

TOP 100 LIST*

2018

1. Nike
2. Apple
3. Amazon
4. Target
5. Walmart
6. Samsung
7. Google
8. Sony
9. Jordan
10. Adidas
11. Coca-Cola
12. Gucci
13. Chevrolet
14. Honda & Starbucks
16. Macy's
17. Microsoft
18. Nintendo
19. Forever 21
20. Kohl's
21. Victoria's Secret
22. Old Navy
23. Under Armour
24. Pepsi
25. Disney
26. Costco
27. Gap
28. Ulta
29. American Eagle
30. Nordstrom
31. Pink-Victoria's Secret
32. Ford
33. Polo
34. H&M
35. Toyota
36. GameStop
37. McDonald's, Netflix & Sephora
40. PlayStation
41. Best Buy
42. LG
43. Taco Bell
44. Express & Mercedes-Benz
46. Marshalls & Tesla
48. JCrew & Michael Kors
50. Trader Joe's
51. ELF
52. Bath & Body Works
53. Hollister
54. Rue 21
55. Vans
56. Aldi
57. Dodge & Loft
59. Kroger
60. MAC
61. Mountain Dew
62. Puma
63. Dr. Pepper & Nissan
65. Guess, Kellogg's & Ralph Lauren
68. JCPenney
69. Chick-fil-A & Whole Foods Market
71. Meijer & Torrid
73. Hershey's
74. Ross
75. Acura & Uniqlo
77. Banana Republic & Tide
79. Dove, Frito-Lay & TJ Maxx
82. Xbox
83. Dunkin' Donuts
84. Ebay
85. The North Face
86. Chanel, Supreme & Wendy's
89. Cheesecake Factory & Pampers
91. Lululemon, Panera & Valve
94. Audi, BMW, Hulu & Southwest Airlines
98. Chipotle & Zara
100. Bank of America, Coach, Monster Energy, Patagonia, REI, True Religion, Wegmans

*Based on 3,000 Millennial consumer write-in responses.

Olympic Style Ranking

Exact Ties: #14, #37, #44, #46, #48, #57, #63, #65, #69, #71, #75, #77, #79, #86, #89, #91, #94, #98, #100

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