THE SELL-THROUGH LIST · US WOMEN'S READY-TO-WEAR

The 15 styles *actually* selling in US luxury right now.

We read every women's clothing best-seller list at four top US retailers, tagged every style, discounted the paid placements and ranked what's really moving.

142
BEST-SELLER SLOTS READ

4
US RETAILERS

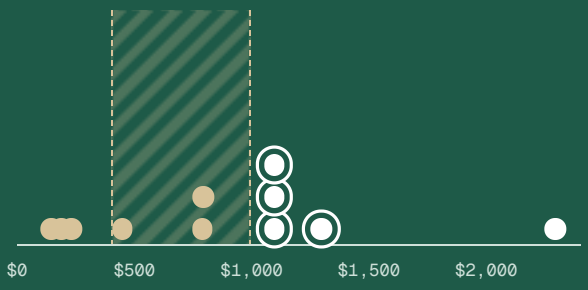
15
STYLES RANKED

BLOOMINGDALE'S · NEIMAN MARCUS · SAKS FIFTH AVENUE · SHOPBOP · LISTS READ OCT 11, 2026

THIS WEEK'S WHITE SPACE

A quilted jacket under *$1,000.*

The #2 style is a quilted jacket from one luxury house: 4 slots on 2 lists, all at $1,095–1,295. No other quilted jacket appears in the 142 slots. The 6 contemporary jackets that ranked are sherpa, faux fur, faux leather and knit, at $148–795.



● LUXURY HOUSE · ● CONTEMPORARY · ◎ QUILTED JACKET
EACH DOT: ONE COAT OR CASUAL-JACKET SLOT

54%
Dresses are half the list
72 of 142 slots. 31 are floor-length gowns.

10 slots
One gown maker owns party season
Teri Jon, all $500–850, much of it metallic jacquard.

8 slots
The shirtdress goes day to night
On three lists, $425 to $5,400. #1 at Bloomingdale's.

5 of 6
Store-brand cashmere sells on markdown
Bloomingdale's private-label knits ranked at 20–30% off.

8 of 14
Shopbop's list is a denim list
Jeans at $110–460. Saks has none on its list.

4 of 20
Sponsored at Bloomingdale's
Down from seven in handbags.

THE SELL-THROUGH LIST · EDITION 02

The 15 styles *moving now.*

Ten of the 15 are dresses. Only three come from luxury houses.

1	CHIARA BONI **Gudrum gown** #3 at Saks, #8 at Bloomingdale's	$995	● ○ ● ○
2	BURBERRY **Fernleigh quilted jacket** Three slots in Neiman Marcus's top 15	$1,095–1,295	○ ● ● ○
3	RAG & BONE **Miramar terry track pant** #1 at Neiman Marcus; denim-look terry	$218	○ ● ● ○
4	CINQ À SEPT **Seferina shirtdress** #7 at Saks	$425	● ○ ● ○
5	ALICE + OLIVIA **Henrietta shirt dress** #1 at Bloomingdale's	$660	● ○ ○ ○
6	POLO RALPH LAUREN **Faux sherpa bomber sweatshirt** #1 at Saks	$398	○ ○ ● ○
7	PISTOLA **Pixie mixed-media mini dress** #1 at Shopbop	$228	○ ○ ○ ●
8	VERONICA BEARD **Miller dickey jacket** #2 at Bloomingdale's	$798	● ○ ○ ○
9	STAUD **Amelie linen-blend midi dress** #2 at Neiman Marcus	$395	○ ● ○ ○
10	ENGLISH FACTORY **Striped balloon-sleeve shirt** #2 at Shopbop	$97	○ ○ ○ ●
11	PAMELLA ROLAND **Embellished tulle gown** #2 at Saks, limited inventory	$5,995	○ ○ ● ○
12	THEIA **Avalina lamé gown** Bloomingdale's and Neiman Marcus	$845	● ● ○ ○
13	TERI JON **Jacquard off-the-shoulder gown** Two colorways at Bloomingdale's	$500	● ○ ○ ○
14	ZIMMERMANN **Roselight plunge midi dress** #3 at Neiman Marcus	$950	○ ● ○ ○
15	ELIZA J **Scalloped lace gown** #3 at Bloomingdale's, exclusive	$268–288	● ○ ○ ○

● BLOOMINGDALE'S ● NEIMAN MARCUS ● SAKS ● SHOPBOP

ILLUSTRATIONS ARE GENERIC DRAWINGS, NOT THE PRODUCTS

WHAT'S SELLING, BY ATTRIBUTE

Dresses lead, and most *are for a party.*

Share of all 142 slots, weighted so a #1 counts more than a #40.

BY SUB-CATEGORY



Evening, cocktail 36% · Day dress 18% · Knitwear 12% · Tops 10% · Denim 8% · Outerwear 7% · Pants, blazers, skirts 11%

DRESSES BY LENGTH



Floor 44% · Midi 41% · Mini 9% · Maxi, knee 6%

BY BRAND TIER



Contemporary 80% · Luxury 20%

BY PRICE



Under $300 34% · $300–799 36% · $800–1,499 21% · $1,500+ 9%

Shine fabrics are on 27% of weighted dress slots. Bare-shoulder necklines are on 21%.

THE TRADE CALLS

Buy, watch, *ease off.*

Buy into

- Party gowns at $500–1,000
- Shirtdresses that work day and night
- Quilted outerwear under $1,000, before the first cold week

Watch

- Theia: five slots on three lists, $795–1,395
- Metallic and sparkle: nine slots, all evening
- Polo Ralph Lauren sweatshirts, #1 at Saks
- Denim-look terry: rag & bone, #1 at Neiman Marcus

Ease off

- Full-price private-label cashmere. It ranks at 20–30% off
- Luxury day dresses above $1,000

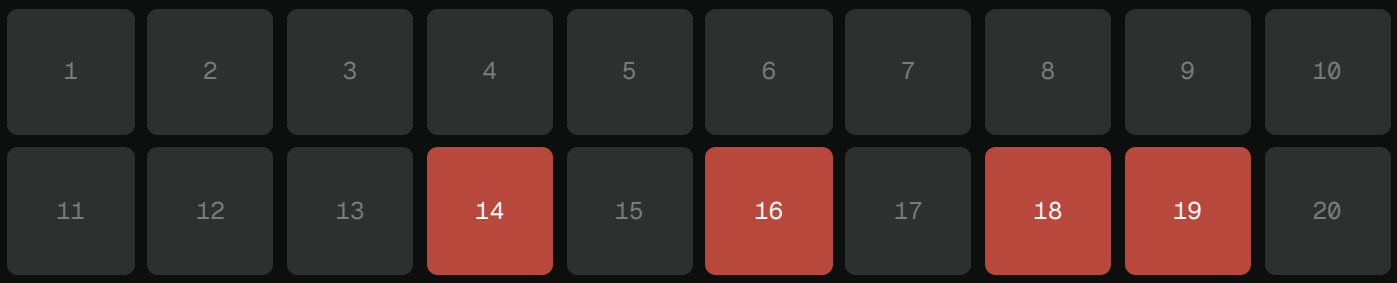
FROM MY MERCHANT'S EYE

Dress for the party, *layer for the cold.*

Your party-dress budget is already working. The open question is outerwear. One house is proving a quilted jacket at $1,095 and up, and nobody is answering it at $495–795. That's the price point she lost. The style I'd bet on: a quilted jacket at about $595. Over a gown in December, over jeans in February. Two seasons from one buy. — Andrew

CHANNEL WATCH

4 of Bloomingdale's top 20 were *sponsored.*



■ SPONSORED · TOP 20 WOMEN'S CLOTHING BEST SELLERS, BLOOMINGDALE'S

MOTHER and PAIGE for denim, MILLY and Veronica Beard for dresses. Done right, sponsored ads pay: in my last role, Nordstrom's returned around 10X. Put the money behind the piece that fills a gap, not the one that already sells.

Sources

Each retailer's public women's clothing best-seller list, US sites, read Oct 11, 2026. Saks loaded 22 slots.

Scoring

A style earns 1.0 for #1 on a list, falling evenly to near zero. Sponsored slots count half. Draft calls from one week of data.

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The White Space: what's actually selling, and the low-hanging fruit in luxury.

NEXT WEEK: SHOES

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