Data reveals most popular looks from Met Gala, Eilish is top in Oscar de la Renta

By Sandra Halliday - 14 September 2021

The Met Gala’s return after its pandemic cancellation last year has seen a publicity frenzy around the event and its theme — American Independence.

And it was an undeniably interesting because, as well as the usual heavy glamour quota, there was a big sports focus too. That was helped as Adidas by Stella McCartney dressed model, artist and fashion designer Ella Emhoff, gymnast Nia Dennis, and a 30-person marching band from Brooklyn United community youth group.
And it was impossible to ignore the presence of Emma Raducanu. The tennis star may have had a flight booked to go home a couple of weeks ago, but her surprise win at the US Open meant she was a late addition to the guest list and wore Chanel.

But those weren’t the most popular looks on the red carpet (although Emhoff was in the top 10). UK retailer New Look has analysed some of the data around it and looked at the most popular Met Gala celebrities from the night by counting how many articles were published about them and how much they were talked about across the internet.

In top place was Billie Eilish in an Oscar de la Renta gown that generated outfit 223 articles and 48,105 engagements surrounding it across social media and Google.

Coming in second place was Kim Kardashian, whose look “sparked some confusion and even a meme across social media”. Her outfit choice, designed by Demna Gvasalia, had 163 articles published about it with 34,592 engagements.

Finishing the top three was J-Lo, whose stock has been rising even more than usual since her rekindled relationship with Ben Affleck put ‘Bennifer’ back in the spotlight. She’s made many major impacts on the red carpet...
but the Met Gala was one of her most popular yet, with 206 articles written about her dress and 17,488 engagements.

The top 15 in total also included Dan Levy, Lil Nas X, Megan Fox, Ella Emhoff, Amanda Gorman, Naomi Osaka, Olivia Rodrigo, Timothée Chalamet, Iman, Megan Thee Stallion, Serena Williams and Emma Chamberlain.

Meanwhile, Kim Kardashian has the privilege of having worn the most popular Met Gala looks of all time. She topped the list of the most popular Met Gala dresses ever, with over 17,600 searches. Coming in close second is Zendaya, with 10,800 searches and Rihanna in third, with 9,200 searches.

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