others to make the top 10 included Italian influencer Chiara Ferragni, American style queen Olivia Palermo and pop star Ellie Goulding.



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(EST.) COVERAGE VIEWS: 581K

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HELLO!

Kate Middleton and Victoria Beckham share this in common

hello 5 days ago



© Copyright HELLO! Hello! Magazine

The Duchess of Cambridge and Victoria Beckham are both global style icons, and now they've secured the top two spots on a huge fashion survey - but can you guess who took the number one title?

While Kate was voted the most stylish royal in the world, coming in second, it was VB herself who won best-dressed of all - topping the survey with 28 per cent of the vote to Kate's 24 per cent.

MORE: [Victoria Beckham stuns fans in plunging 'night out' dress](#)

We bet Victoria, as a friend of the royal family, was chuffed with that result! And while Kate is yet to wear [the former Spice Girl's clothing designs](#) in public, she does own one of her handbags - but we're itching to see her wear a VB ensemble just like sister-in-law [Meghan](#).

Loading the player...

WATCH: [Victoria Beckham's style over the years](#)

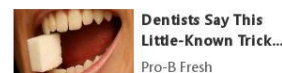
The new research was commissioned by [FARFETCH](#), which also saw the top 10 include [Ellie Goulding](#), the iconic Jane Birkin and American style queen Olivia Palermo.



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1

DRESS TO IMPRESS Italians named most stylish dressers in Europe – with Brits coming in fourth place

Astrid Hall

17 Nov 2020, 9:18 | Updated: 17 Nov 2020, 9:18



 2 Comments

Italians have been named the most stylish dressers in Europe - with the UK coming in fourth place.

The Mediterranean country, home to world-famous designers and fashion houses including Prada and Versace, took the top spot in the international poll of 14,000 adults from across Europe.



Italians are the coolest dressers in Europe, according to a huge new survey

France, home to luxury brands like Saint Laurent, Balenciaga and Balmain, came in a close second.

Spain took third place, with the UK and Sweden placing fourth and fifth respectively.

The research was commissioned by luxury platform [FARFETCH](#).

The Sun

Nov 17, 2020

(EST.) MONTHLY VISITS:

109M

(EST.) COVERAGE VIEWS:

95.7K

DOMAIN AUTHORITY:

94

LINKS FROM COVERAGE:

1



19



1



1

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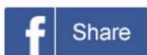
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Queen of chic! Kate Middleton is voted the most stylish royal in the world - but is beaten by Victoria Beckham to be named Europe's top fashion icon

- Duchess of Cambridge, 38, has been crowned royals' number one fashion icon
- Research was conducted by Farfetch, and Kate was the only royal on the list
- Pipped to number one by Victoria Beckham, who was voted top fashion icon

By HARRIET JOHNSTON FOR MAILONLINE

PUBLISHED: 09:25 EST, 17 November 2020 | UPDATED: 10:07 EST, 18 November 2020



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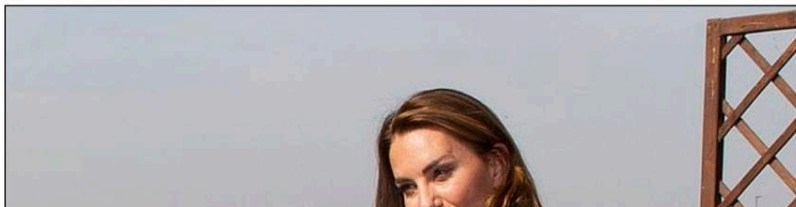
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Kate Middleton is the number one royal style icon, according to research conducted by online fashion platform Farfetch.

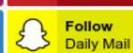
The **Duchess of Cambridge**, 38, who is known for her love of high street brands and clever colour combinations, was the only royal included in the top 10 list compiled by the luxury website.

The mother-of-three pulled in 24 per cent of the vote, but was beaten to the number one spot by singer and designer **Victoria Beckham**, who was chosen as the top style icon in Europe by 28 per cent of respondents.

Others to make the top 10 included Italian influencer Chiara Ferragni, American style queen Olivia Palermo and pop star Ellie Goulding.



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Lisa Rinna's daughter



Jennifer Lopez is accused of stealing Beyonce's sizzling 2014 Grammy performance at the 2020 American Music Awards
'Copied everything, down to the outfit'



Doja Cat goes braless under a daring see-through top... as she walks away with New Artist Of The Year award at the 2020 AMAs
She also won Favorite Soul/R&B Female Artist



Katie Holmes sports a classic jeans and white T-shirt ensemble while on a walk with Emilio Vitolo Jr. in New York
The cute couple held hands while sprinting around Manhattan



Alessandra Ambrosio flaunts her incredible figure in a red bikini from her swimwear brand as she enjoys a beach day in Brazil
She's been spending time in her native country



(EST.) MONTHLY VISITS:

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(EST.) COVERAGE VIEWS:

426K

DOMAIN AUTHORITY:

94

LINKS FROM COVERAGE:

2



96K



88



19

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Italians named the most stylish dressers in Europe

Dapper Italians have been named the most stylish dressers in Europe - with the UK coming in at fourth place. Home to world-famous designers and fashion houses including Prada and Versace, Italy took the top spot in the international poll of 14,000 adults from across Europe. France, which boasts luxury maisons Saint Laurent, Balenciaga and Balmain, came in a close second.

PUBLISHED: 11:12, Tue, Nov 17, 2020 | UPDATED: 11:12, Tue, Nov 17, 2020

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Top designer Giorgio Armani with Dame Helen Mirren (Image: Pascal Le Segretain/Getty)



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Spain took third place, with the UK and Sweden placing fourth and fifth respectively. Research was commissioned by [Eurolab](#), a global platform for the luxury industry, which has used it to

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Kate Middleton's engagement ring is 'priceless' and carries 'the legacy of Princess Diana'



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4

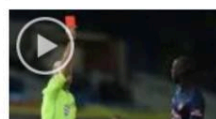
Sophie, Countess of Wessex has engagement ring with royal link to Kate Middleton and Diana



5

Real story of Princess Margaret £900,000 wedding tiara: Why didn't the Queen give her one?

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117K

DOMAIN AUTHORITY:

93

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1



28

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Kate Middleton beats Queen and Meghan Markle to be crowned most stylish royal in world

KATE MIDDLETON has been voted the most stylish royal in the world, according to a new survey. Other British Royal Family members including Meghan Markle, 39, and the Queen, 94, did not make the list.

By **SARRA GRAY**

PUBLISHED: 11:16, Tue, Nov 17, 2020 | UPDATED: 21:30, Tue, Nov 17, 2020

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Kate Middleton: Lorraine Kelly praises 'most popular royal'



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Kate Middleton, the Duchess of Cambridge, is the wife of **Prince William**, both 38. The mother-

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115M

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137K

DOMAIN AUTHORITY:

93



15K



55

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Style Fashion & Beauty

Most fashionable nation in Europe named – and it's not the UK

Which nation is the most fashionable? Research shows Britain isn't the most stylish nation – but we do finish in fourth place

DAILY
STAR

By **Astrid Hall** & **Sophie Roberts** Lifestyle and Travel Editor
14:03, 17 NOV 2020

FASHION & BEAUTY



Italy has won the style stakes (Image: Getty Images/Stockphoto)



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According to a recent survey, Italians are the most stylish dressers in Europe.

A poll of 14,000 adults found many were drawn to the country that birthed world-famous designers and fashion houses including Prada and Versace.

France, which boasts luxury maisons Saint Laurent and Balmain, came in a close second.

Spain, the home of Balenciaga and Donatella Versace, took third place.

The Daily Star

Nov 17, 2020

(EST.) MONTHLY VISITS:

28.9M

(EST.) COVERAGE VIEWS:

33.3K

DOMAIN AUTHORITY:

92

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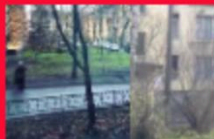
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4

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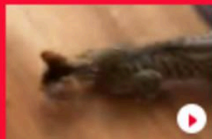
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News Latest News Kate Middleton Duchess Of Cambridge

Kate Middleton voted world's most fashionable royal - but loses out to Victoria Beckham

The Duchess of Cambridge has been voted the most stylish royal in the world but was beaten to the overall top spot by Victoria Beckham in a European-wide poll of 14,000 adults

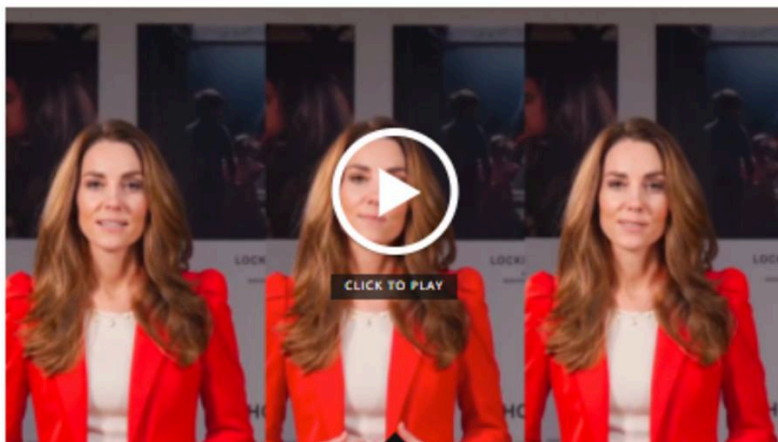
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By **Berny Torre**
12:40, 17 NOV 2020

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KATE MIDDLETON THANKS THE HOLD STILL ENTRANTS FOR TAKING PART

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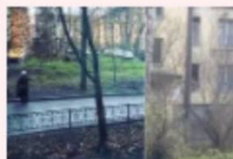
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German shepherd's

The Daily Star

Nov 17, 2020

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Kate Middleton and Victoria Beckham share this in common

We're not surprised!



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09:52 GMT

FIONA WARD

Acting Online Fashion & Beauty Editor

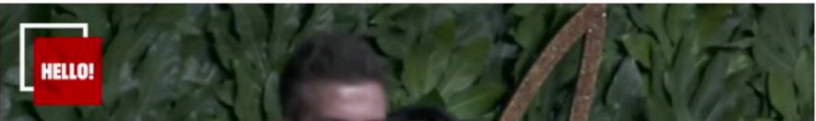


The Duchess of Cambridge and Victoria Beckham are both global style icons, and now they've secured the top two spots on a huge fashion survey - but can you guess who took the number one title?

While Kate was voted the most stylish royal in the world, coming in second, it was VB herself who won best-dressed of all - topping the survey with 28 per cent of the vote to Kate's 24 per cent.

MORE: Victoria Beckham stuns fans in plunging 'night out' dress

We bet Victoria, as a friend of the royal family, was chuffed with that result! And while Kate is yet to wear the former Spice Girl's clothing designs in public, she does own one of her handbags - but we're itching to see her wear a VB ensemble just like sister-in-law Meghan.



HELLO!

Nov 18, 2020

(EST.) MONTHLY VISITS: 31.4M

(EST.) COVERAGE VIEWS: 49.4K

DOMAIN AUTHORITY: 89

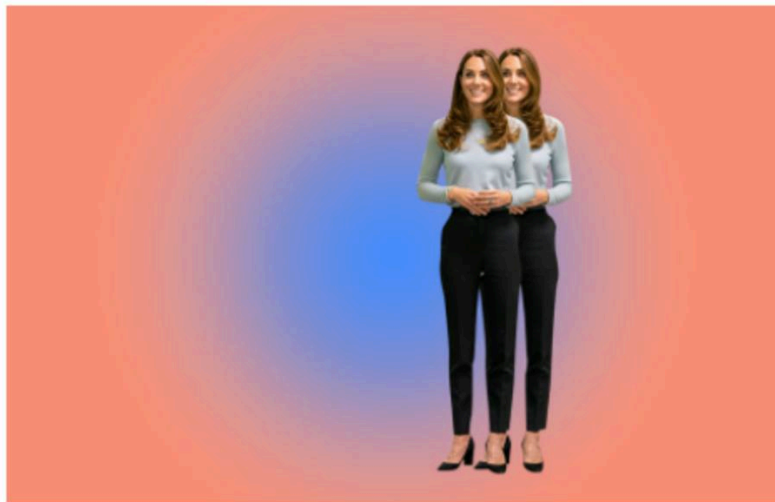
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Kate Middleton is the second best dressed (you can not imagine who is the first)

The Duchess of Cambridge was just behind another British opponent

Fri 20 November 2020 04:23 PM



Santiago Villaseñor / @santiagonuvi

The European continent has **three of the four fashion capitals of the world** ; London, Milan and Paris (the fourth is New York) so we could say that in terms of fashion, the competition is quite fierce, and since each country has a style that characterizes it, it is even more difficult to stand out for the way you dress , but it is something possible and **Kate Middleton achieved it** .

+ IT MIGHT INTEREST YOU

Camille from Emily in Paris stars in Roger Vivier's new campaign

All the red carpet looks from the 2020 AMAs

Zara threw a sheep sweater like Lady Di's, sold out and threw another

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Gal Gadot dresses up as Kendall Jenner and is our new favorite Kardashian

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"Ridiculous": what French critics and audiences say about Emily in Paris

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(EST.) MONTHLY VISITS:

406K

(EST.) COVERAGE VIEWS:

683

DOMAIN AUTHORITY:

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Daily Mail

Kate Middleton is voted the most stylish royal in the world

Harriet Johnston For Mailonline 6 days ago



© Provided by Daily Mail MailOnline logo

Kate Middleton is the number one royal style icon, according to research conducted by online fashion platform Farfetch.

The Duchess of Cambridge, 38, who is known for her love of high street brands and clever colour combinations, was the only royal included in the top 10 list compiled by the luxury website.

The mother-of-three pulled in 24 per cent of the vote, but was beaten to the number one spot by singer and designer Victoria Beckham, who was chosen as the top style icon in Europe by 28 per cent of respondents.

Others to make the top 10 included Italian influencer Chiara Ferragni, American style queen Olivia Palermo and pop star Ellie Goulding.



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(EST.) COVERAGE VIEWS:

581K

DOMAIN AUTHORITY:

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LINKS FROM COVERAGE:

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HELLO!

Kate Middleton and Victoria Beckham share this in common

hello 5 days ago



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MORE: [Victoria Beckham stuns fans in plunging 'night out' dress](#)

We bet Victoria, as a friend of the royal family, was chuffed with that result! And while Kate is yet to wear [the former Spice Girl's clothing designs](#) in public, she does own one of her handbags - but we're itching to see her wear a VB ensemble just like sister-in-law [Meghan](#).

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WATCH: [Victoria Beckham's style over the years](#)

The new research was commissioned by [FARFETCH](#), which also saw the top 10 include [Ellie](#)

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581K

DOMAIN AUTHORITY:

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LINKS FROM COVERAGE:

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Style Fashion Fit Royal

Kate Middleton beaten to title of Europe's Top Fashion Icon by another style maven

By Bronwyn O'Neill - 17/11/2020



It seems that Kate Middleton has very narrowly missed out on being named Europe's Top Fashion Icon, being beaten to the post by someone she knows quite well.

However, coming in second does make Kate the most stylish royal in Europe which is saying something considering the stiff competition from the other European royals.

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7.27K

DOMAIN AUTHORITY:

67

LINKS FROM COVERAGE:

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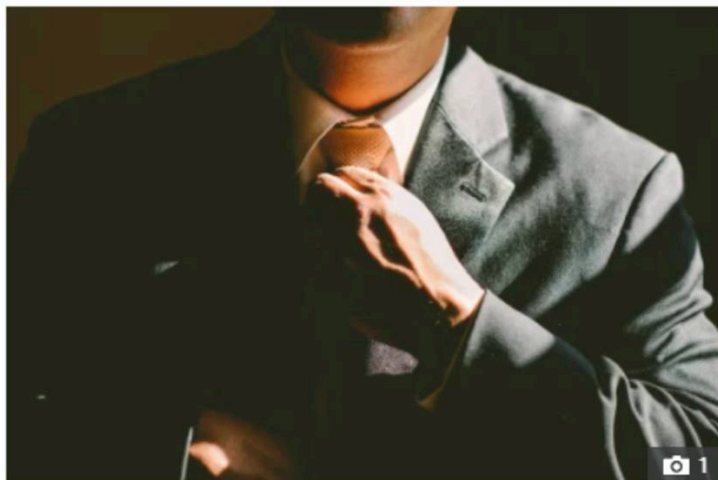
DRESS TO IMPRESS Italians named most stylish dressers in Europe – with Brits coming in fourth place

Astrid Hall
17 Nov 2020, 9:23



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Spain took third place, with the UK and Sweden placing fourth and fifth respectively.

The research was commissioned by luxury platform [FARFETCH](#).

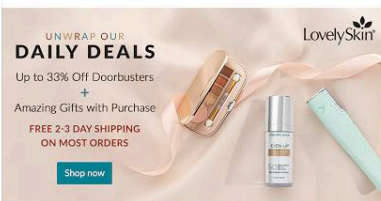
(EST.) MONTHLY VISITS: **5.14M**

(EST.) COVERAGE VIEWS: **10.2K**

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Queen of chic! Kate Middleton is voted the most stylish royal in the world - but is beaten by Victoria Beckham to be named Europe's top fashion icon

- Duchess of Cambridge, 38, has been crowned royals' number one fashion icon
- Research was conducted by Farfetch, and Kate was the only royal on the list
- Pipped to number one by Victoria Beckham, who was voted top fashion icon

By HARRIET JOHNSTON FOR MAILONLINE

PUBLISHED: 09:25 EST, 17 November 2020 | UPDATED: 10:07 EST, 18 November 2020

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Others to make the top 10 included Italian influencer Chiara Ferragni, American style queen Olivia Palermo and pop star Ellie Goulding.



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'Copied everything, down to the outfit'

Doja Cat goes braless under a daring see-through top... as she walks away with New Artist of The Year award

The Mail on Sunday

Nov 17, 2020

(EST.) MONTHLY VISITS:

289K

(EST.) COVERAGE VIEWS:

1.22K

DOMAIN AUTHORITY:

70

LINKS FROM COVERAGE:

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Style » Fashion

New Survey Names Italians Most Stylishly Dressed

Tuesday November 17, 2020

 PRINT  EMAIL  COMMENTS (0)   



(Source:Getty Images)

Italians have been named the most stylish dressers in Europe - with the UK coming in at fourth place. The Mediterranean country, which is home to world-famous designers and fashion houses including Prada and Versace, took the top spot in the international poll of 14,000 adults from across Europe.

France, home to luxury maisons including Saint Laurent, Balenciaga and Balmain, came in a close second.

Spain took third place with the UK and Sweden placing fourth and fifth respectively.

The research was commissioned by FARFETCH, a global platform for the luxury industry, which has launched its **WORLD FASHION 2020**, an interactive guide that gives access to the most popular fashion trends across the world during 2020.


Milan has seen sales of tracksuit sets increase a huge 1000 percent in 2020, as time spent indoors and out blends together.

While in New York, sleepwear is up 225 percent year-on-year from 2019.

The UK saw the biggest increase in sales of the classic Aviator watch — with sales increasing by 400 percent — more than any other country worldwide.


The study also revealed how people rate themselves when it comes to style, with 76 percent of Polish adults describing themselves as 'fashionable' — compared to 67 percent of Italians, and 64 percent of French residents.

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New Survey Names Italians Most Stylishly Dressed

Tuesday November 17, 2020

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(Source:Getty Images)

Italians have been named the most stylish dressers in Europe - with the UK coming in at fourth place.

The Mediterranean country, which is home to world-famous designers and fashion houses including Prada and Versace, took the top spot in the international poll of 14,000 adults from across Europe.

France, home to luxury maisons including Saint Laurent, Balenciaga and Balmain, came in a close second.

Spain took third place with the UK and Sweden placing fourth and fifth respectively.

The research was commissioned by FARFETCH, a global platform for the luxury industry, which has launched its **WORLD FASHION 2020**, an interactive guide that gives access to the most popular fashion trends across the world during 2020.

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The research was commissioned by FARFETCH, a global platform for the luxury industry, which has launched its **WORLD FASHION 2020**, an interactive guide that gives access to the most popular fashion trends across the world during 2020.

The tool shows sales data from some of the world's most fashion-forward cities, and how shopping habits have changed during worldwide lockdowns.

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Italians have a passion for fashion, spending more than anyone else during a typical month, with Germans coming in a close second.

Although the Spanish will take more time to look for the latest trends, spending nearly 10 hours a month browsing for clothes and accessories, compared to four-and-a-half hours spent by those in the UK.

'Conscious' shopping is also becoming a growing trend, with the UK seeing a 108 percent rise in those shopping sustainable brands.

Britons also bought more pre-owned clothing than they did last year, as did many other countries across Europe.

And those living in Spain will also indulge themselves the most when it comes to reading up and finding inspiration for new looks, spending five hours a week browsing websites, reading magazines and scrolling through social feeds.

The study of residents from the UK, France, Germany, Spain, Italy, Poland and Denmark revealed more than a quarter of all adults will browse Instagram for style tips, and fashion inspiration.

Another 27 percent look to fashion websites and 22 percent turn to magazines.

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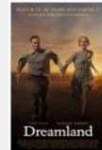


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New Survey Names Italians Most Stylishly Dressed

Tuesday November 17, 2020

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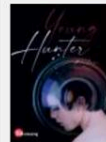


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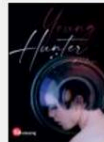


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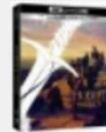
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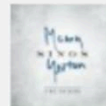


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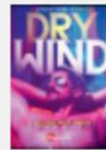
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The UK saw the biggest increase in sales of the classic Aviator watch, with sales increasing by 400 per cent – more than any other country worldwide.

Italians are the most stylish... but Victoria Beckham dresses best

The most stylish European countries according to European adults:

1. Italy
2. France
3. Spain
4. UK
5. Sweden
6. Denmark
7. Portugal
8. Germany
9. Norway
10. Finland

Europeans' top 10 style icons:

1. Victoria Beckham
2. Kate Middleton
3. Chiara Ferragni
4. Olivia Palermo
5. Ellie Goulding
6. Alexa Chung
7. Jane Birkin
8. Anna Cleveland

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Nov 18, 2020

Ad



Kate Middleton

Kate Middleton

Kate Middleton and Victoria Beckham top global best-dressed list - but you might be surprised

Kate Middleton and Victoria Beckham top global best-dressed list

• 11/18/2020 1:44:00 PM

Source
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✓ TRUSTED 11/17/2020, 9:18:41 AM

Italians named most stylish dressers in Europe – with Brits coming in fourth place

Italians have been named the most stylish dressers in Europe - with the UK coming in fourth place.

The Mediterranean country, home to world-famous designers and fashion houses including Prada and Versace, took the top spot in the international poll of 14,000 adults from across Europe.

France, home to luxury brands like Saint Laurent, Balenciaga and Balmain, came in a close second.

Spain took third place, with the UK and Sweden placing fourth and fifth respectively.

The research was commissioned by luxury platform FARFETCH.

The tool shows sales data from some of the world's most fashion-forward cities, and how shopping habits have changed during worldwide lockdowns.

Milan has seen sales of tracksuit sets increase a huge 1,000 per cent in 2020, as people across the world spend more time indoors.

In New York, sleepwear is up 225 per cent year-on-year from 2019.

The UK saw the biggest increase in sales of the classic Aviator watch, with sales increasing by 400 per cent - more than any other country worldwide.

Italians are the most stylish... but Victoria Beckham dresses best

The most stylish European countries according to European adults:

1. Italy
2. France
3. Spain
4. UK
5. Sweden
6. Denmark
7. Portugal
8. Germany
9. Norway
10. Finland

Europeans' top 10 style icons:

1. Victoria Beckham
2. Kate Middleton
3. Chiara Ferragni
4. Olivia Palermo
5. Ellie Goulding
6. Alexa Chung
7. Jane Birkin
8. Anna Cleveland
9. Lizzy Hadfield
10. Bonnie Strange

The study also revealed how people rate themselves when it comes to style, with 76 per cent of Polish adults describing themselves as 'fashionable' – compared to 67 per cent of Italians and 64 per cent of French residents.

Italians have a passion for fashion – spending more than anyone else during a typical month, with Germans coming in a close second.

Despite that, the Spanish will take more time to look for the latest trends, spending nearly 10 hours a month browsing for clothes and accessories, compared to four-and-a-half hours in the UK.

'Conscious' shopping is also becoming a growing trend, with the UK seeing a 108 per cent rise in those shopping sustainable brands.

However, this figure has been bested by Germany - 130 per cent - and Sweden - 120 per cent - as well as Switzerland, which saw a huge 166 per cent increase.

Brits also bought more pre-owned clothing than they did last year, as did many other countries across Europe.

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News

She's the queen of couture! Kate Middleton is voted the most stylish royal in the world

by InterNewsCast 17th November 2020 0 5

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Kate Middleton is the number one royal style icon, according to research conducted by online fashion platform Farfetch.

The **Duchess of Cambridge**, 38, who is known for her love of high street brands and clever colour combinations, was the only royal included in the top 10 list compiled by the luxury website.

The mother-of-three pulled in 24 per cent of the vote, but was beaten to the number one spot by singer and designer **Victoria Beckham**, who was chosen as the top style icon in Europe by 28 per cent of respondents.

Others to make the top 10 included Italian influencer Chiara Ferragni, American style queen Olivia Palermo and pop star Ellie Goulding.

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Kate Middleton and Victoria Beckham Named Most Stylish Women This Year

November 17, 2020 by drbyos

Kate Middleton and Victoria Beckham Named Most Stylish Women This Year | Special

Kate Middleton & **Victoria Beckham** They were named in the first places of the most elegant women of the year, this within an investigation carried out by the online fashion platform, Farfetch, which made a list of the 10 style icons in Europe.

Hence, Kate Middleton, Duchess of Cambridge was the only member of royalty that was included in the compilation since neither the **Queen Isabel** nor the Duchess of Sussex, **Meghan Markle** were included.

And it is that in recent months **Kate Middleton** She has worn incredible dresses by renowned British designers, such as Suzannah, Stella McCartney and Emilia Wickstead, with whom she has been seen on various occasions.

Victoria Beckham

Although this glamorous style was not enough to surpass the fashion designer **Victoria Beckham** who obtained 28 percent of the votes and that placed her in first place, above the 24 percent that she obtained **Kate Middleton**.

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Italians named most stylish dressers in Europe – with Brits coming in fourth place

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Spain took third place, with the UK and Sweden placing fourth and fifth respectively.

The research was commissioned by luxury platform FARFETCH.

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Italians named the most stylish dressers in Europe

November 17, 2020



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KATE MIDDLETON IS VOTED THE MOST STYLISH ROYAL IN THE WORLD

/ 11/17/2020

Queen of chic! Kate Middleton is voted the most stylish royal in the world – but is beaten by Victoria Beckham to be named Europe's top fashion icon

- Duchess of Cambridge, 38, has been crowned royals' number one fashion icon
- Research was conducted by Farfetch, and Kate was the only royal on the list
- Pipped to number one by Victoria Beckham, who was voted top

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