4 Charts That Prove The White Lotus Effect Is Real

Each season of HBO's White Lotus drops a new ensemble of toxic, rich, entitled people in a sunsoaked destination. For season three, Thailand served as the backdrop for the power struggles, backstabbing, sexual tension, and murder(s)—no spoilers here—that keep fans coming back for more.

The first and second seasons of the series pulled in nine and 15 million viewers, respectively. For its third run, HBO had forecast a total audience of 18 million—but after Sunday night's (April 6) finale, in which secrets were unraveled and shots fired, the final count could sit at around 20 million.

Putting the vacations of miserable millionaires under a microscope has proven to be a winning formula for showrunner Mike White and HBO.

Beyond that, it has also been paying off for brands that are seeing sales, consideration, and awareness boosts on the back of the series through official partnerships, costume choices, association, and more.

ADWEEK has unpacked the stats that showcase the reality of the White Lotus effect.

1. The shift toward "loud luxury"

The opulent setting and high-drama storytelling of the White Lotus season 3 have shifted interest from quiet luxury toward bold, statement-driven aesthetics, per data from analytics company Tracksuit.

Unlike Succession, which championed muted minimalism with its

toned-down, tailored wardrobes, The White Lotus' colorful costume decisions have reignited demand for high-visibility, logo-heavy luxury.

In the first two episodes of the latest season, bags from Gucci, Loewe, Louis Vuitton, Valentino, and Goyard shared screen time with actors including Parker Posey and Patrick Schwarzenegger.

Publishers including Elle UK have tracked the fashion worn across every episode. Fashion featured in the show has led to sell-out moments for brands like Jim Thompson, which saw a sales boost of 671% following a scene featuring Posey's Victoria Ratliff wearing one of its silk kimonos.

In line with this shift, Tracksuit has noted that consumers are gravitating toward bold, high-status brands. Between December 2024 and March 2025, which included the season 3 premier, Tracksuit found Louis Vuitton's awareness increased by 2%, while consideration for the brand was up 4%.

Prada, which had its sunglasses sported by Nicholas Duvernay in the last episode, has also noted a consideration increase of 3%, reflecting strong purchase intent.

Matt Herbert, co-founder and co-CEO of Tracksuit, said the shift to "loud, statement-driven luxury" spurred by White Lotus is "playing out in real time."

"Consumers are gravitating toward bold, high-status brands like Prada and Louis Vuitton," he said. "It's a strong reminder that culture and commerce have never been more connected."

2. The Four Seasons is a big winner

Since day one, luxury hotel chain Four Seasons has partnered with the show to provide filming locations. The most recent season was chiefly shot at the Koh Samui resort, while the

previous two were filmed in Maui at Wailea in Hawaii and San Domenico Palace, Taormina in Italy.

Four Seasons told the Wall Street Journal that visits to its webpage for the Sicily-based hotel soared 193% after season two aired. The business confirmed that season one's Maui property saw a 425% increase in website visits and a 386% increase in availability checks year over year when the show premiered in 2021.

Travel platform Tripadvisor collected data between the premiere's announcement in January and its debut in February. The destination of Ko Samui noted double-digit growth in inbound traffic among its users, with 18% year-on-year growth for January to February and 57% month-on-month uplift for January this year, compared to December last year.

In February, the island's Four Seasons resort, in particular, saw 213% year-on-year growth.

For season 3, HBO and White Lotus extended their relationship to include a marketing partnership: "World of Wellness 2026," a 20-day private jet excursion to eight destinations, including the three properties featured on the show. It's scheduled for flight in May, with prices starting at $188,000.

3. Some brands nailed the screen-to-store pipeline

Where designers like Gucci and Prada were embedded into the show, other less luxurious brands, such as Abercrombie & Fitch, Coffee Mate, and H&M, inked official deals to create White Lotus-themed merch.

Banana Republic did both, seamlessly jumping from screen to shelves. Parker Posey's Victoria Ratliff wore the brand's Cruz Poplin Mini Dress in episode one when she first arrives on the island, making the product an instant sell out.

The Gap-owned retailer also launched a dedicated White Lotus

capsule collection intended to be both “aspirational and attainable,” per a statement from Meena Anvary, Banana Republic’s head of marketing. The 24-piece range features men’s and women’s apparel and accessories with “rich hues” of turquoise, navy, red, and yellow, alongside graphic prints and fluid silhouettes.

This strategy paid off, with data from Launchmetrics showing Banana Republic was among the top five brands mentioned in relation to the show after its premiere. It earned $173,000 in media impact value, coming behind Gucci, Jacquemus, Chanel, and Ralph Lauren.

4. That undeniable White Lotus aura

Overall, brands associated with the White Lotus have benefitted from its popularity. Whatever feelings viewers might have about the characters and the decisions they make has translated into good energy for the clothes they wear.

Figures from data analytics firm Morning Consult reveal some of the show’s brand collaborators—H&M, Bloomingdale’s, Banana Republic, and Abercrombie & Fitch—saw a bump in positive buzz following season 3’s debut in February. That means a larger percentage of U.S. consumers recalled recently seeing, hearing, or reading something positive about the clothing brands.

While it might be difficult to describe how it all works, the White Lotus effect is impossible to deny.

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