



**WOMENSWEAR**  
RETAIL RADAR  
SS2024  
**BAGS**



LIVETREND

# RETAIL RADAR BAGS INTRODUCTION



Anthropologie.webp



Maje\_1.jpg



Cult Gaia\_1.webp



Amanu.jpg



**UPDATE**

**Function & Flair.** In SS24, the world of bags unfolds a captivating narrative where minimalism intertwines seamlessly with experimentation across city and vacation styles. City bags emerge as the epitome of understated elegance, boasting sleek totes in a variety of materials, from durable canvas to soft, unstructured shapes. These totes embody versatility, effortlessly transitioning from office commutes to weekend strolls, offering practicality without compromising on style. However, a notable shift occurs post-Miu Miu SS24 show, with the rise of the weekender bag stealing the spotlight. This spacious yet sophisticated accessory becomes the go-to for stylish travelers, blending functionality with elevated design. Amidst this fusion of simplicity and innovation, refined details take center stage, elevating designs to new heights. Whether it's intricate hardware or exquisite craftsmanship, sophistication becomes the hallmark of SS24 bags, creating the perfect balance when paired with simpler apparel. As fashion continues to evolve, SS24 invites us to embrace the harmony between minimalist aesthetics and experimental flair, redefining the art of accessorizing with every carry.

*This report is based on Livetrend data extracted from e-commerce on the European market from 1/02/24 to 31/03/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

# RETAIL RADAR BAGS MATERIALS & TRIMS

WWW  
+160%  
YOY

## SOFT SUEDE



Khaite.avif



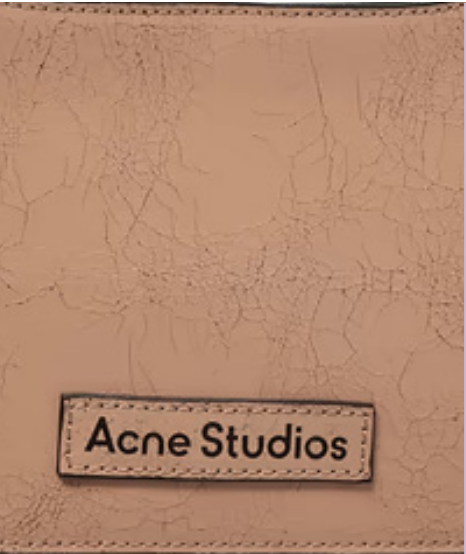
Toteme.webp

SAFE TREND



Zara\_6.jpg

## CRACKLED



Acne Studio.avif

EARLY SIGN

## CANVAS



Yves Saint Laurent.jpg



Saint Laurent.avif

SAFE TREND

+20%  
YOY



Acne Studio.jpg

## DENIM



Diesel.webp

STABLE TREND

# RETAIL RADAR BAGS **MATERIALS & TRIMS**

www  
**+80%**  
YOY

## PONEY



Jacquemus (2).avif



Patrizia Pepe.jpg

EARLY SIGN

www  
**+130%**  
YOY

## METALLICS



The Attico.jpg



Maje.jpg

SAFE TREND

www  
**+100%**  
YOY

## FEATHERY



miu miu.jpg



The Attico.avif

EARLY SIGN

www  
**+1%**  
YOY

## LUSH SATIN



The Attico.webp



Lou Lou studio.webp

STABLE TREND



# RETAIL RADAR BAGS MATERIALS & TRIMS

+25%  
YOY

## RAFFIA



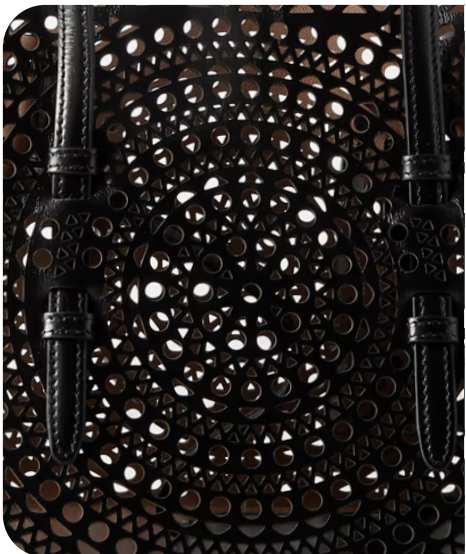
isabel marant.webp



Anthropologie (2).webp

BIG TREND

## NEO STRUCTURES



Alaia\_1.avif



Mugler.jpg

EDGY TREND

## DOT SEQUINS



Jw Pei 2.png



Zara (2).jpg

STABLE TREND

-10%  
YOY

## UNEVEN JEWELS



Cult Gaia.webp



B-Low.webp

STABLE TREND



# RETAIL RADAR BAGS MATERIALS & TRIMS

## FRINGED TASSEL



Holzweiller.webp



mvy0253015\_pin\_04.jpg

EDGY TREND

## CRAFTY OUTLINE



&Other Stories.jpg



hereu (3).webp

EARLY SIGN

## BASKET CAGES



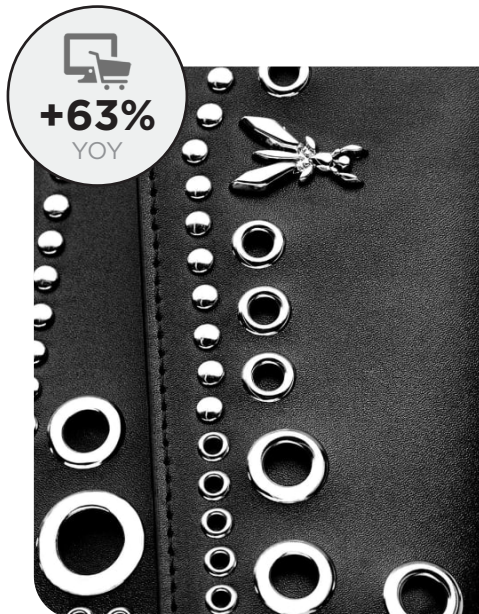
Aranaz.webp



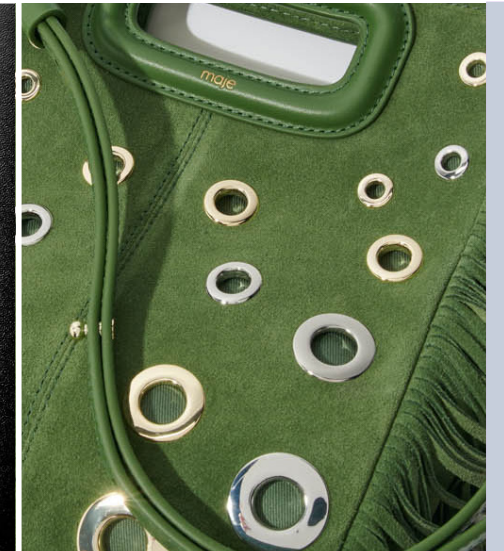
Bottega.avif

EDGY TREND

## EYELETS



Patrizia Pepe\_1.jpg

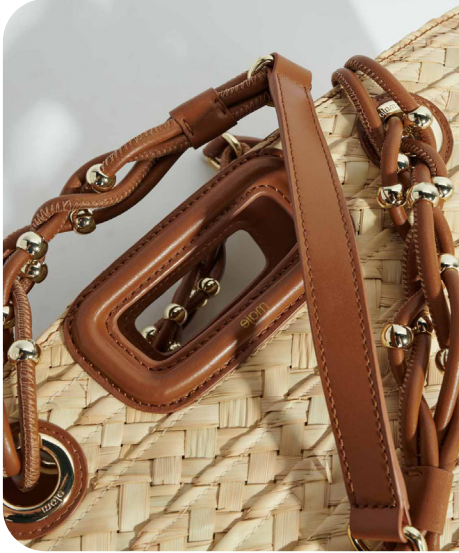


Maje\_2.jpg

SAFE TREND

# RETAIL RADAR BAGS **HANDLE DETAILS**

## PLAYFUL BEADS



Maje\_1.jpg



The Wolf Gang (2).webp

EARLY SIGN



bottega veneta.png

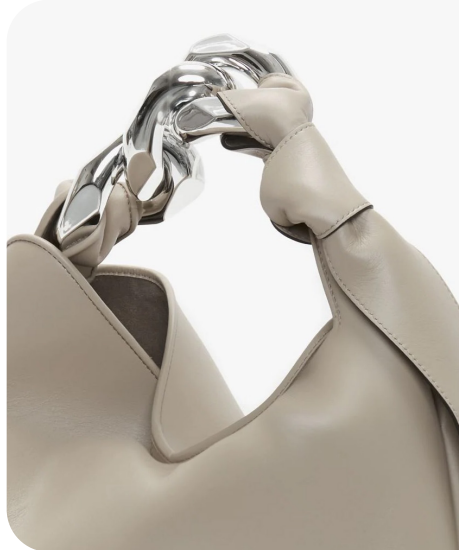
## KNOTTED STYLE



STABLE TREND

\_hereu\_.webp

## HARDWARE DETAIL



Jw Anderson.webp



Diesel.jpg

STABLE TREND

# RETAIL RADAR BAGS **DETAILS & TRIMS**

  
**+3%**  
YOY

## SLEEK BELTS



YUZEFl.webp



Valextra.webp

STABLE TREND

  
**+4%**  
YOY

## COQUETTE BOWS



loeffler randall.webp



Mango.avif

EDGY TREND

## SOFT FOLDS



Charles Keith\_3.webp



Toteme\_1.webp

BIG TREND



# RETAIL RADAR **BAGS EVOLUTION**

## TOTE BAG

**BIG TREND**



Acne Studios\_1.jpg



**+30%**  
YEAR ON YEAR

## CLUTCH

**SAFE TREND**



Mango\_1.webp



**+47%**  
YEAR ON YEAR

## MINI BAG

**EDGY TREND**



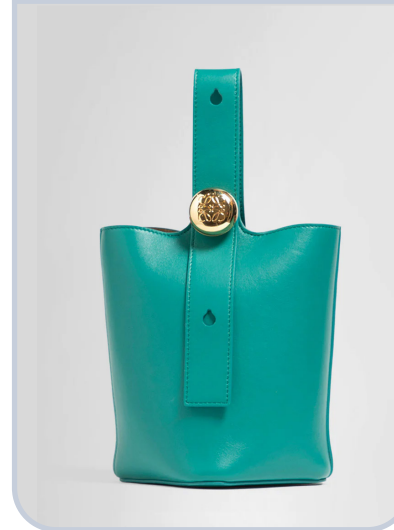
Wandler.webp



**+16%**  
YEAR ON YEAR

## BUCKET BAG

**SAFE TREND**



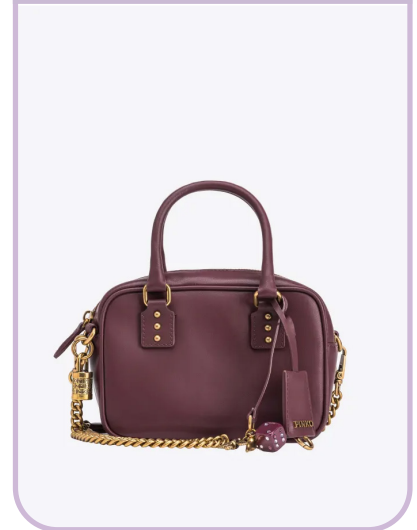
Loewe.webp



**+34%**  
YEAR ON YEAR

## BOWLER

**EARLY SIGN**



Pinko.webp



**+111%**  
YEAR ON YEAR

The evolution of bags is evident in the rise of sleek totes and minimalistic functional pieces. These everyday bags offer versatility and sophistication, even with softer leathers and materials bringing casual chic attitude with their slouchy effect. However, the standout shape is the bowling bag, blending retro charm with modern flair. Miu Miu bags are in the spotlight with interest rising by 450% in consumer interest, but also classic brands as Goyard is seeing an increase of +1300% in search online for its weekender bowling bag. Bags need to be functional, fulfilled with every need for the working and commuting woman.

# RETAIL RADAR **TOTE BAGS**

## THE RAWFINED



Saint Laurent.jpg



Bottega Veneta.jpg



gucci.jpg



Charles Keith.jpg



Zara.jpg

STABLE TREND

## THE SOFT UNSTRUCTURED



Prada.avif



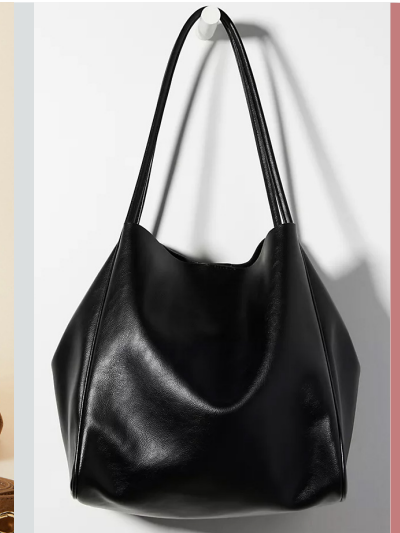
Miu miu.avif



Victoria Beckham.webp



Manue Atelier.jpg



Anthropologie (2)\_1.webp

BIG TREND

# RETAIL RADAR **TOTE BAGS**

## THE ELONGATED MINIMAL



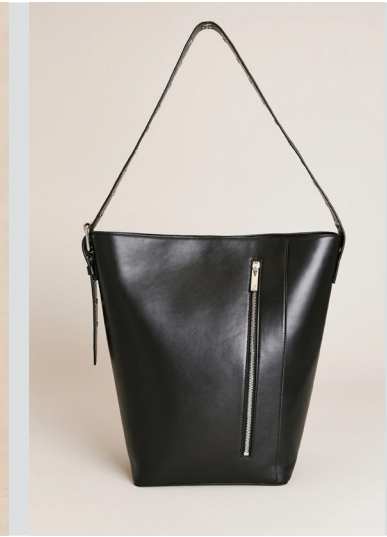
Aesther Ekme.webp



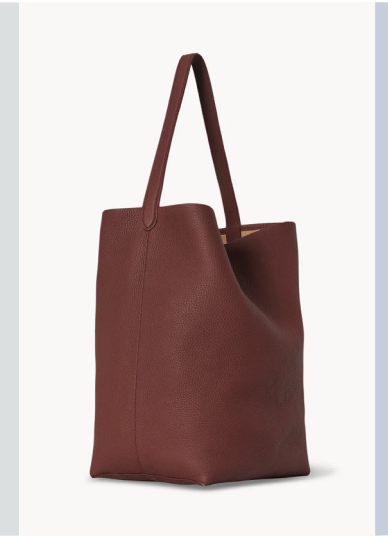
Dries Van Noten.jpg



Sezane.avif



Reformation.webp



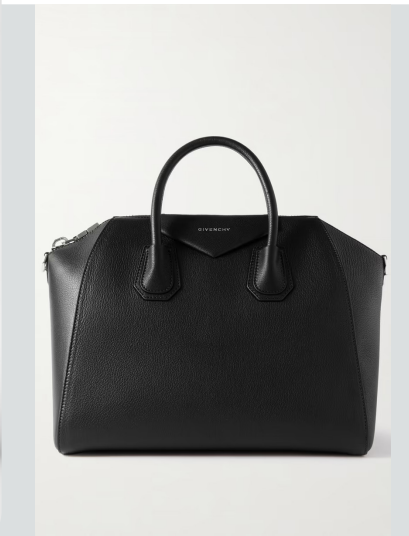
The Row.webp

SAFE TREND

## THE SLEEK TOP-HANDLE



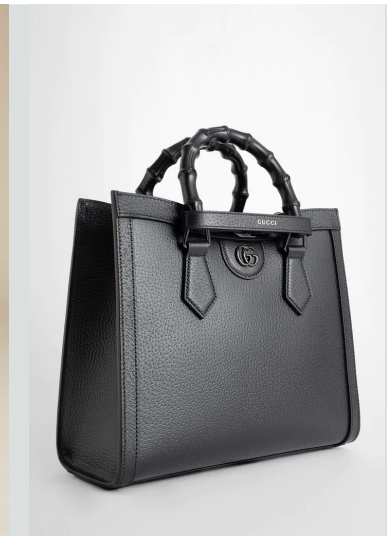
PRADA\_1.avif



Givenchy.avif



Manu Atelier\_2.jpg



Gucci.webp



Bottega Veneta\_1.jpg

STABLE TREND

# RETAIL RADAR **BUCKET BAGS**

## THE MINIMAL



saint laurent.jpeg



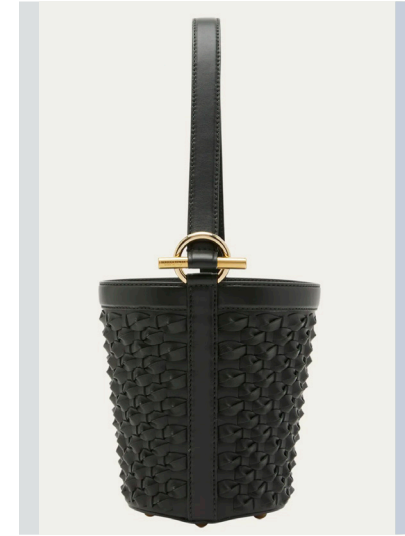
soeur.webp



COACH dakota.avif



loewe\_.webp



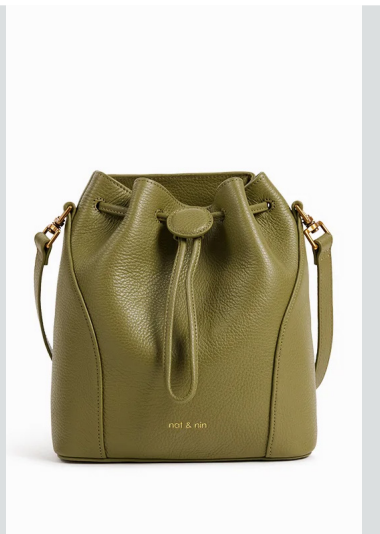
bottega.webp

SAFE TREND

## THE BOHEMIAN



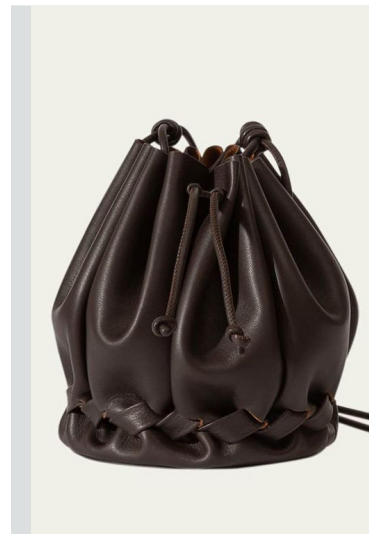
sezane-.avif



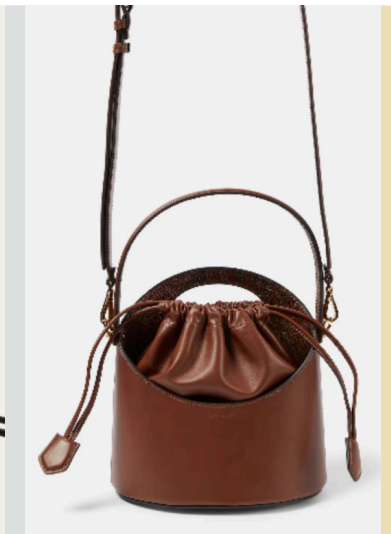
NAT & NIN.webp



chloé.jpeg



hereu.jpeg



etro.png

STABLE TREND

# RETAIL RADAR **SHOULDER BAGS**

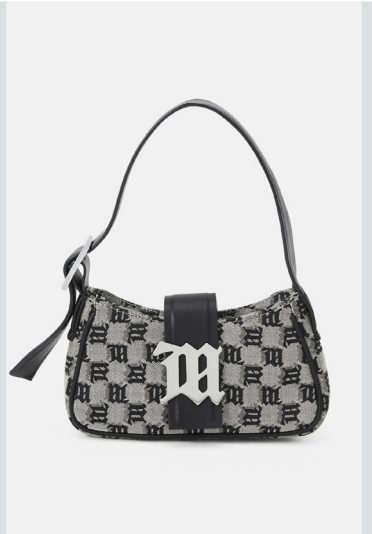
## THE MILLENNIAL LOGOMANIA



Gucci.avif



Acne studio\_1.jpg



MSBHV.webp



Gcds.webp



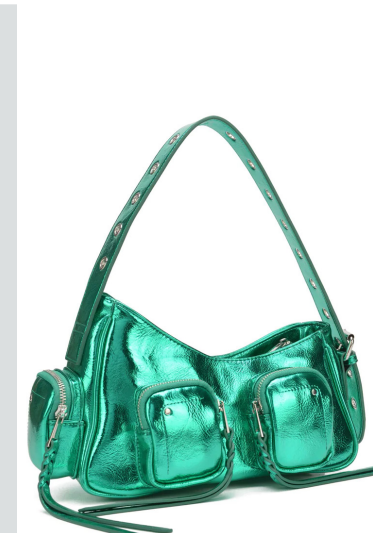
coach\_1.webp

STABLE TREND

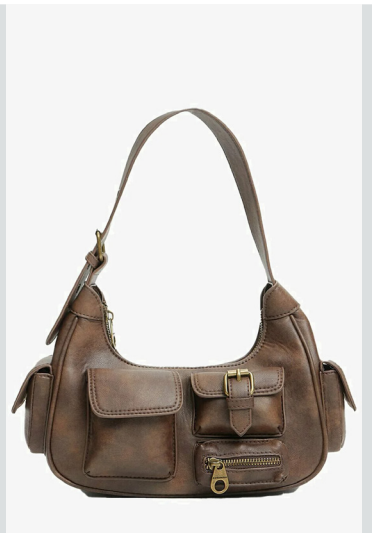
## THE MULTI POCKETS



Acne Studios.jpg



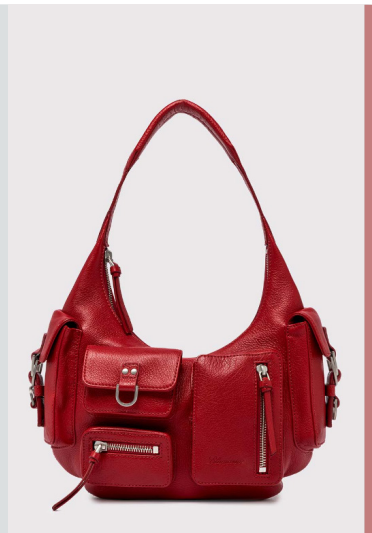
Nunoo.webp



Stradivarius.webp



Balenciaga.jpg



Blumarine.png

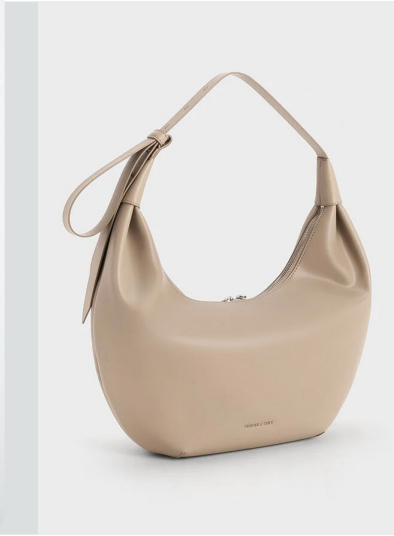
BIG TREND

# RETAIL RADAR **SHOULDER BAGS**

## THE SOFT HOBO



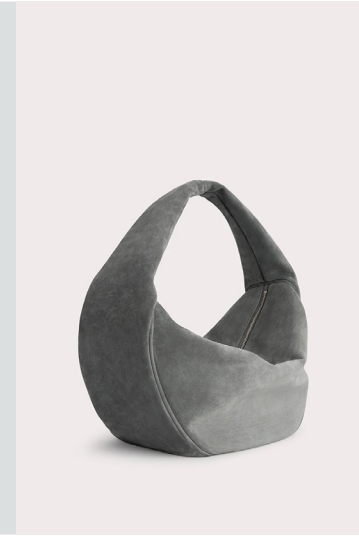
Zara\_1.jpg



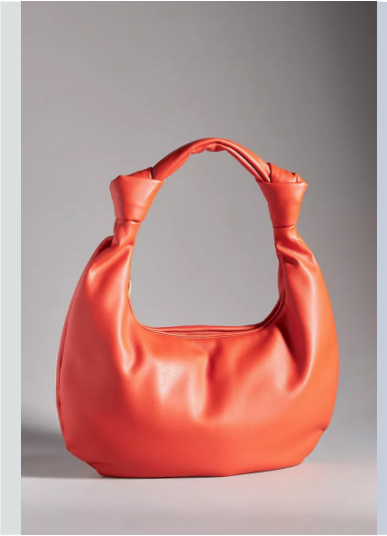
Charles Keith.webp



Manu Atelier.jpg



By Far (2).webp



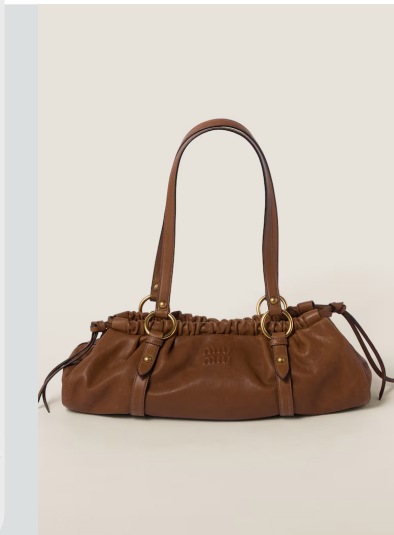
Melie Bianco.webp

SAFE TREND

## THE ELONGATED



Blumarine 2.png



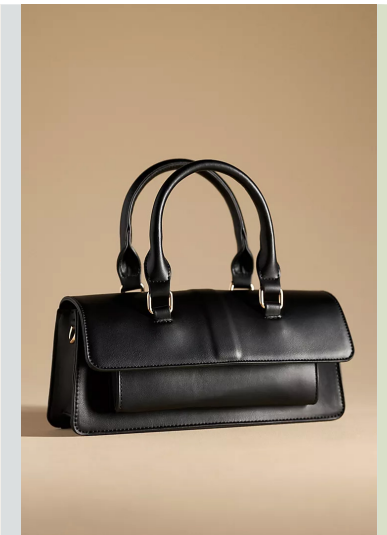
Miu Miu\_1.avif



prada (3).avif



Ferragamo.jpg



Melie Bianco (2).webp

EDGY TREND

# RETAIL RADAR **CROSSBODY BAGS**

## THE CITY MESSENGER



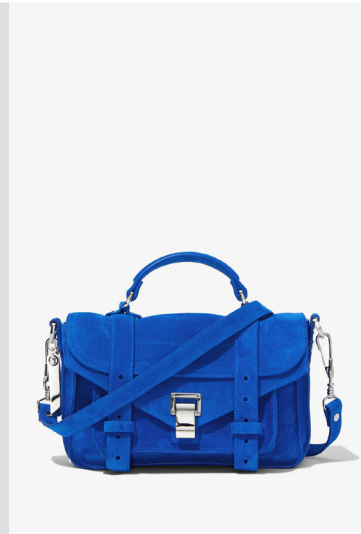
Valextra\_1.webp



By far.webp



Msgm.webp



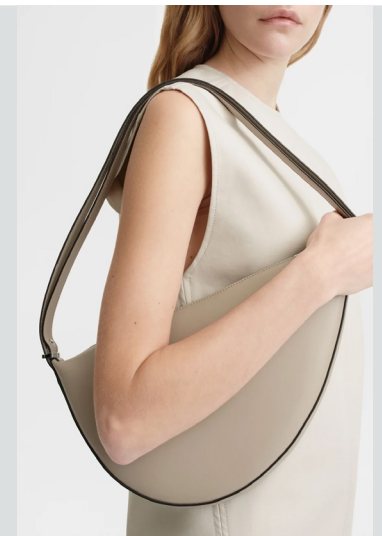
proenza schouler.webp



hereu.webp

STABLE TREND

## THE SLING BAG



Toteme\_2.webp



Proenza Schouler\_1.webp



Zara\_4.jpg



Arket.jpg

STABLE TREND

# RETAIL RADAR **SMALL BAGS**

## THE BEAUTY CASE



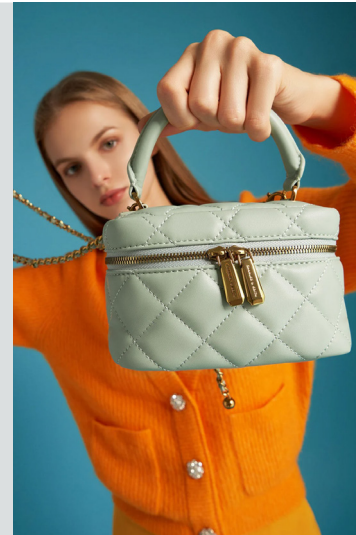
by malene Birger.webp



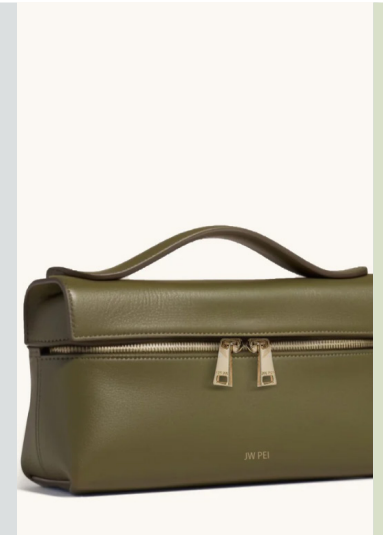
Miu Miu\_2.avif



Zara\_2.jpg



Charles Keith\_1.webp



Jw Pei\_1.png

EDGY TREND

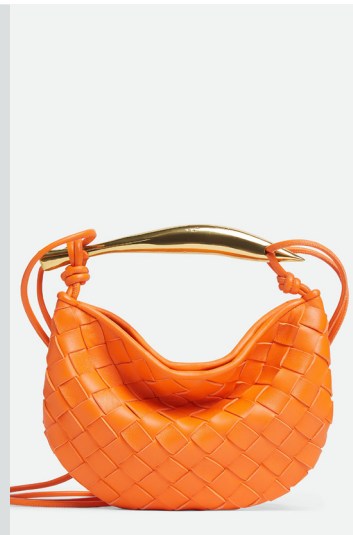
## THE METAL TOP-HANDLE



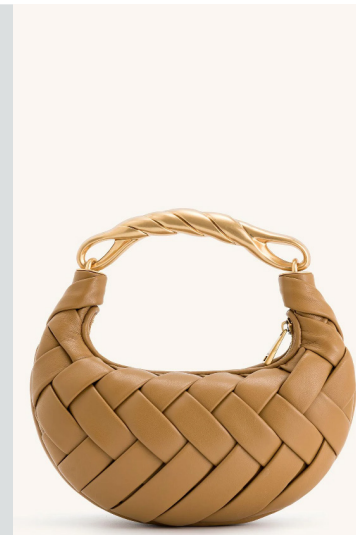
Jacquemus.avif



Elleme (2).webp



Bottega.jpg



Jw Pei.png



Zara\_5.jpg

STABLE TREND



# RETAIL RADAR **SMALL BAGS**

## THE ELLIPSE BOWLER



Manu Atelier\_1.jpg



Anthropologie.webp



Coach.webp



Miu Miu.webp



Marge Sherwood.webp

**BIG TREND**

## THE FRAMED POUCH



Sportmax.webp



Themoire.webp



Sara Battaglia.webp



N21.webp



Weekend Max Mara.webp

**STABLE TREND**

# RETAIL RADAR **NEW SHAPES**

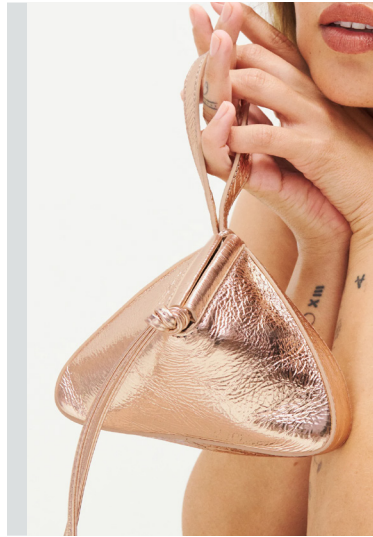
## THE BAOZI



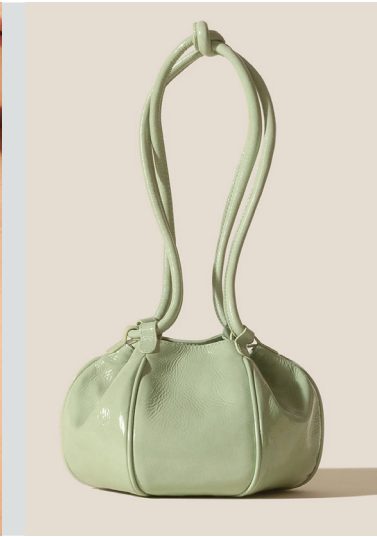
Amanu.jpg



Elleme.webp



Mango.webp



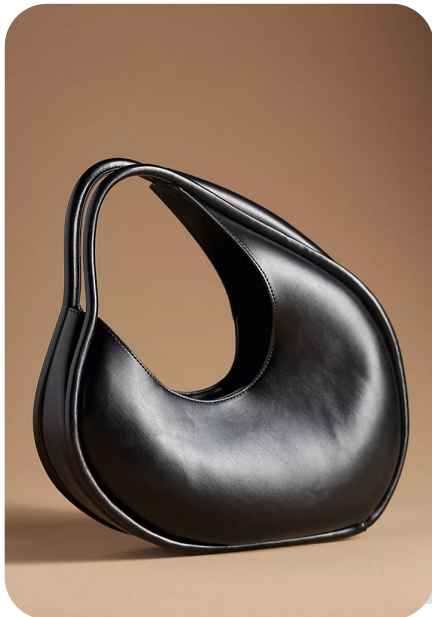
hereu-.webp



Akris.webp

EARLY SIGN

## THE AMORPHE



Melie Bianco (3).webp



Alaia.avif



Mugler.webp



Marni.jpg



The Row\_1.webp

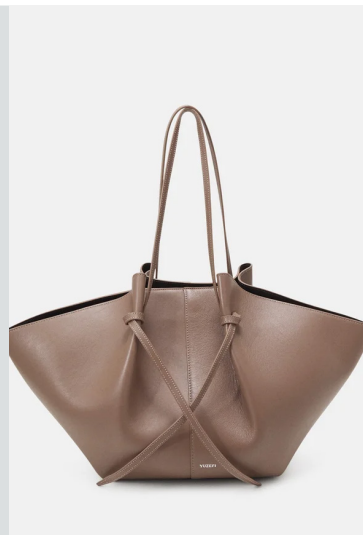
EDGY TREND

# RETAIL RADAR **COMMUTING BAGS**

## THE XL TOTE



bottega veneta.jpeg



yuzefi-.webp



loewe-.avif



reeproject.webp



Solere.jpeg

SAFE TREND

## THE WEEKENDER



Aota.webp



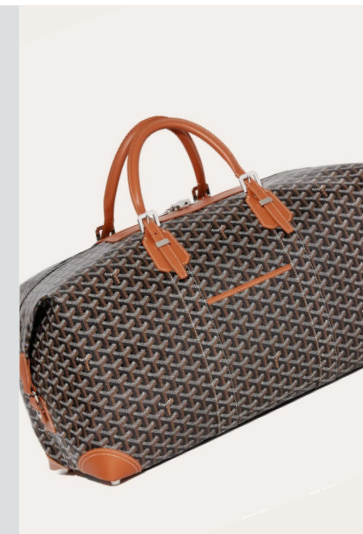
Khaite.jpg



Miu Miu\_3.avif



Metier.avif



goyard.webp

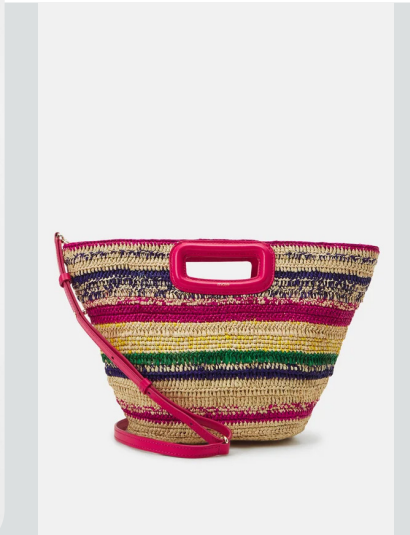
SAFE TREND

# RETAIL RADAR **HOLIDAY BAGS**

## THE CRAFTY TOTE



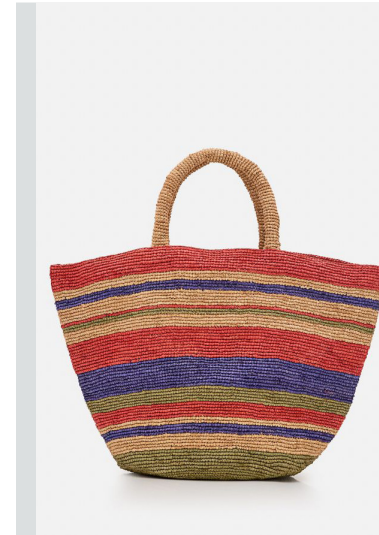
+ZARA+.jpeg



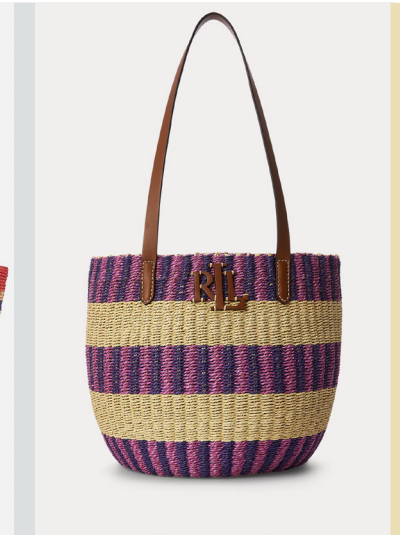
Maje.webp



Sensi Studio.webp



Manebi.jpg



Ralph Lauren.webp

STABLE TREND

## THE RAFFIA PENTAGON



patrizia pepe.webp



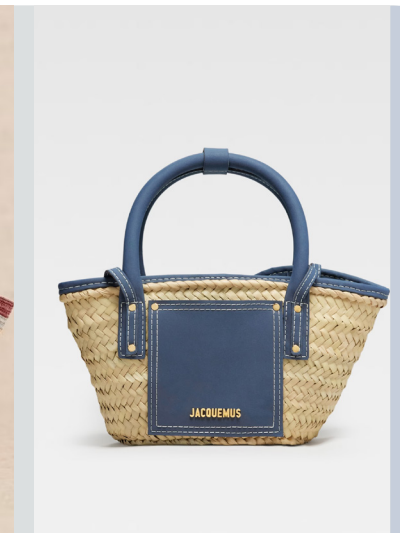
-HEREU\_.webp



pinko.jpeg



Sezane (2).avif



JACQUEMUS\_.avif

SAFE TREND

# 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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