



WOMENSWEAR
FW 2024
FASHION SHOWS
MUST-HAVE
BAGS



LIVETREND

FW24 BAGS INTRODUCTION



vuitton.jpg



diesel.jpg



sunnei.jpg



luar.jpg



FASHION SHOWS

Sophisticated Modernity.

In the FW24 fashion shows, must-have bags showcased a blend of classic elegance and contemporary twists. Unstructured leather bags emerged as a focal point, ranging from shoulder bags to spacious shoppers, offering versatility and understated sophistication. Tactility took center stage with fringe or fuzz, adding a bold and textural dimension to the designs. Ladylike aesthetics were reinvented with contemporary silhouettes, ensuring timeless appeal with a modern twist. New highlights included bags that were clasped to the arm, providing a unique and stylish way to carry essentials. FW24's must-have bags offered a diverse range of options, from classic sophistication to bold statement pieces.

This forecasting report is based on Data extracted from more than 260 International fashion shows of NY, London, Milan and Paris with 42 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute). Find the relating icons & stamps on the last slide. They are organized by visibility.

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MUST-HAVE CITY & TRAVEL BAGS

In the FW24 fashion shows, must-have city bags showcased a blend of utility and sophistication to suit current urban lifestyles. The messenger bag emerged as a key accessory, offering more utility-driven options for carrying essentials on the go. Totes were reinvented with hyper-soft leathers, exploring new moldable volumes for a luxurious yet practical touch. Softness prevailed in unstructured circular sling bags, adding a casual and relaxed vibe to urban ensembles. The return of the 2010 leather shopper highlighted its enduring appeal as a versatile and timeless piece. Portfolio bags made a statement with corporate tint, embracing the current influx of offewear in fashion. Market and grocery influences were evident in references to food and shopping bags, adding a touch of fun to the collections. FW24's must-have city bags epitomized a harmonious blend of style, functionality, and urban chic.

FW24 CITY & TRAVEL BAGS

BIG TREND

SOFT LEATHER TOTE



meruert-tolegen.jpg



victoria-tomas.jpg



schouler.jpg



tory-burch.jpg



helen-anthony.jpg



valentino.jpg



etro-.jpg

FW24 CITY & TRAVEL BAGS

STABLE TREND

UNSTRUCTURED CIRCULAR



chloe-.jpg



retrofete.jpg



ester-manas1.jpg



retrofete-.jpg



rachel comey -4.png



bottega veneta -3.png



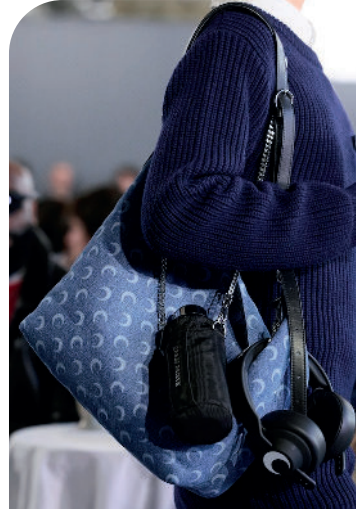
ulla-johnson-.jpg

FW24 CITY & TRAVEL BAGS

SAFE TREND



Burberry-.webp



marine-serre.jpg



marant-2.jpg



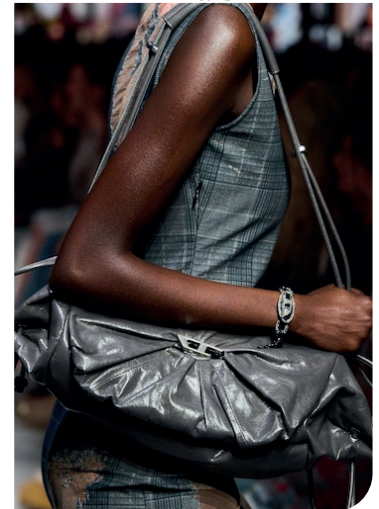
acne.jpg



chloe-.jpg



enfants-deprimes.jpg



diesel-.jpg

UTILITY MESSENGER

FW24 CITY & TRAVEL BAGS

SAFE TREND

2010 LEATHER SHOPPER



BALENCIAGA-.jpg



stella-mccartney.jpg



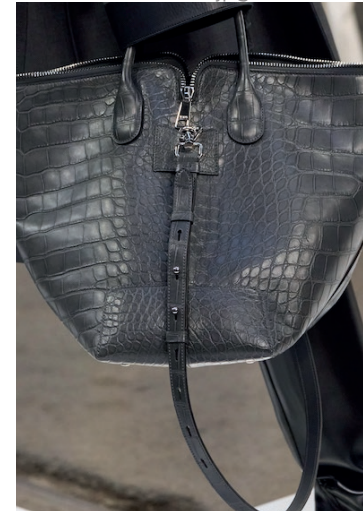
ferretti-.jpg



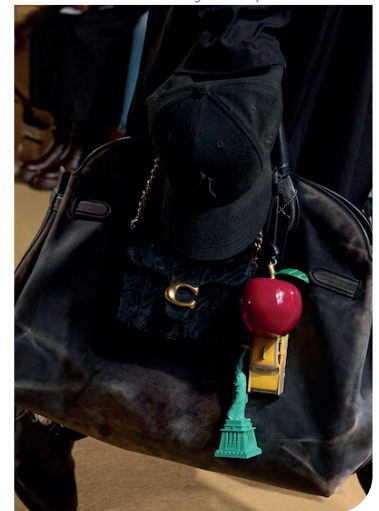
Burberry.webp



Burberry-é.webp



tods-.jpg



coach.jpg

FW24 **HANDBAGS**

EARLY SIGN



retrofete.jpg



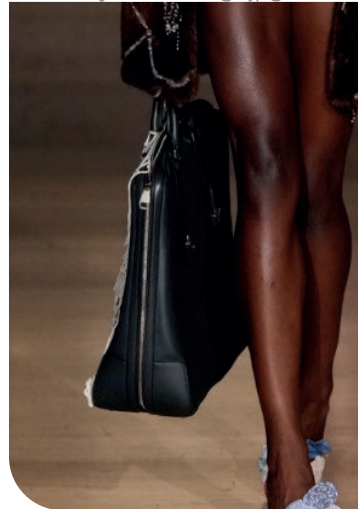
yuhan-wang-.jpg



coach-.jpg



victoria-beckham-.jpg



dauphinettes_5.png



max-mara.jpg



khaite7.png

FW24 CITY & TRAVEL BAGS

EDGY TREND

GOING SHOPPING



undercover-.jpg



jw anderson.png



ottolinger-.jpg



moschino.avif



marine-serre-.jpg



undercover.png



balmain.jpg



MUST-HAVE SHOULDERBAGS

In the FW24 fashion shows, must-have shoulder bags embraced a blend of classic elegance and modern trends. Unstructured everyday hobos exuded effortless sophistication, providing versatility and a clean and timeless look for daily wear. Structured half-moon styles made a more elevated statement with their sleek silhouette, adding a touch of refinement to any ensemble. Charms and multi-bag styles offered a playful and practical touch, allowing for customization and organization. Edgier wavy options continued to captivate with their iconic silhouettes, adding a bold and contemporary flair to shoulder bag collections. FW24's must-have shoulder bags catered to a range of styles and preferences, offering both timeless classics and fashion-forward designs for the modern fashion enthusiast.

FW24 **SHOULDER BAGS**

BIG TREND

STRUCTURED ESSENTIAL



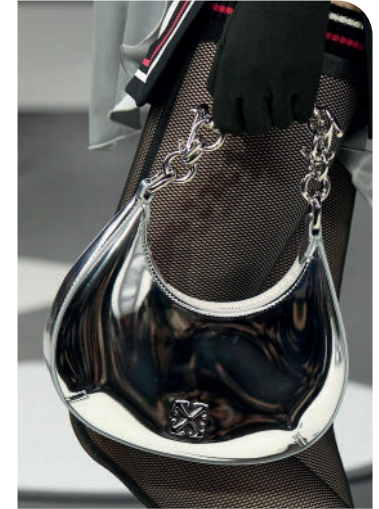
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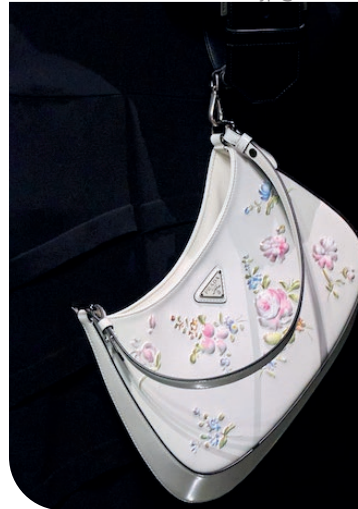
antonio-marras.jpg



gucci.jpg



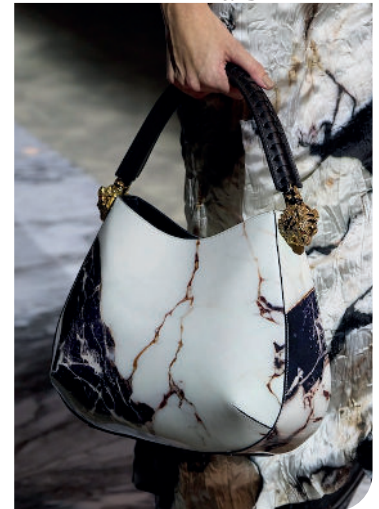
off-white.jpg



prada-.jpg



del-core-.jpg



roberto-cavalli.jpg

FW24 SHOULDER BAGS

STABLE TREND

DAYWEAR HOBO



bottega veneta 23.png



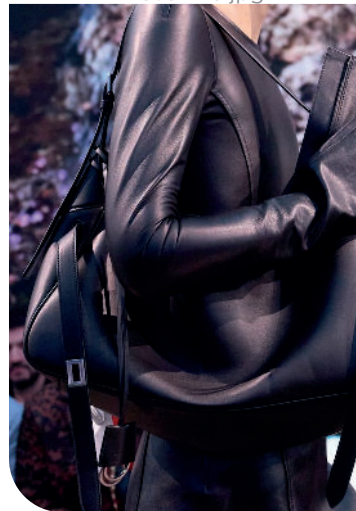
moschino.jpg



bottega veneta 5.png



philip lim_7.png



BALENCIAGA-.jpg



ester-manas-.jpg



sunnei.jpg

FW24 SHOULDERBAGS

SAFE TREND

CHARMS & MULTIBAGS



coach-.jpg



miu-miu.jpg



etro.jpg



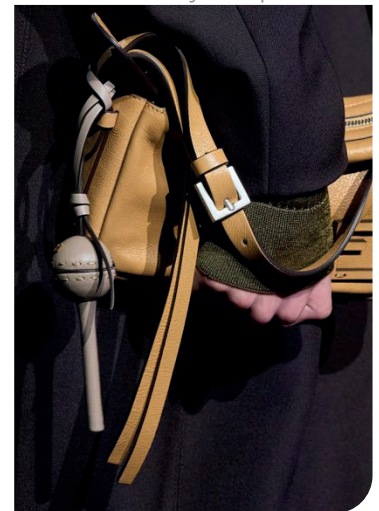
Burberry-.webp



fendi-.jpg



miu-miu-2.jpg



fendi.jpg

FW24 SHOULDER BAGS

STABLE TREND

WAVY STYLES



marco-rambaldi.jpg



kors-.jpg



diesel-clp-f24-119.jpg



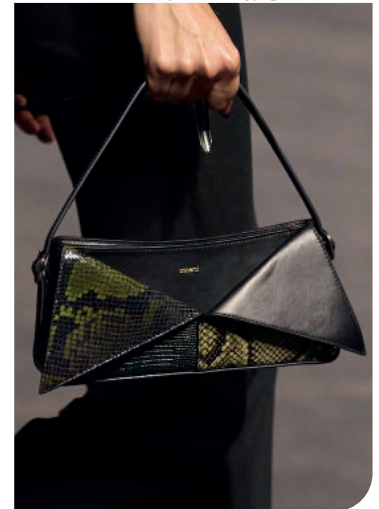
maitrepierre-.jpg



knwls-.jpg



avavav.jpg



coperni-.jpg



MUST-HAVE HANDBAGS

In the FW24 fashion shows, must-have handbags showcased a mix of iconic elegance and contemporary trends. East-west bags stole the spotlight for their timeless appeal and elegant proportions, perfect for both casual and formal occasions. Half-moon top handles emerged as a popular choice, edging out the traditional bowler style with their sleek and modern silhouette. Everyday styles embraced unstructured softer leathers for a relaxed yet sophisticated look. Mini bags continued to be a staple, available in top handle or mini bowler designs, offering a chic and compact option for carrying essentials. Fancy fringes remained as a fashion option and replace the previous hyper sparkle styles. Timeless bucket bags added flair and versatility to the collection, while vintage-inspired lady hardshells exuded a sense of retro charm. FW24's must-have handbags offered a diverse range of styles to complement any outfit with elegance and flair.

FW24 **HANDBAGS**

BIG TREND



alaia -18.png



n-21-.jpg



versace 13.png



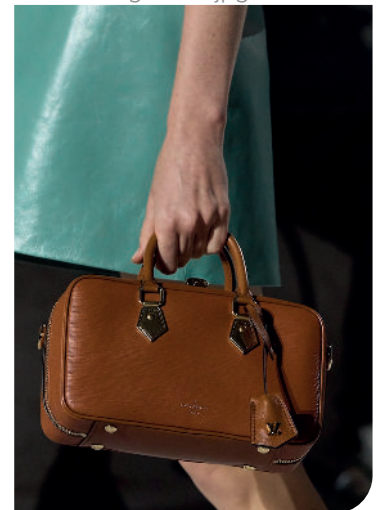
gucci-c.jpg



miu-miu-.jpg



prada-.jpg



vuitton-.jpg

FW24 **HANDBAGS**

STABLE TREND

UNSTRUCTURED EVERYDAY



moschino-.jpg



maje 15.png



jw-anderson.jpg



acne.jpg



gcds-.jpg



mm6-.jpg



fendi_.jpg

FW24 **HANDBAGS**

SAFE TREND

ROUNDED TOPHANDLE



diesel-.jpg



acne-.jpg



ferretti.jpg



marco-rambaldi.jpg



tods-.jpg



acne.jpg



miu-miu.jpg

FW24 **HANDBAGS**

EDGY TREND



stella-mccartney-.jpg



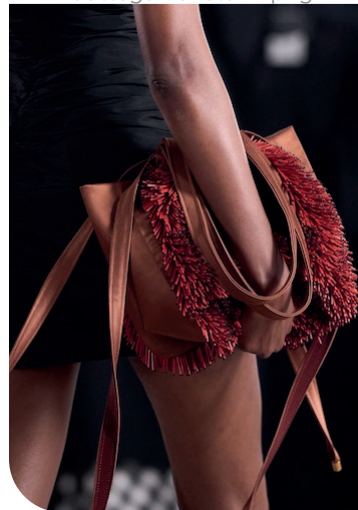
bottega veneta 12.png



ferragamo-.jpg



emporio-armani.jpg



patou-.jpg



marant-.jpg



prada.jpg

FW24 MINI BAGS

BIG TREND

ELEGANT TOPHANDLE



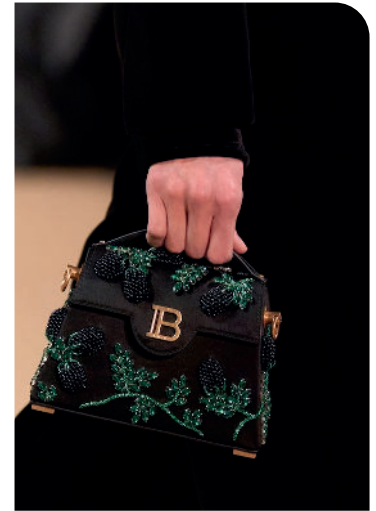
versace 8.png



gucci-.jpg



elie-saab-clp-f24-042.jpg



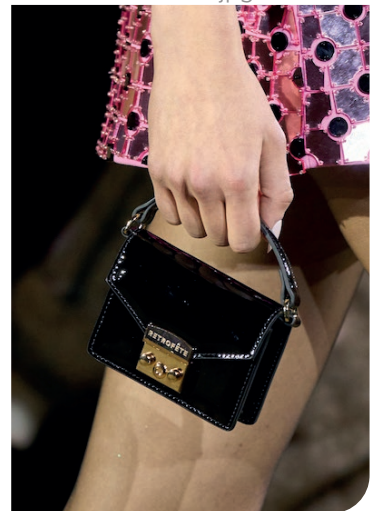
balmain-.jpg



valli-.jpg



hui-.jpg



retrofete-.jpg

FW24 MINI BAGS

STABLE TREND

RETRO BOWLER



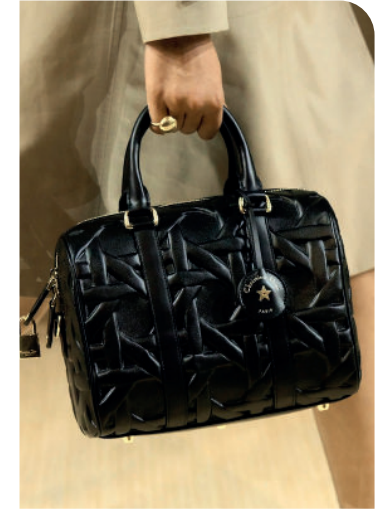
sandy-liang-.jpg



selfportrait 9.png



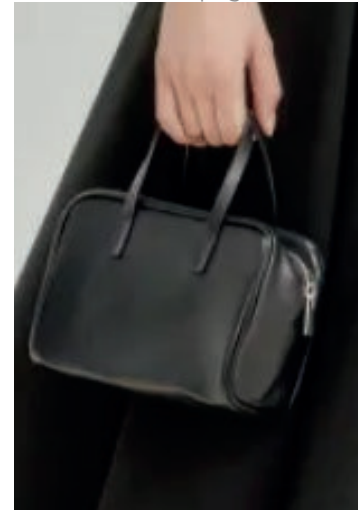
kiton1.png



christian-dior.jpg



marine-serre-.jpg



Theory -5.png



Maisie Wilen -4.png

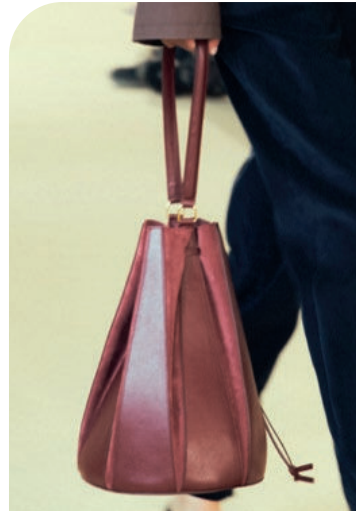
FW24 BUCKET BAGS

STABLE TREND

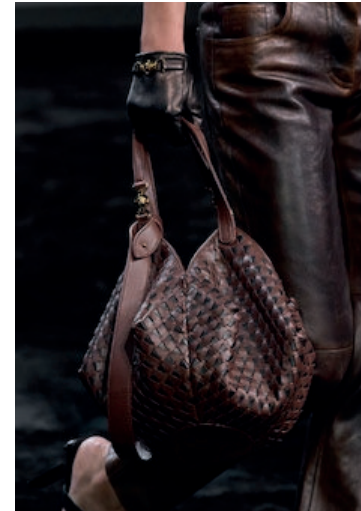
EASY BUCKETS



miu-miu-.jpg



altuzarra_4.png



versace 5.png



moschino.jpg



giada-4.png



victoria-tomas.jpg



christian-dior-.jpg

FW24 BUCKET BAGS

EARLY SIGN

VINTAGE LADY



sportmax.jpg



vuitton-.jpg



gucci.jpg



lacoste-.jpg



victoria-beckham-.jpg



weinsanto.jpg



retrofete.jpg



MUST-HAVE POUCHES & CLUTCHES

In the FW24 fashion shows, must-have clutch bags and pouches showcased a variety of designs, blending sophistication with playful elements. Fuzzy styles took center stage, particularly in XL voluminous pillows, offering both texture and statement-making appeal. Scrunchy pouches retained their popularity, providing a casual yet chic option for carrying essentials. Soft folds added a touch of elegance and fluidity to clutch designs, while elongated, sharper, and enlarged styles made classy statements, perfect for evening events. A new trend emerged with bags that were hooked or clasped to the arm, offering a unique twist on traditional clutch styles. Sculptural objects continued to make appearances, adding a touch of storytelling and whimsy to the accessory lineup. FW24's must-have clutch bags and pouches offered a diverse range of options to suit every occasion, from casual outings to formal affairs.

FW24 **POUCHES & CLUTCHES**

BIG TREND

FUZZY PILLOWS



david-koma.jpg



stella-mccartney.jpg



luar-.jpg



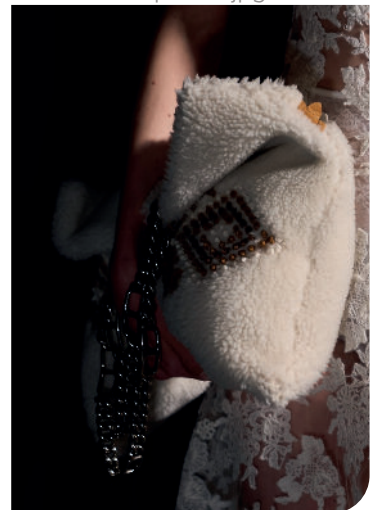
anteprima-.jpg



laquan-.jpg



van-noten-.jpg



scervino.jpg

FW24 **POUCHES & CLUTCHES**

STABLE TREND

SCRUNCHY POUCH CLUTCH



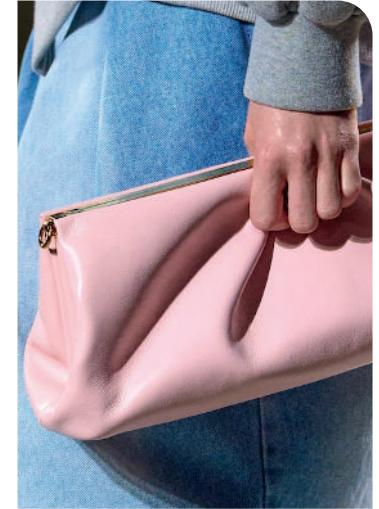
philosophy-.jpg



gucci-.jpg



LOEWE .jpg



van-noten-.jpg



carven-.jpg



philosophy.jpg



ALC -2.png

FW24 **POUCHES & CLUTCHES**

STABLE TREND

SOFT FOLDED



stella-mccartney-.jpg



christian weijnants -6.png



uma-wang-.jpg



alaia -7.png



tods.jpg



ixos 1.png



johanna ortiz6.png

FW24 **POUCHES & CLUTCHES**

SAFE TREND



del-core.jpg

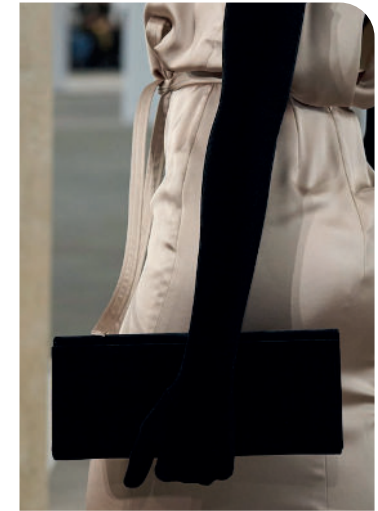
EXTREME ELONGATED



calcaterra.jpg



dawei-.jpg



badgley-mischka-.jpg



helmut-.jpg



carven-.jpg



leonard.jpg

FW24 **POUCHES & CLUTCHES**

EARLY SIGN

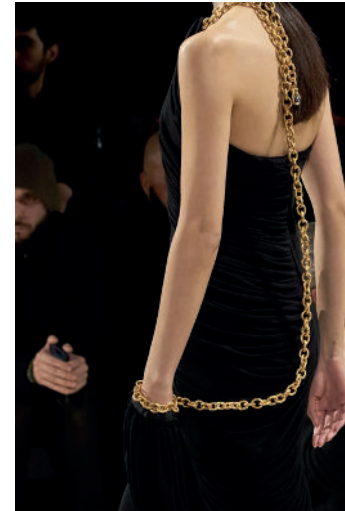
HOOKED - NO HANDLE



chloe-.jpg



prada-.jpg



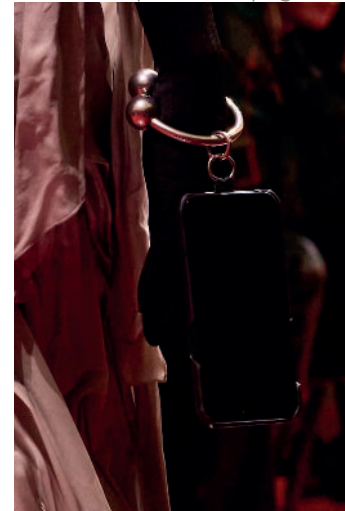
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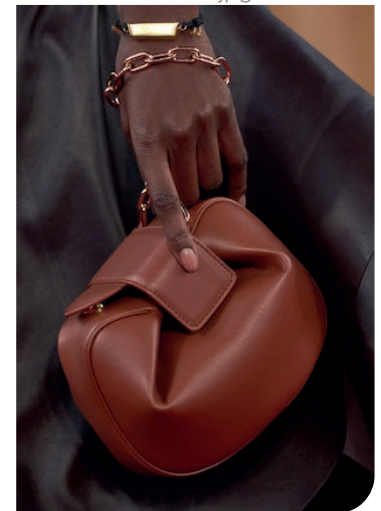
vivetta-.jpg



iceberg.jpg



BALENCIAGA-.jpg



gabriela hearst 2.png

FW24 **FANCY BAGS**

EDGY TREND

OBJECTIFIED



schiaparelli -15.png



valli.jpg



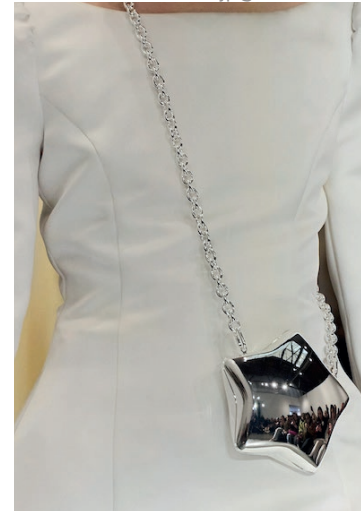
balmain-.jpg



gcds-.jpg



antonio-marras.jpg



sandy-liang-.jpg



bottega.avif

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 COM-
MERCIAL POTENTIAL



TEST

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



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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