



**WOMENSWEAR**  
**SS 2025**  
**FORECASTING**  
**BAGS**  
**KEY ITEMS**



LIVETREND

# BAGS SS25 INTRODUCTION



@neous2.png



@aranaz-11.png



@0711tiblisi-5.png



stella-mccartney.jpg



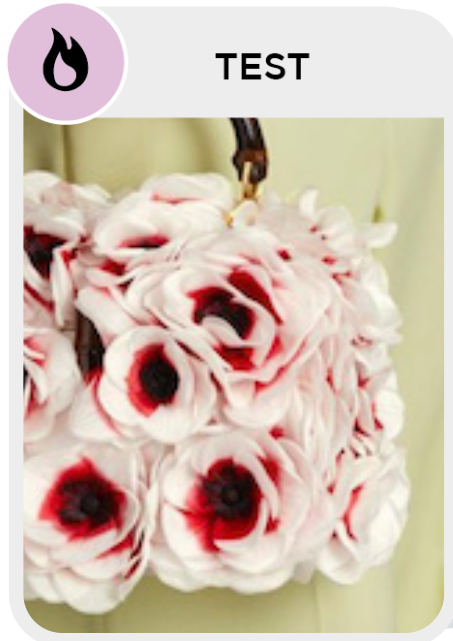
## FORECAST

**Corporate meets Craft.** Immerse yourself in the timeless craftsmanship of SS25 Bags, where a fusion of simplicity and artistry defines collections. Daytime styles embrace clean shapes with a 90s minimal character, reflecting an unfussy elegance that effortlessly transitions from work to leisure. All-day essentials include elongated geometric shoulder bags alongside softer squares and the structured hobo look, offering versatile options for every occasion. For those seeking more storage, leather totes and modernist elongated shapes provide practical yet stylish solutions. Sporty utility sling bags embody a pragmatic vibe, while new additions include the return of elegant foulard styles and chic multipocket bowler bags. As a highlight, crafty beach styles take center stage, with raffia and fringes adorning a range of products, creating a laid-back yet refined aesthetic. SS25 Bags redefine the art of accessorizing, offering a perfect balance of functionality and fashion-forward sophistication.

*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*

[ACCESS ALL REPORT IMAGES  
CLICKING HERE](#)

# KEY DETAILS BAGS SS25



TEST

@guccivault\_6.png



THE ORCHARD EFFECT

STABLE TREND

del-core.jpg



TEST

@bellafeoli.png



THE BOUGIE BOW

SAFE TREND

@ssense\_27.jpg



TEST

ulla-johnson-\_1.jpg



THE FRINGE UPGRADE

STABLE TREND

@etro\_22.png



MANIFEST

givenchy.jpg





THE CHIC BELT FEATURE

SAFE TREND

jacquemus-3.jpg.avif

# KEY DETAILS MATERIALS SS25

 **INVEST**



toteme.avif

**THE SOFT LEATHERS**



**SAFE TREND**

zara-34.jpg

 **TEST**




acne-.jpg


**THE TEXTURED LEATHER**



**EARLY SIGN**

@lesbenjamins.png

 **TEST**



versace-3.png

**THE SHEER STYLE**



**EARLY SIGN**

tory-burch.jpg

 **INVEST**



zara-nylon.jpeg

**THE NYLON TECH**



**SAFE TREND**

ganni.jpeg

# BAGS SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

SLEEK TRAPEZE



versace-2.png

Y2K SHOPPER



freepeople-3.webp

SOFT TOTE



miu miu.avif

SCULPTED SHOULDER



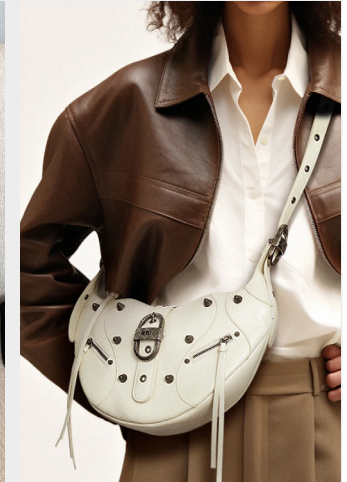
@charleskeith-2.png

MULTIPOCKET BOWLER



shein .jpeg

UTILITY SLING



jwpei.webp

***This Trend Spotlight proposes the must-have products of the season to build the right assortment.***

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

ACCESS ALL REPORT IMAGES  
[CLICKING HERE](#)

# KEY ITEMS EVERYDAY BAGS SS25



MANIFEST

## THE SLEEK TRAPEZE



Kate Spade-1.png



-PRADA-.avif



celine.webp



givenchy-.jpg



versace-2.png

STABLE TREND



MANIFEST

## THE MINIMAL TOTE



ferragamo-clp-s24-097.jpg



victoria-tomas.jpg



givenchy-\_1.jpg



@therow2.png



coperni.jpg

SAFE TREND

# KEY ITEMS CITY BAGS SS25



INVEST



London Streetstyle - 37.jpg



freepeople-3.webp



givenchy.jpg



balenciaga-.jpg



zara-43.jpg

BIG TREND



INVEST



miu miu.avif



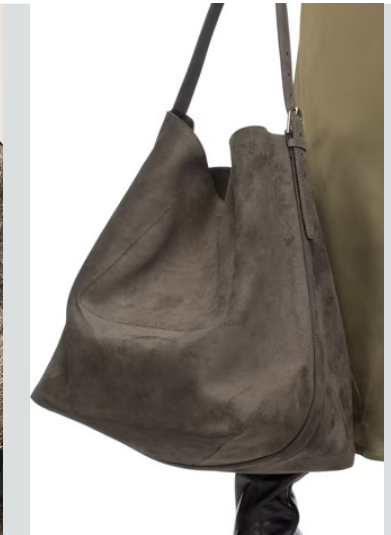
acne-studios.jpeg



+zara-.jpeg



miumi-soft hobo.avif



toteme.avif

BIG TREND

## THE 2000S LEATHER SHOPPER

## THE SOFT BIG BAGS

# KEY ITEMS BAGS SS25



## MANIFEST



chloe-.jpg



vuitton-.jpg



POLENE paris.webp



valentino-.jpg



khaite.jpeg

SAFE TREND



## TEST



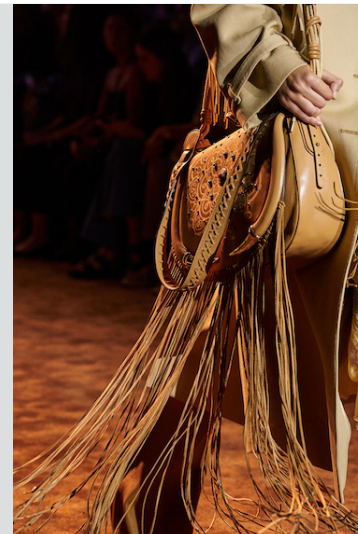
ferragamo.webp



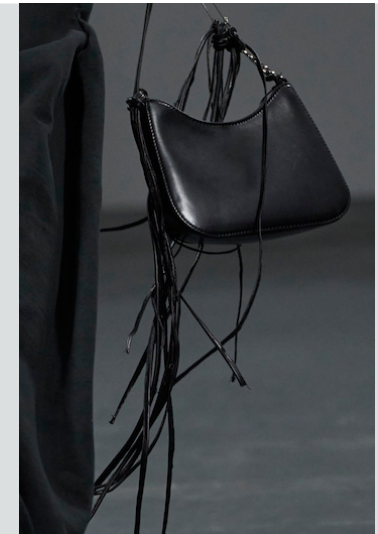
ulla-johnson-.jpg



kors-.jpg



cavalli-.jpg



avavav\_1.jpg

STABLE TREND

## THE SOFT HANDBAG

## THE BOLDLY FRINGED



# KEY ITEMS HOBO BAGS SS25



## MANIFEST



bottega-veneta.jpg



elisabetta-franchi-.jpg



toteme2.jpeg



belen.jpeg



Milano Streetstyle-2.png

STABLE TREND



## INVEST



@veronica.ferraro1.png



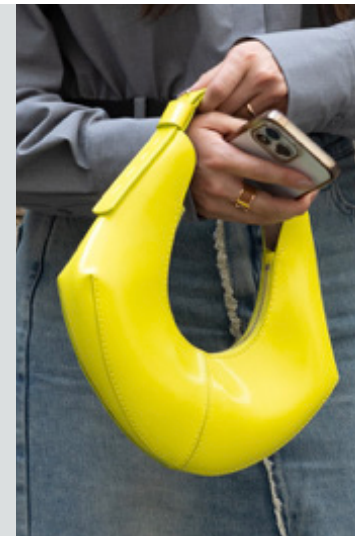
mugler-.jpg



@byfar-3.png



zara-36.jpg



streetstyle ny---12.png

SAFE TREND

## THE SLEEK TRAPEZE

## THE SCULPTED MINI

# KEY ITEMS SHOULDER BAGS SS25



INVEST



eudon-choi.jpg



modedamour.jpeg



gucci-.jpg



@nuunoobags-3.png



cult gaia-22.jpg.webp

STABLE TREND

THE MODERNIST



INVEST



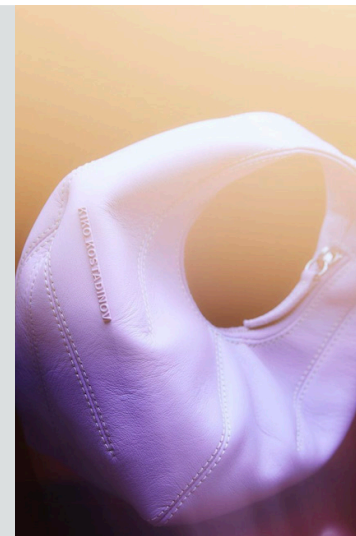
@reeprojects-2.png



diesel.jpg



cult gaia-9.jpg.webp



@ln-cc5.png



khaite\_".jpeg

STABLE TREND

THE ORGANIC CIRCLE

# KEY ITEMS SHOULDER BAGS SS25



INVEST

## THE ELONGATED BOXY



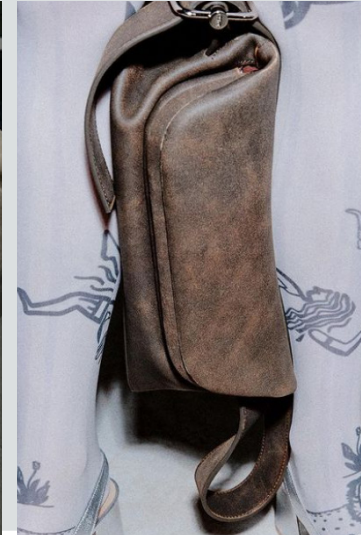
paris fw.webp



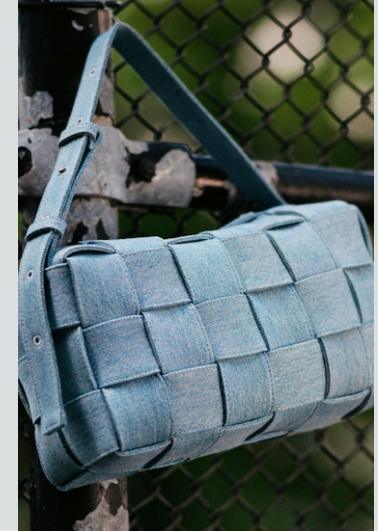
@lesbenjamins.png



@nuunoobags-5.png



@osoiofficial.png



@modaoperandi3.png

SAFE TREND



TEST

## THE MULTIPOCKET BOWLER



miu miu.jpg



urban outfitters-7.webp



acne-.jpg



miumiu.jpeg



shein .jpeg

SAFE TREND

# KEY ITEMS SLING BAGS SS25



TEST



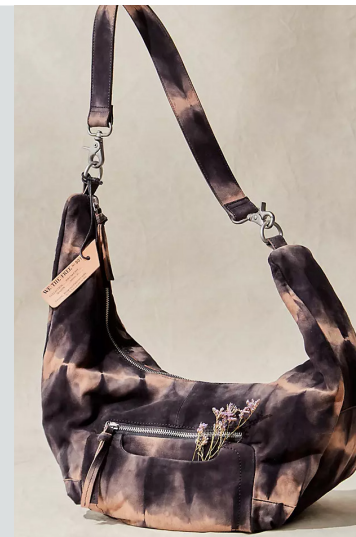
annakiki.jpg



diesel.jpg



zara-26.jpg



freepeople-7.webp



freepeople-11.webp

EDGY TREND

## THE UTILITY CROISSANT



INVEST



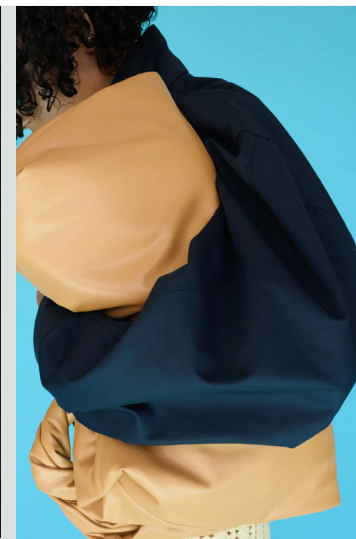
etsy.jpeg



Ulkin-3.png



@loewe.jpeg



-alc-.webp



holzweiler-.jpg

SAFE TREND

## THE SLOUCHING VOLUME

# KEY ITEMS HANDBAGS SS25



TEST

## THE ICONIC HAMMOCK



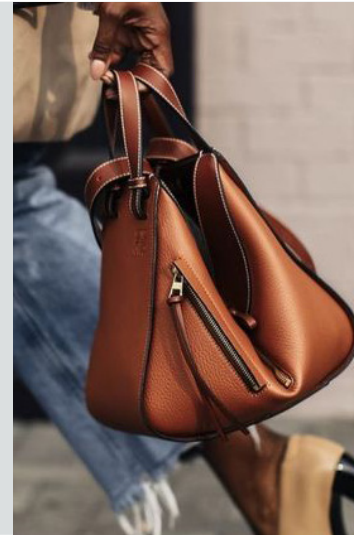
antonio-marras-.jpg



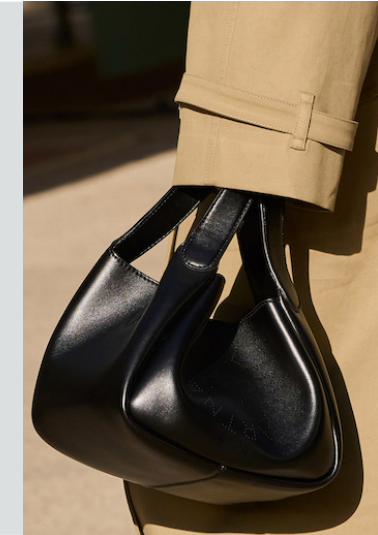
valentino-.jpg



akris-.jpg



loewe.jpeg



stella-mccartney.jpg

STABLE TREND



MANIFEST

## THE MINI BOWLER



Paris Streetstyle - 493.jpg



hermes.jpg



Coach.jpg



herrera.jpg



urban outfitters-6.webp

STABLE TREND

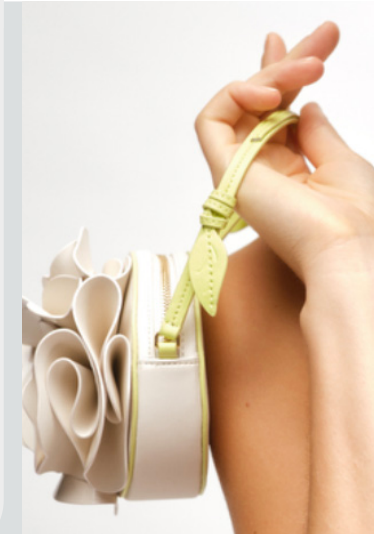
# KEY ITEMS HANDBAGS SS25



## MANIFEST



charleskeith-3.png



Kate Spade-5.png



versace-10.png



@songmont.png



@ln-cc4.png

STABLE TREND



## TEST



versace-3.png



sarawong.jpg



mohapatra-c.jpg



patbo-.jpg



mame-kurogouchi.jpg

EDGY TREND

## THE MICRO BAG

## THE SHEER SCULPTURE

# KEY ITEMS CLUTCHES SS25



MANIFEST



philosophy-.jpg



gabriela-hearst\_1.jpg



victoria-beckham.jpg



@sensistudio-1.png



rokh.jpg

## THE TIMELESS VOLUME POUCH

BIG TREND



MANIFEST



van-noten.jpg



zara-47.jpg



chloe.jpg



altuzarra-.jpg



@leccproject.png

## THE CORPORATE FOLDED

SAFE TREND

# KEY ITEMS BUCKET BAGS SS25



## MANIFEST



miu-miu\_.jpg



@byfar-1.png



bergdorf.jpeg



zara-30.jpg



lancel.webp

STABLE TREND

## THE MODERN SCRUNCH



## TEST



@hozen2.png



chloe.jpg



jacquemus.avif



kors.jpg



ferragamo.jpeg

EARLY SIGN



# KEY ITEMS BAGS SS25

## THE NEW BACKPACK HYBRID



TEST



clement dorel.webp



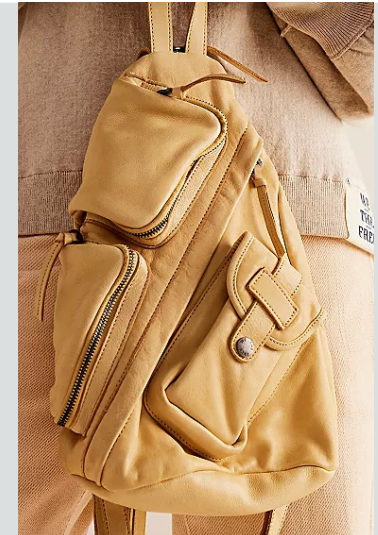
zara-20.jpg



kronthaler-westwood-.jpg



jerome dreyfuss.jpg



freepeople-4.webp

EARLY SIGN



TEST



@mimiarr.jpg

THE COLORBLOCK



angela barbieri.webp

EDGY TREND



TEST



boldriniselleria.webp

THE TWIST & CUT



jw pei.webp

EDGY TREND

# VACATION BAGS SS25 SPOTLIGHT



MANIFEST



INVEST



TEST

CABAS TOTE



versace.jpg

PENTAGON BASKET



baanstraw.jpeg

ELEGANT CROCHET



charleskeith-1.png

FILET BAG



jacquemus.jpeg

FRINGED HANDBAG



ulla-johnson-.jpg

RESORT SCARF



vuitton-\_1.jpg

***This Trend Spotlight proposes the must-have products of the season to build the right assortment.***

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

# KEY MATERIALS VACATION BAGS SS25



**INVEST**



@sensistudio-4.png

**THE DUOTONE RAFFIA**



philip lim.jpeg

**SAFE TREND**



**MANIFEST**



dior.jpg

**THE RAW CANVAS**



chloe.avif

**STABLE TREND**



**MANIFEST**



@aranaz-13.png

**THE CROCHET STYLE**

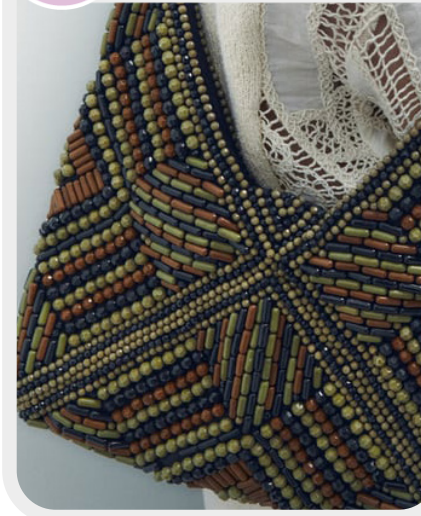


scervino-.jpg

**BIG TREND**



**TEST**



zara-14.jpg

**THE BACH BEADED**



ulla-johnson.jpg

**EDGY TREND**

# KEY ITEMS CRAFTED HANDBAGS SS25



INVEST

## THE OPENWORK TOTE



hermes.jpeg



fendi.jpeg



loewe.jpeg



-z a r a-.jpeg



bottega\_veneta.jpeg

SAFE TREND



TEST

## THE ELEGANT CRAFTED



@aranaz-7.png



tods-.jpg



@shopbop-3.png



charleskeith-1.png



staud-.jpg

EDGY TREND

# KEY ITEMS FULL SUMMER BUCKETS SS25

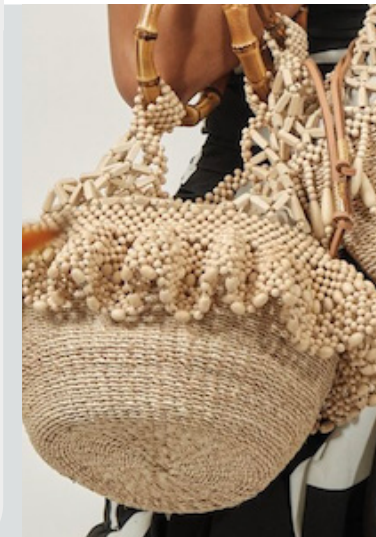


INVEST

## THE RAFFIA BUCKET



cult gaia-20.jpg.webp



@aranaz-1.png



@aranaz-10.png



scervino-.jpg



@ln-cc3.png

STABLE TREND

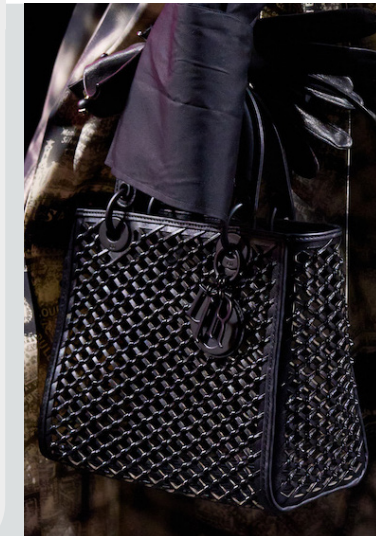


INVEST

## THE FILET BAG



emporio-armani-clp-s24-123.jpg



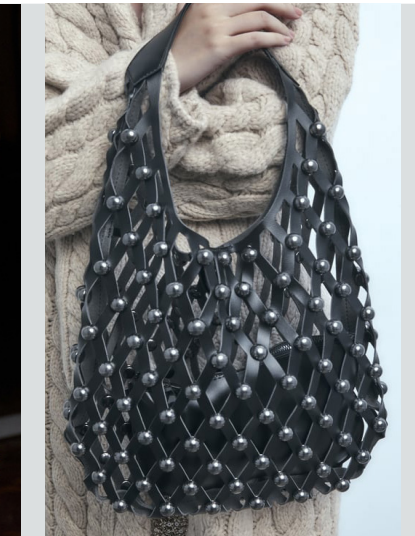
dior.jpg



jacquemus.jpeg



antonio-marras.jpg



\*zara\*.jpeg

SAFE TREND

# KEY ITEMS BEACH TOTES SS25



MANIFEST



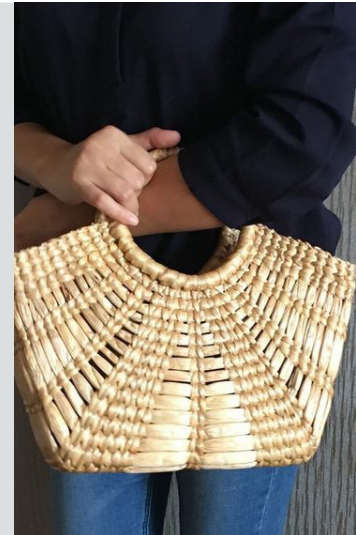
zara-21.jpg



holzweiler.jpg



cult gaia-26.jpg.webp



templesandmarkets.jpeg



rabbane.jpeg

## THE PENTAGON BASKET

BIG TREND



MANIFEST



versace.jpg



max-mara-.jpg



Lafayette-1.png



dior-.jpg



shiatzy-chen-.jpg

## THE RAW CABAS

BIG TREND

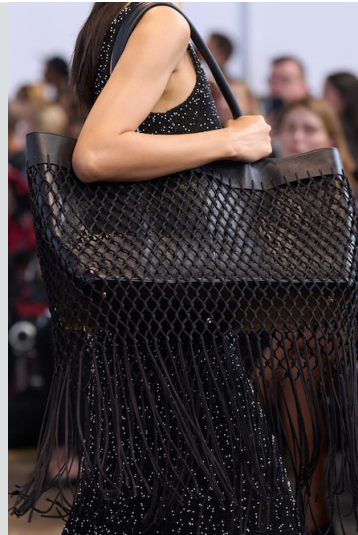
# KEY ITEMS CRAFTED TOTES SS25



TEST



zara-13.jpg



gabriela-hearst.jpg



cfcl.jpg



claudia-bertolero.jpg



ulla-johnson-.jpg

## THE EXTREME FRINGE

SAFE TREND



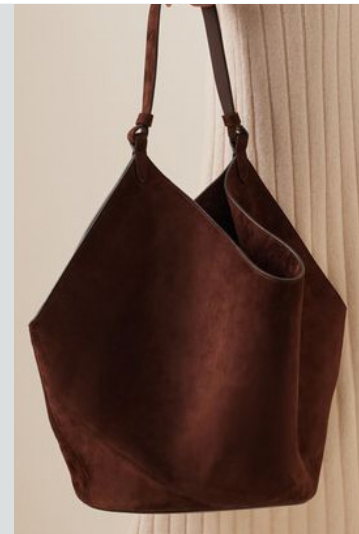
TEST



anteprima.jpg



bottega-veneta.jpg



khaite3.jpeg



vuitton-.jpg



celine 2.jpeg

## THE RESORT SCARF BAG

EARLY SIGN

# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



### SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



### FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

## TREND BEHAVIOR

### EDGY TREND

weak signal of a potential micro trend with very high risk

### EARLY SIGN

emerging trend with growing perspective but higher risk

### SAFE TREND

announced trend with growing perspective and safe risk

### BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

### STABLE TREND

trend that is already present in the market with flat growth

### LAST CALL

trend with decreasing perspective but still having business potential

## TREND MAGNITUDE



### MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



### INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

# THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

**If you have further needs, please contact us via chat.**