



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



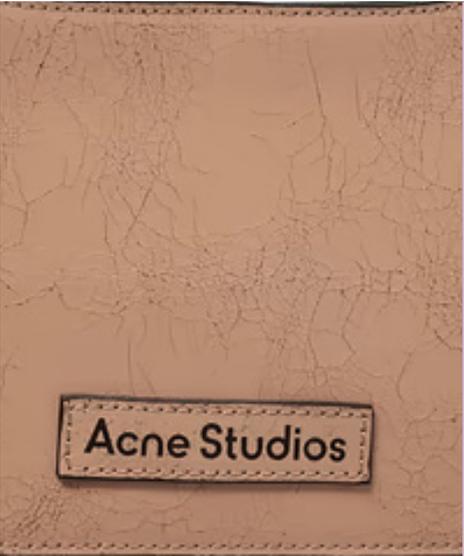
Toteme.webp

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



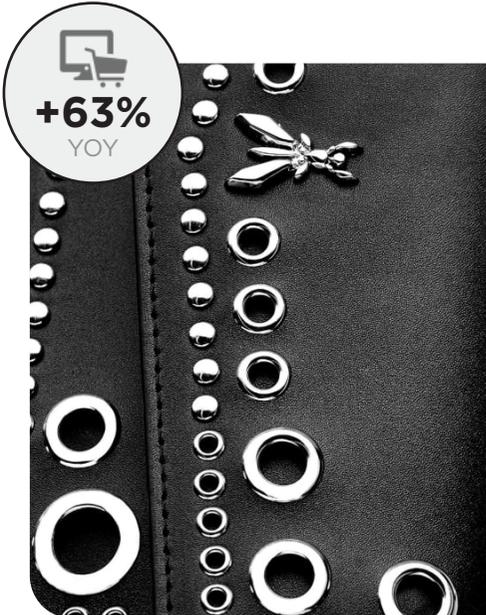
Aranaz.webp



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


+53%
YOY



bottega veneta.png

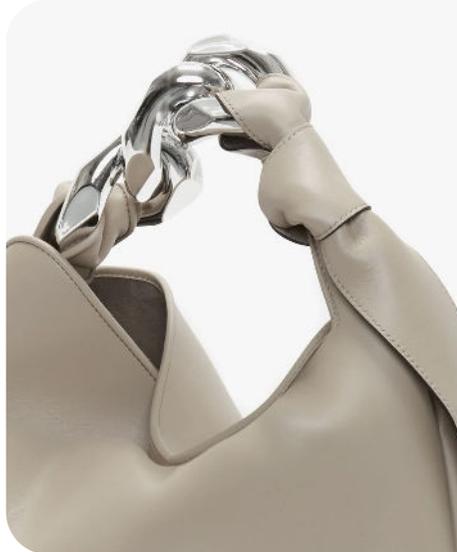
KNOTTED STYLE



hereu.webp

STABLE TREND

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



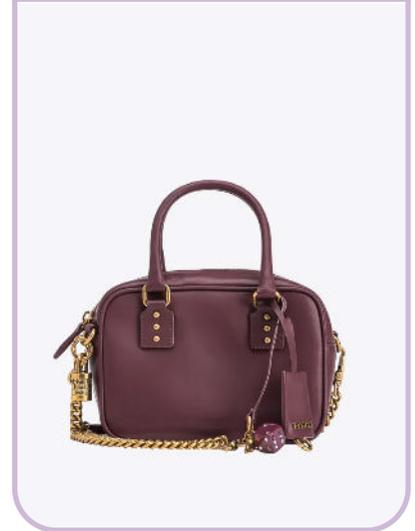
Loewe.webp



+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



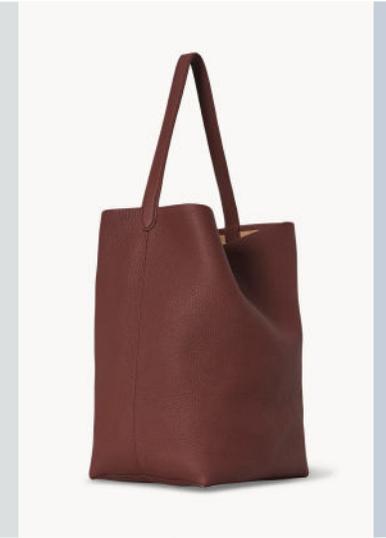
Dries Van Noten.jpg



Sezane.avif



Reformation.webp



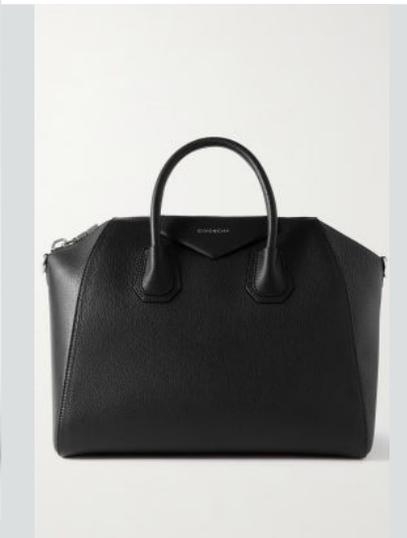
The Row.webp

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



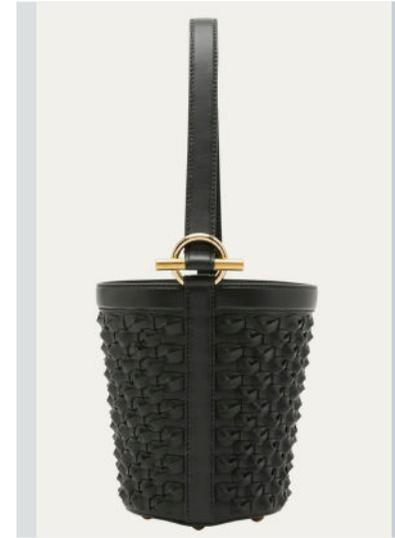
soeur.webp



COACH dakota.avif



loewe_.webp



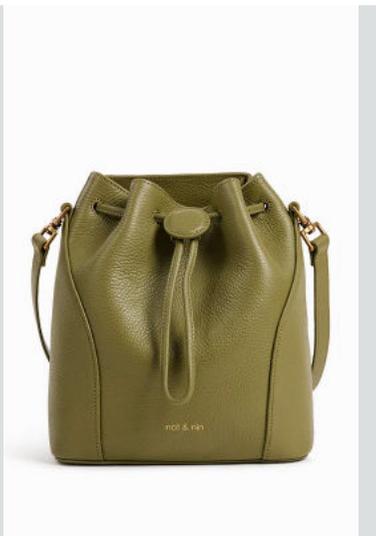
bottega.webp

SAFE TREND

THE BOHEMIAN



sezane-.avif



NAT & NIN.webp



chloé.jpeg



hereu.jpeg



etro.png

STABLE TREND

RETAIL RADAR **SHOULDER BAGS**

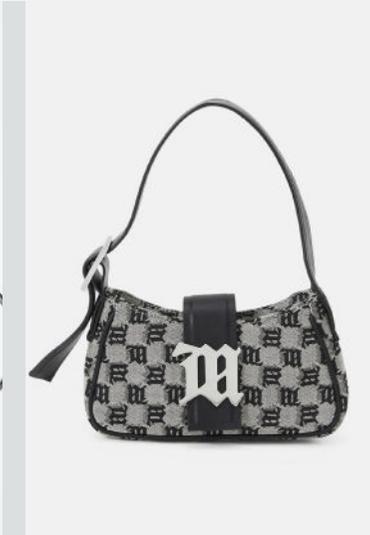
THE MILLENNIAL LOGOMANIA



Gucci.avif



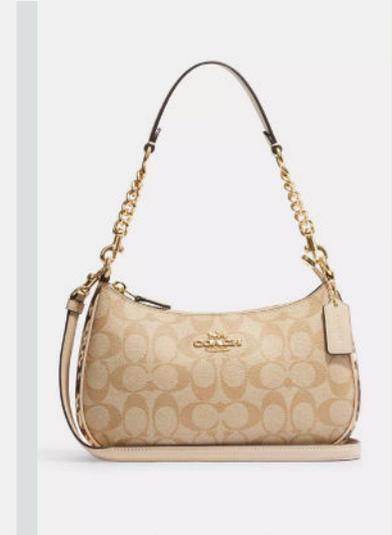
Acne studio_1.jpg



MSBHV.webp



Gcds.webp



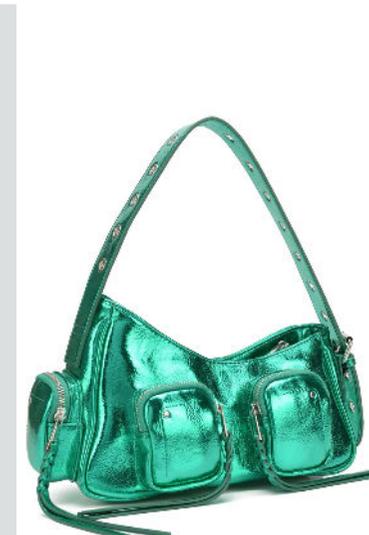
coach_1.webp

STABLE TREND

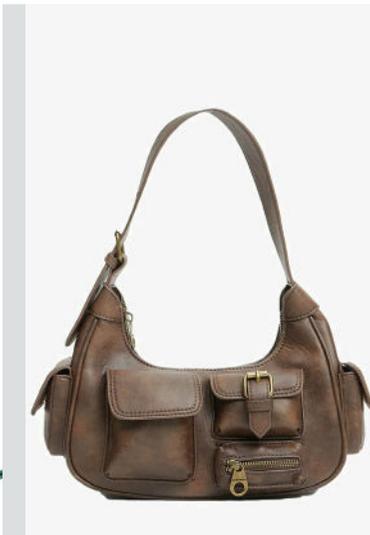
THE MULTI POCKETS



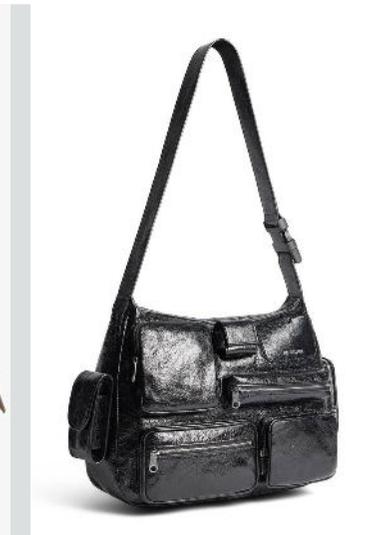
Acne Studios.jpg



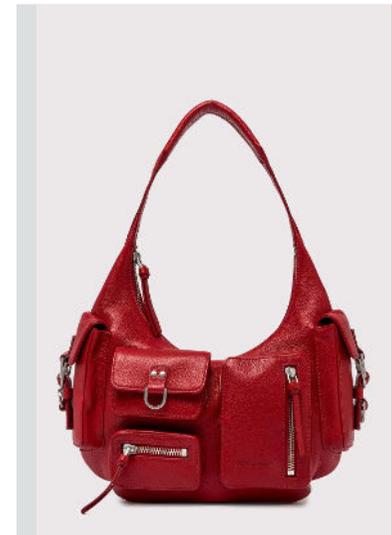
Nunoo.webp



Stradivarius.webp



Balenciaga.jpg



Blumarine.png

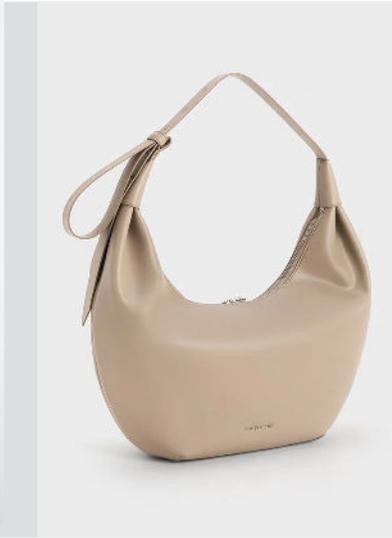
BIG TREND

RETAIL RADAR **SHOULDER BAGS**

THE SOFT HOBO



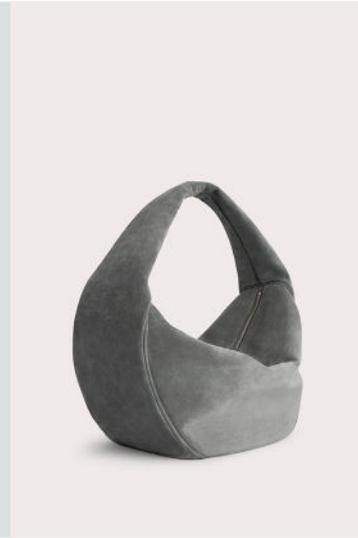
Zara_1.jpg



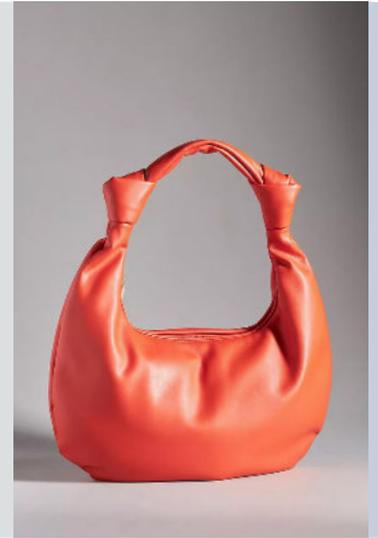
Charles Keith.webp



Manu Atelier.jpg



By Far (2).webp



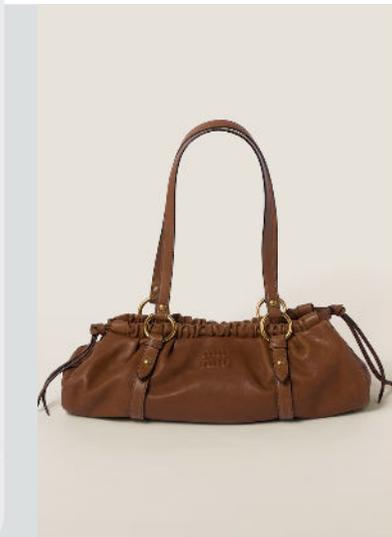
Melie Bianco.webp

SAFE TREND

THE ELONGATED



Blumarine 2.png



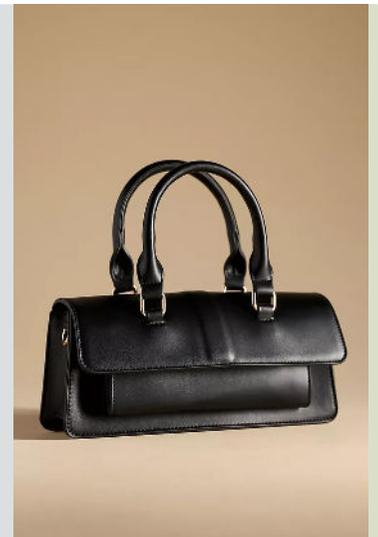
Miu Miu_1.avif



prada (3).avif



Ferragamo.jpg



Melie Bianco (2).webp

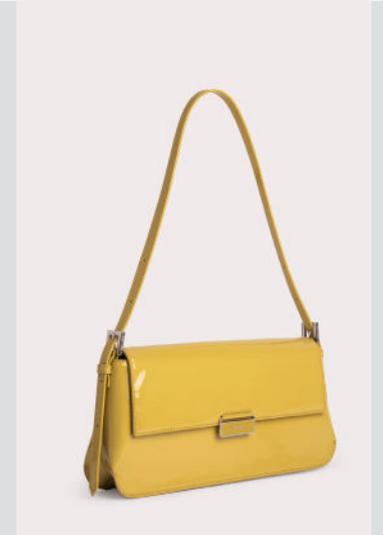
EDGY TREND

RETAIL RADAR **CROSSBODY BAGS**

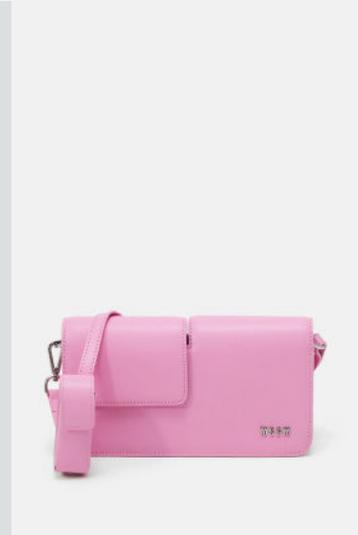
THE CITY MESSENGER



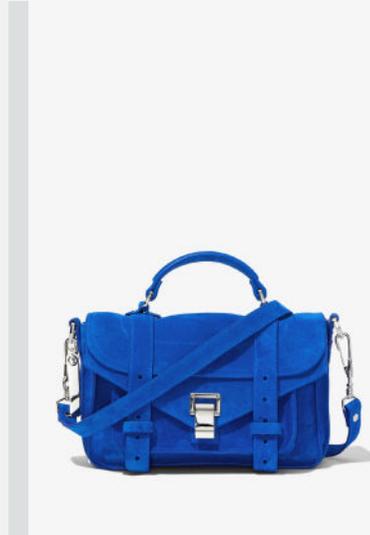
Valextra_1.webp



By far.webp



Msgm.webp



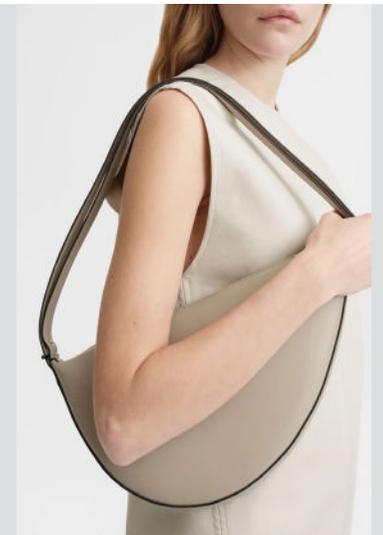
proenza schouler.webp



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

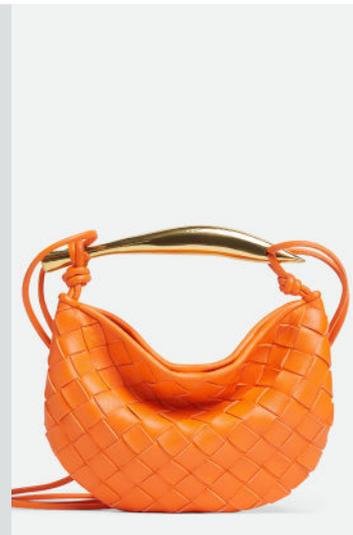
THE METAL TOP-HANDLE



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



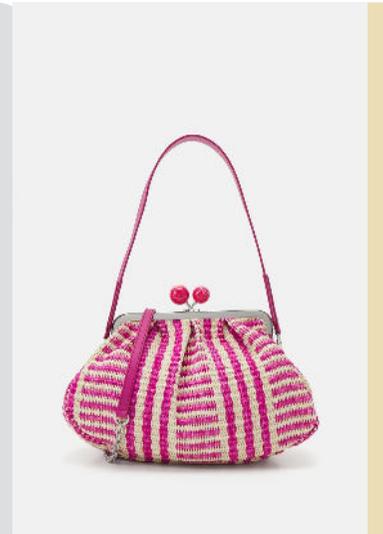
Themoire.webp



Sara Battaglia.webp



N21.webp



Weekend Max Mara.webp

STABLE TREND

RETAIL RADAR **NEW SHAPES**

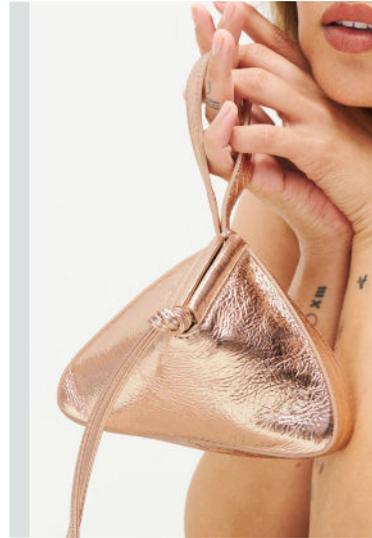
THE BAOZI



Amanu.jpg



Elleme.webp



Mango.webp



hereu-.webp



Akris.webp

EARLY SIGN

THE AMORPHE



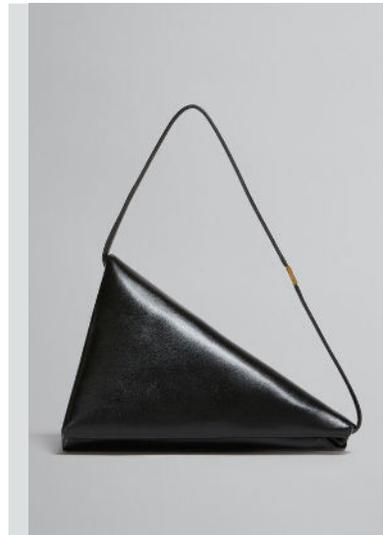
Melie Bianco (3).webp



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



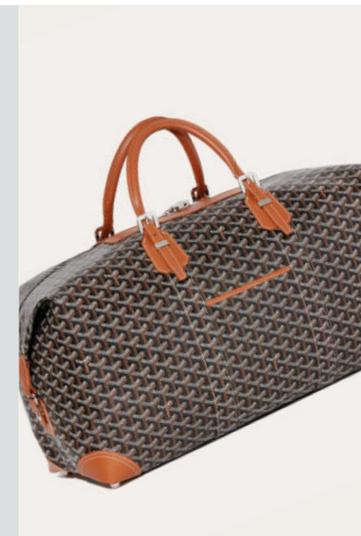
Khaite.jpg



Miu Miu_3.avif



Metier.avif



goyard.webp

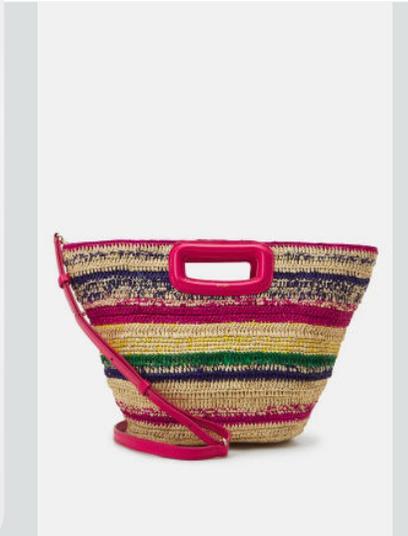
SAFE TREND

RETAIL RADAR **HOLIDAY BAGS**

THE CRAFTY TOTE



+ZARA+.jpeg



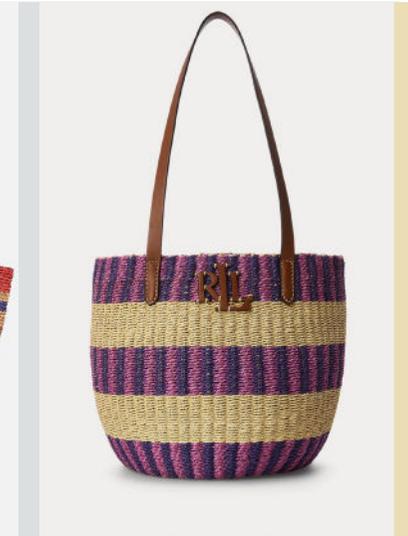
Maje.webp



Sensi Studio.webp



Manebi.jpg



Ralph Lauren.webp

STABLE TREND

THE RAFFIA PENTAGON



patrizia pepe.webp



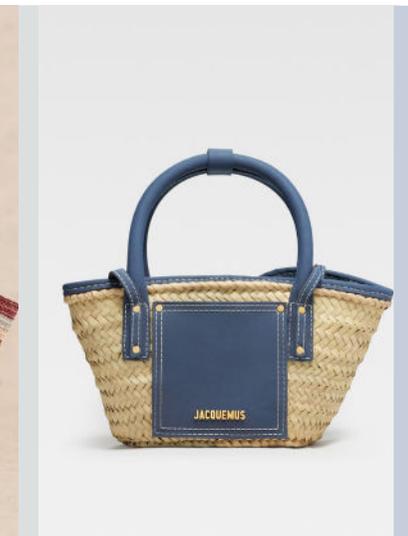
-HEREU_.webp



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

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