



WOMENSWEAR
SS25
BAGS UPDATE



LIVETREND

SPRING SUMMER BAGS INTRODUCTION



@paravel.jpg



@poleneparis.jpg



_sezane_avif



@aranaz2.jpg



UPDATE

Hot'N'Cool. For Spring Summer 2025, bag trends split into two distinct styles, each perfectly suited to different aspects of life. In urban settings, bags adopt a clean, sophisticated, and minimal aesthetic with a near-genderless appeal. These designs, characterized by sleek lines and neutral tones, effortlessly complement the modern city lifestyle, providing both functionality and understated elegance. Resort and vacation moments embrace vibrant colors and creative, artisanal craftsmanship. These bags feature woven textures increasing by 60%, bold accents, and playful patterns, capturing the carefree and joyful spirit of summer escapes. Expect new textures, from full long fringes to playful hairy bags, adding tactile interest to your summer wardrobe. Added values bring a certain nostalgia from grandma' classics to kidult vibrant charms and add ons. Whether navigating city streets or relaxing on a beach, these bags are crafted to elevate your look, blending form, function, and expressive style for any occasion.

This report is based on Livetrend data extracted from Instagram & consumer interest during SS24, 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

SPRING SUMMER BAGS WOVEN STYLES +60%

EARLY SIGN



Bottega Veneta.jpg

GEO MOSAIC



Serapian.webp



@bembien.png

BIG TREND

www
+130%
YOY

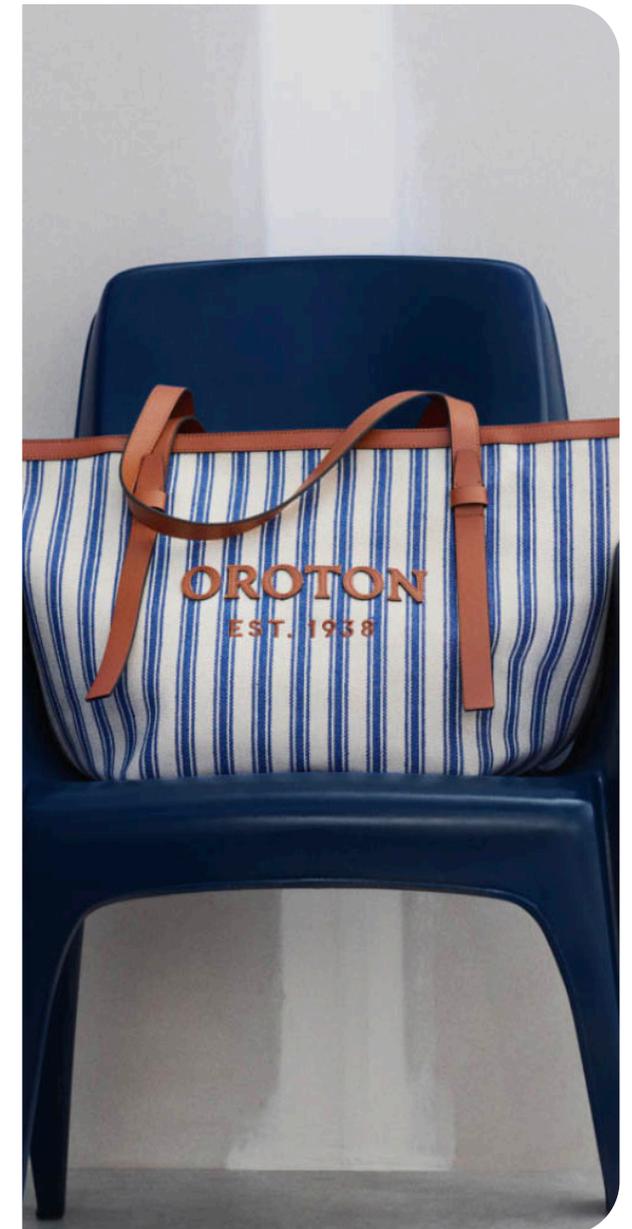


toteme.avif



@staudclothing.png

ARTISANAL STRIPES



oroton.jpg

SPRING SUMMER BAGS WOVEN STYLES

SAFE TREND

FULLY FRINGED

STABLE TREND

BEADED STRUCTURES


+24%
YOY



bottega_veneta.avif



paco-rabanne.jpg



jimmychoo.webp



zara (8).jpg



Tissa.jpg



@poleneparis.jpg

SPRING SUMMER BAGS WOVEN STYLES

SAFE TREND

BLACK RAFFIA

EARLY SIGN

INTRIGUING CAGES


+50%
YOY



ferragamo.png



banana republic.avif



prada-.jpg



@aranaz_ph__aranaz_ph.jpg



staud.jpg



@valentino.jpg

SPRING SUMMER BAGS WOVEN STYLES

STABLE TREND

CROCHET

STABLE TREND

CANVAS & LEATHER


+10%
YOY



miu+miu.avif



-saint-laurent-.avif



sezane_.avif



HERMES.webp



_celine-.webp



bottega veneta.avif



SPRING SUMMER BAGS DETAILS & TRIMS

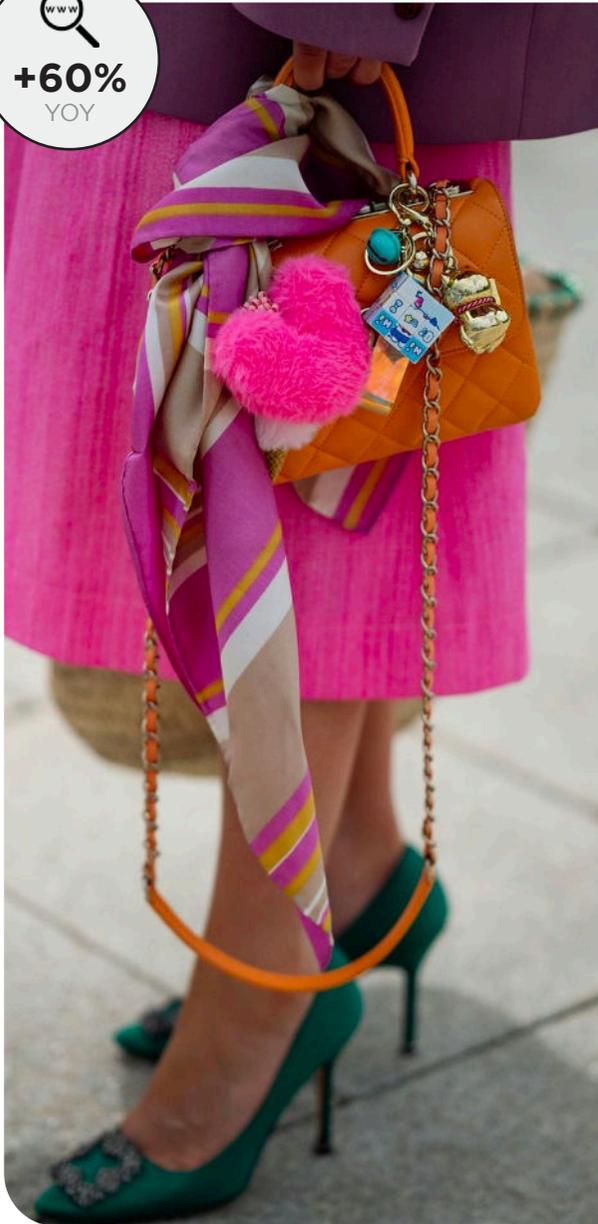
BIG TREND

FUNNY CHARMS

STABLE TREND

BELTED

WWW
+60%
YOY



Copenhagen Fashion Week



Copenhagen Fashion Week



@fendi.jpg



-miumiu-.webp



jwpei.webp



-prada-.avif

SPRING SUMMER BAGS DETAILS & TRIMS

SAFE TREND

DRAWSTRING

STABLE TREND

MINIMAL FINISHING


+34%
YOY



loewe-.jpeg



-miu-miu-.avif



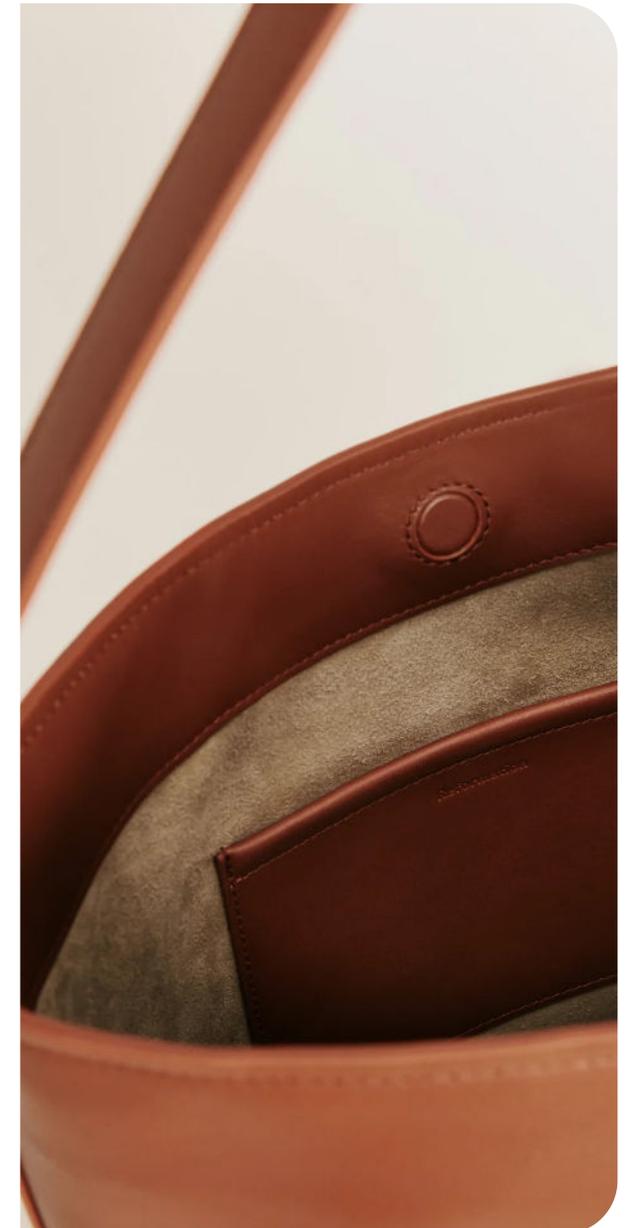
-SEZANE_.avif



-celine_.webp



MAX_MARA.jpg



@reformation.webp

SPRING SUMMER BAGS DETAILS & TRIMS

STABLE TREND

BOLD LINKS

STABLE TREND

PRECIOUS TOP-HANDLE



Jw Anderson.png



Cult Gaia (2).webp



zara (6).jpg



Jacquemus.avif



Simkhai.jpg



Amanu.jpg



SS25 BAGS
CITY STYLES



SPRING SUMMER BAGS CITY STYLES

BIG TREND

TOTE BAGS THE OFFICE BRIEFCASE


+100%
YOY



standoil.jpg



@miumiu.avif



Liviana Conti.webp



Ferragamo.jpg



@frejanyc2.jpg



@staudclothing.jpg



@madgabutrym.webp

SPRING SUMMER BAGS CITY STYLES

EARLY SIGN

THE FLAT ELONGATED

STABLE TREND

THE SUPER POCKETS



_miumiu.avif



maxmara-.jpg



reformation.jpeg

www
+500%
YOY



@samo_ondoh.jpg



balenciaga 4.avif



Miu miu.jpg

SPRING SUMMER BAGS CITY STYLES

STABLE TREND

THE BUCKET

EARLY SIGN

THE RAWFINED LOCKED-UP

WWW
+34%
YOY



-sezane-.avif



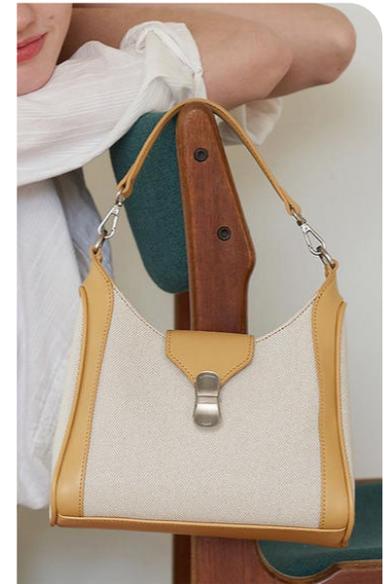
givenchy.avif



miumiu.avif



toteme.jpg



eleganceparis.png



Apoa (2).png

SPRING SUMMER BAGS CITY STYLES

SAFE TREND

THE BELTED CABAS

SAFE TREND

THE HALFMOON STYLE



+85%
YOY



-givenchy.avif



@manuatelier.jpg



toteme_1.jpg



celine-webp



Jw Pei.webp



-bottega-veneta-.avif

SPRING SUMMER BAGS CITY STYLES

EARLY SIGN

TOTE BAGS THE ELONGATED TOP-HANDLE


+83%
YOY



@madgabutrism-.webp



khaite-.webp



@jeulia.jpg



jil-sander.avif



reframe.png



hereu_FELCA_Mahogany.webp



Laidback.jpg

SPRING SUMMER BAGS CITY STYLES

EDGY TREND

THE SOLID HALF-CIRCLE



audette.png



apc.jpg



audette 2.png

EDGY TREND

THE ASYMMETRIC



gucci.jpg



Cult Gaia.webp



kiko kostadinov.jpg



SS25 BAGS
BEACH STYLES



SUMMER BAGS BEACH STYLES

BIG TREND

THE REFINED CRAFTED BASKET

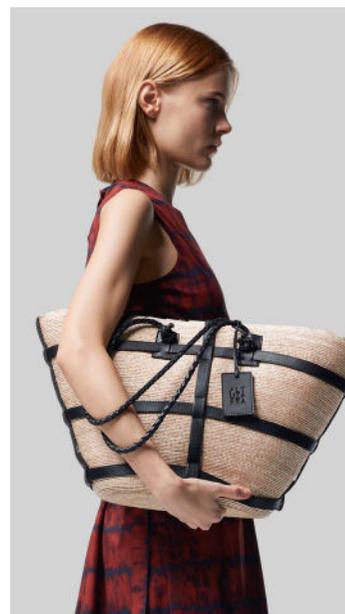
WWW
+110%
YOY



@demellierlondon.jpg



@anyahindmarch.jpg



altuzarra.jpg



sezane.png



celine.jpg



zara (3).jpg



chloe.jpg

SUMMER BAGS BEACH STYLES

CRAFTY BAGS THE FUN PHONE-CASE

EARLY SIGN


+78%
YOY



@aranaz.jpg



Missoni.jpeg



Jamin Puech.jpg



ALLDAY.webp



august harmony.png



sezane-.avif



TOPSHOP.png

SUMMER BAGS BEACH STYLES

STABLE TREND

THE TEXTILE TOTE


+18%
YOY



morelikeit.png



surfea.png



Rue_de_Verneuil.JPG



@ironicboteandtote7.jpg



loropiana 2.avif



kway.webp



@nimes_buenosaires.jpg

SUMMER BAGS YOUTH MARKET

EDGY TREND

THE MINI PUFFY

STABLE TREND

THE SHOPPER


+35%
YOY



tucshop 4.png



emilydavis 4.png



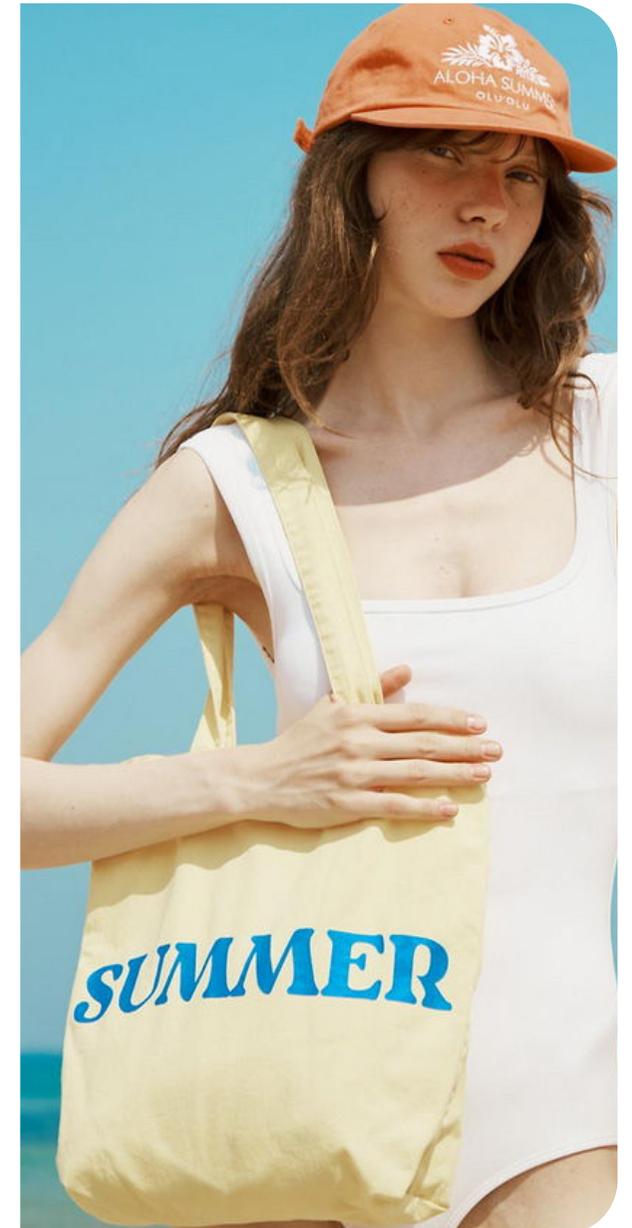
maisongee.png



citybreeze.png



Fillintheblank.png



feels like summer.png

SUMMER BAGS YOUTH MARKET

EARLY SIGN

THE COQUETTE STYLE


+18%
YOY



ovuni.png



emilydavies.jpg



@risurisuparis.jpg



emilydavies 2.jpg



SandyLiang1.jpg



baggy london.jpg



zara (2).jpg

SUMMER BAGS YOUTH MARKET

STABLE TREND

THE SOFT DUFFLE


+70%
YOY



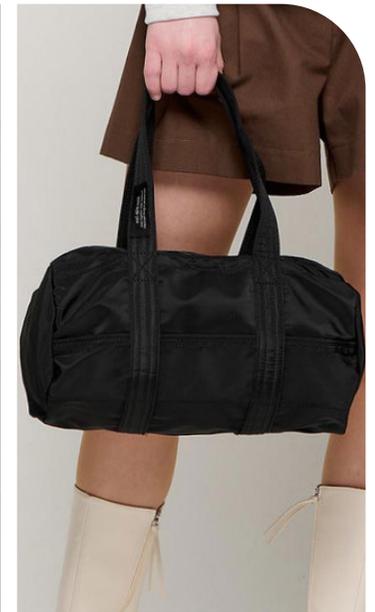
easybag blue.png



heeari.png



iroko.png



roidesrois.png



cheat oyst.png



Carlyn.jpg



masma rulez.png

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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