



MENSWEAR
SS 2025
FORECASTING
BAGS
KEY ITEMS



LIVETREND

MEN BAGS SS25 INTRODUCTION



givenchy-2.jpg

Dior_webp

bottega2.jpeg



FORECAST

Sleek & Clean Utility

SS25 Menswear Bags redefine utility with a sleek and clean aesthetic across a range of forms. From backpacks boasting timeless chic to versatile barrel bags, each piece exudes sophistication and functionality. The assortment features minimal leather leisure totes for the modern man on the go and even taps into sleek corporate interpretations of the iconic tote bag. At the same time, circular sling bags and urban messengers maintain their influence and add a contemporary twist to functional carry-alls. Mini bags offer versatility as crossbodies or classic wearables and explore more edgy top-handle variations for adding a bolder statement. Multi-pocket and minimal boxy handbags propose a timeless yet relevant take on functional styles, while grungy leather shoppers cater to the more fashion-forward crowd.

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.

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KEY ITEMS BACKPACKS SS25



MANIFEST



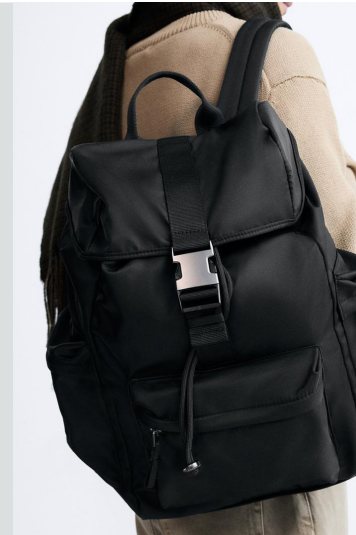
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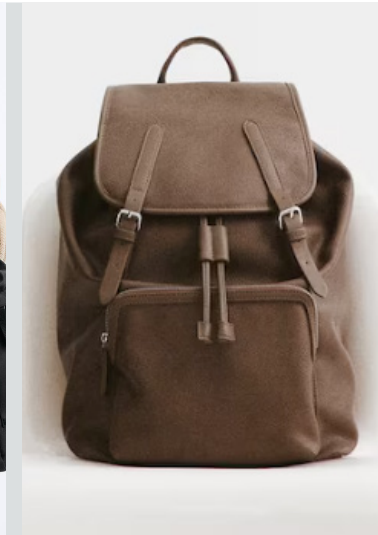
prada3.jpeg



dior.jpg



zara4.jpg



mango11.png

BIG TREND



INVEST



gucci.jpg.webp



zara21.jpeg



auralee.jpg



rhude-2.jpg



The Row7.png

SAFE TREND

THE MINIMAL UTILITY

THE VERSATILE BARREL

KEY ITEMS TOTE BAGS SS25

THE NATURAL BEACH TOTE



INVEST



axel arigato.webp



chateauorlando4.webp



bode.avif



zara19.jpg



@danielsimmons3.png

SAFE TREND



MANIFEST

THE BLEISURE LEATHER TOTE



paris-street.jpeg



@danielsimmons5.png



ami.jpg



prada.jpg



metier.webp

BIG TREND

KEY ITEMS CROSSBODY BAGS SS25



TEST



paris-_1.jpeg



mountaineering.jpg



etro_1.jpg



streetstyle.jpeg



ottolinger.jpeg

BIG TREND



INVEST



milano-.jpeg



_ny fashion week.jpeg



givenchy.jpeg



milano-.jpeg



vuitton-.jpg

STABLE TREND

THE CIRCULAR SLING

THE URBAN MESSENGER

KEY ITEMS CROSSBODY BAGS SS25



TEST



paris-_3.jpeg



paris-streetstyle.jpeg



zara3.jpeg



paris-_2.jpeg



@declanchan.png

THE MINI CROSSBODY

STABLE TREND



MANIFEST



givenchy-2.jpg



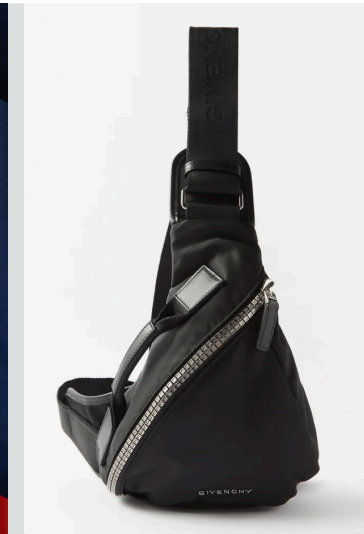
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@Loewe.png



milano-_4.jpeg



@Givenchy.png

THE NYLON WEARABLE

BIG TREND

KEY ITEMS WEEKENDER BAGS SS25



INVEST



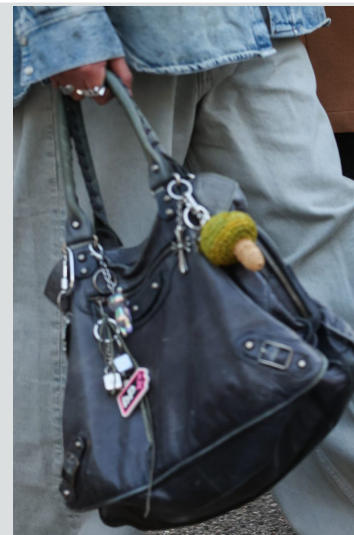
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milano.jpeg



burberry2.jpeg



theimpression55.jpeg



vuitton.jpg

EARLY SIGN

THE LEATHER SHOPPER



MANIFEST



Fendi-2.jpg



COURREGES_.jpg



michael kors24.jpeg



metier13.webp



MCM_.jpg

STABLE TREND

THE SLEEK & TIMELESS TRAVEL BAG

KEY ITEMS HANDBAGS SS25



TEST



prada.jpeg



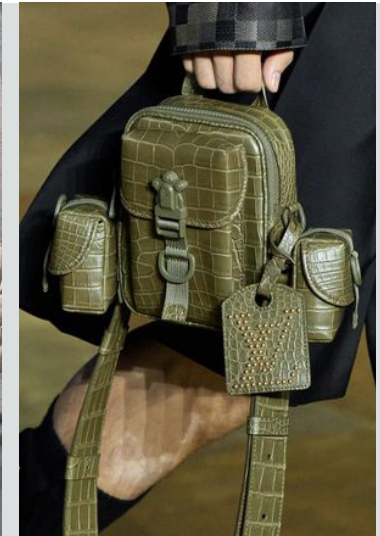
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dior.jpeg



lv.jpeg

THE MULTI-POCKET

SAFE TREND



INVEST



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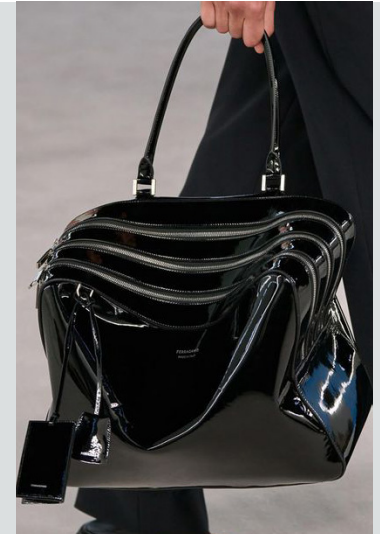
matchesfashion12.webp



BALLY_.webp



Ferrari-.jpeg



ferragamo.jpeg

THE ELEVATED SQUARED

SAFE TREND

KEY ITEMS HANDBAGS SS25



TEST



fendi.webp



Jil-Sander_1.jpg



van-noten.jpg



@jiminphoto2.png



dior_1.jpg

STABLE TREND

THE SOFT FOLDED



TEST



lv 3.jpeg



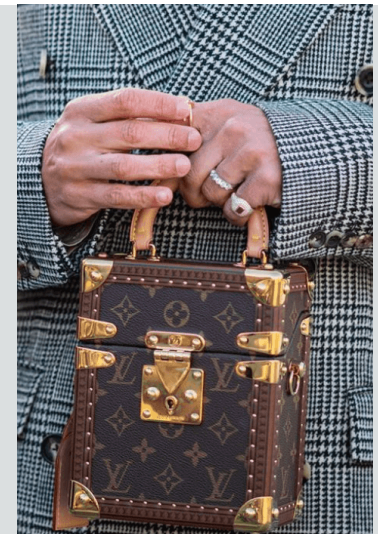
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@despi_naka8.png



Jimmy-Choo.jpeg



@despi_naka4.png

EDGY TREND

THE MINI TOPHANDLE

KEY ITEMS WEARABLES SS25



MANIFEST



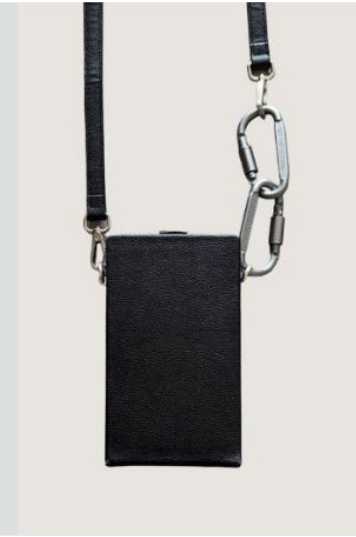
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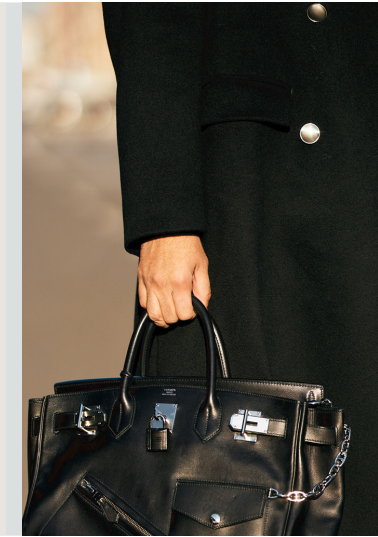
paris-.jpeg



DSquared2_ss23.jpg



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milano-.jpeg

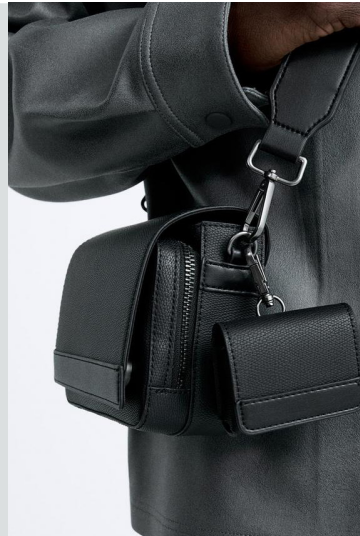
STABLE TREND



INVEST



@oamc.png



zara22.jpg



COS5.jpeg



Jlindeberg.png



@bazk.png

EARLY SIGN

THE NECKLACE POCKETS

THE MULTI-BAGS COMBO

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!

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