



**WOMENSWEAR**  
**SS 2025**  
**FASHION SHOWS**  
**MUST-HAVE**  
**BAGS**



**LIVETREND**

# SS25 BAGS INTRODUCTION



miu-miu-074.jpg



emporio-armani-s25-219.jpg



etro-s25-043.jpg



fendi-057\_1.jpg



## FASHION SHOWS

**Stylish Versatility** In the SS25 fashion shows, bags take center stage, embodying a perfect mix of classic shapes and contemporary flair. Among the standout styles, the bowling bag shines, offering both practicality and elegance. Small and oversized clutch provide versatility, making them ideal for both daytime outings and evening events. Oversized soft bags are also a must from office to the beach. This season, key details elevate these bags with a personal touch or an artisanal uniqueness. Charms bring youthful add-on and fun customization. Python and reptile skin textures are bringing a luxurious edge. Embellished bags adorned with jewels capture attention, while suede options offer a tactile richness that enhances their appeal. Additionally, the top handle bag remains a staple, combining sophistication with functionality. Each piece reflects a commitment to craftsmanship and style, making them essential accessories for the season.

*This forecasting report is based on Data extracted from 225 International fashion shows of NY, London, Milan and Paris with 52 000 products analyzed. The trends are organized by visibility (number of looks presenting the trend attribute) and the percentage shows the trend growth compared to SS24 fashion shows. Find the relating icons & stamps on the last slide.*

[ACCESS ALL IMAGES  
CLICKING HERE](#)



# KEY SHAPES

The SS25 bag collection showcases a variety of shapes that define the spirit of the season. Each shape is thoughtfully crafted, blending functionality with artistic expression. Soft, rounded forms evoke a sense of effortless elegance, making them ideal for everyday use, while still turning heads. The collection embraces modernity with bold, asymmetric designs that challenge traditional norms, adding a striking element to any ensemble. There's a playful exploration of proportions, inviting creativity and encouraging personal style. Sleek and flat shapes offer a minimalist charm, effortlessly complementing outfits; while more relaxed, slouchy shapes bring a laid-back vibe that resonates with casual sophistication. The interplay of horizontal and vertical lines creates dynamic profiles that stand out, ensuring each piece is a statement in its own right. This diverse array of shapes captures the essence of contemporary fashion, reflecting a blend of timeless appeal and innovative design. Each bag becomes an extension of personal expression, inviting you to embrace your unique style journey with confidence and flair.



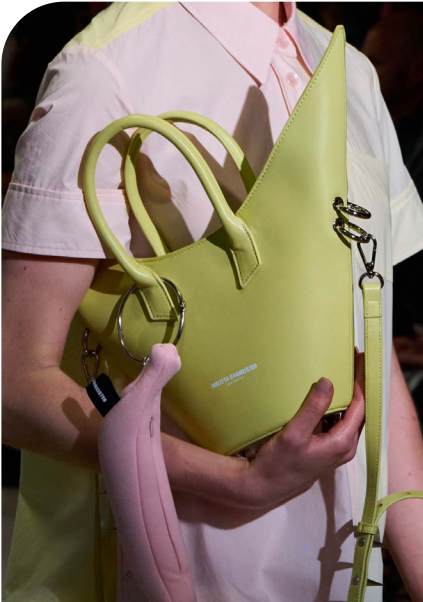
LIVETREND

# SS25 BAGS KEY SHAPES **THE ASYMMETRIC**

## EDGY TREND



attico-s25-031.jpg



baumeister-044.jpg



9137.jpg



mugler-02.jpg



tory-burch-024.jpg



sarawong-s25-040.jpg



diesel-099.jpg



# SS25 BAGS KEY SHAPES **THE BACK TO SCHOOL**

## STABLE TREND



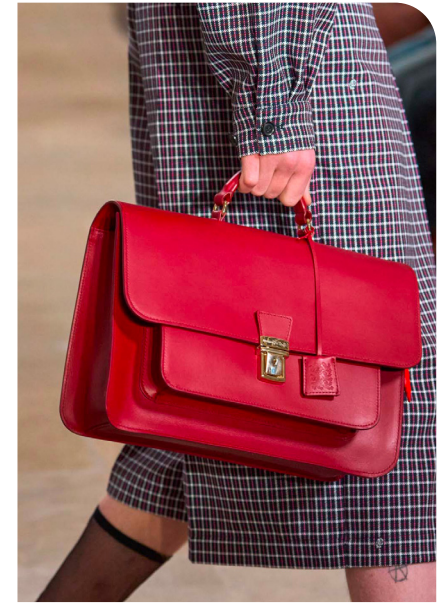
kent-curwen-048.jpg



bally-055.jpg



bally-057.jpg



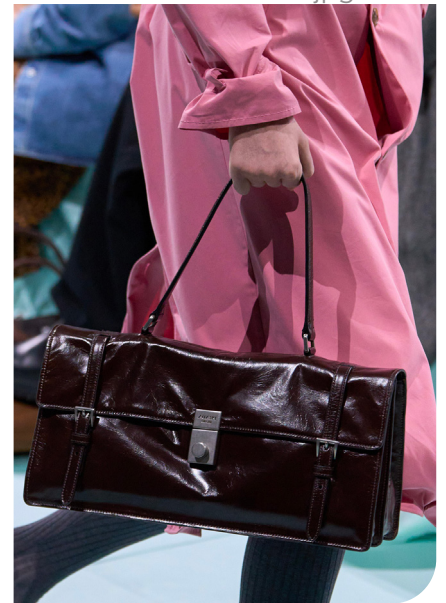
kent-curwen-052.jpg



hermes-081.jpeg



hermes-069.jpeg



prada-053.jpg

# SS25 BAGS KEY SHAPES **THE BOXY BOWLER**

**BIG TREND**



avavav-044.jpg



bally-063.jpg



hermes-clp-s25-056.jpg



miumiu.jpg



stella-mccartney-083.jpg



tod-s-031.jpg



vuitton.jpeg

# SS25 BAGS KEY SHAPES **THE CROSSBODY**

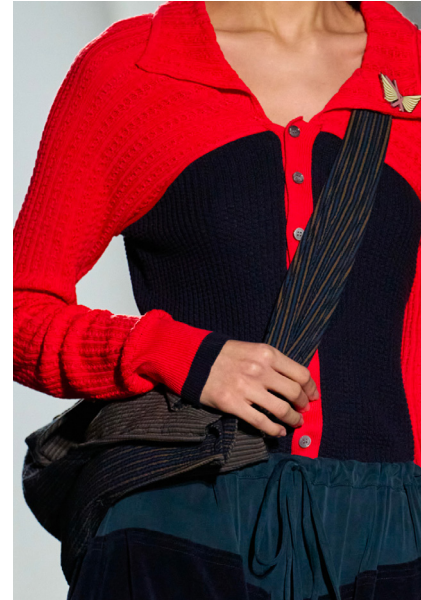
STABLE TREND



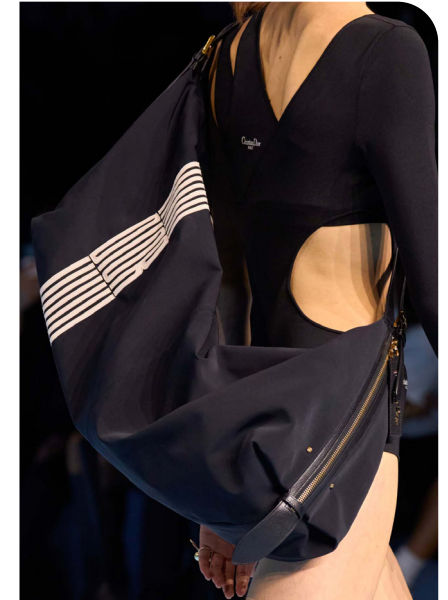
ganni-039.jpg



burberry-035.jpg



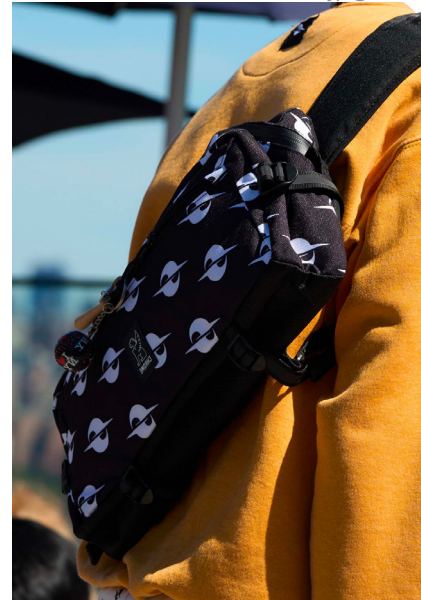
kiko-kostadinov-031.jpg



dior-077.jpg



marant-026.jpeg



rio-sport-031.jpg



miyake-055.jpg

# SS25 BAGS KEY SHAPES **THE DOUBLE BAGS**

**BIG TREND**



kors-089.jpg



anteprima-095.jpg



miu-miu-079.jpg



ralph-lauren-241.jpg



vuitton\_1.jpeg



fendi-057.jpg



bottega-veneta-095.jpg



# SS25 BAGS KEY SHAPES **THE EAST-WEST BAG**

## SAFE TREND



miumi\_1.jpg



bottega-veneta-clp-s25-092.jpg



comey-082.jpg



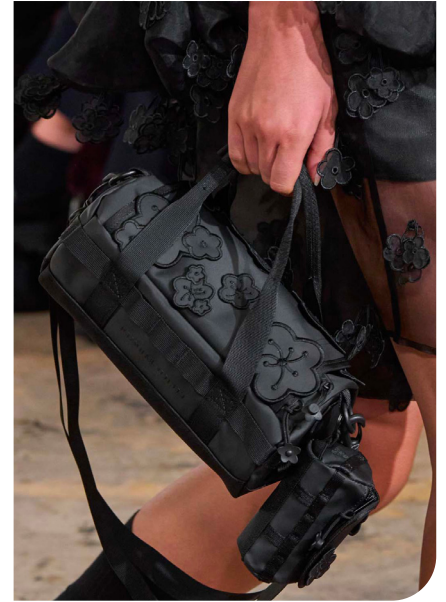
ralph-lauren-203.jpg



prada-039.jpg



kors-092.jpg



cecilie-bahnsen-046.jpg

# SS25 BAGS KEY SHAPES **THE FLAT & SLEEK**

## SAFE TREND



tod-s-clp-s25-014.jpg



Tod\_s.jpg



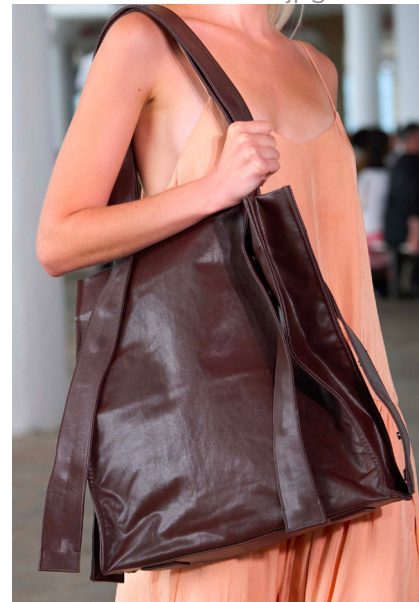
elie-saab-047.jpg



carven-051.jpg



max-mara-s25-068.jpg



Tibi.jpg



Bally.jpg

# SS25 BAGS KEY SHAPES **THE SOFT FOLDED**

## STABLE TREND



max-mara-02.jpg



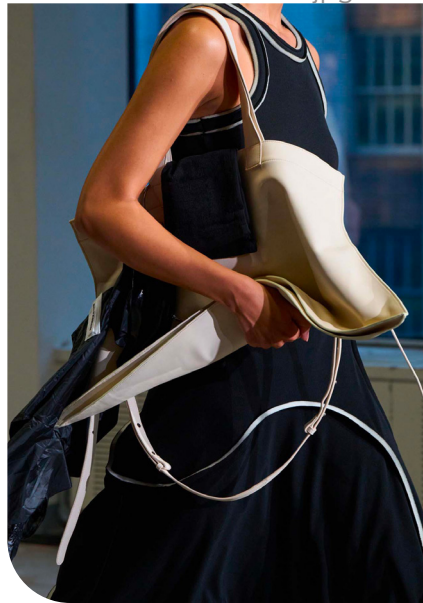
consistence-026.jpg



miyake-057.jpg



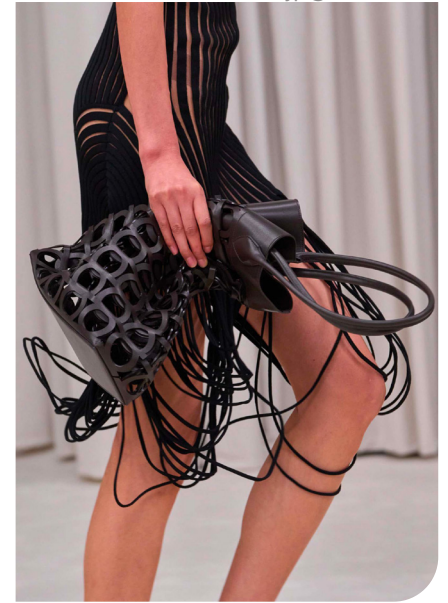
versace-094.jpg



baumeister-046.jpg



stella-mccartney-092.jpg



ferragamo-080.jpg

# SS25 BAGS KEY SHAPES **THE SMALL HAND CLUTCH**

## SAFE TREND



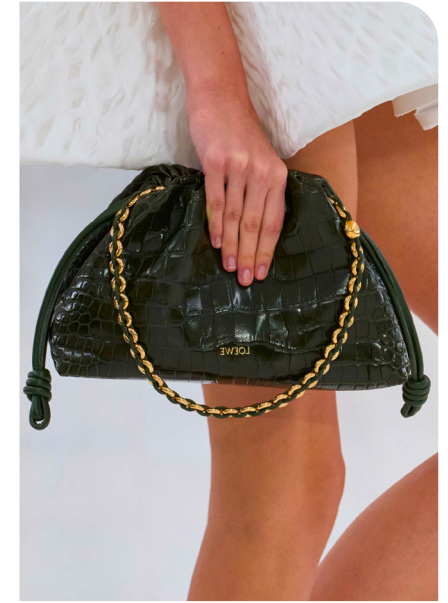
emporio-armani-174.jpg



fendi-048.jpg



ferragamo-070.jpg



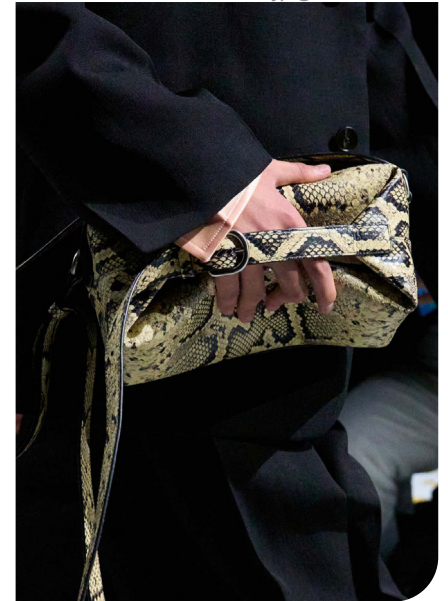
loewe-047.jpg



sportmax.jpg



zimmermann-076.jpg



jil-sander-048.jpg

# SS25 BAGS KEY SHAPES **THE MINI FORMAT**

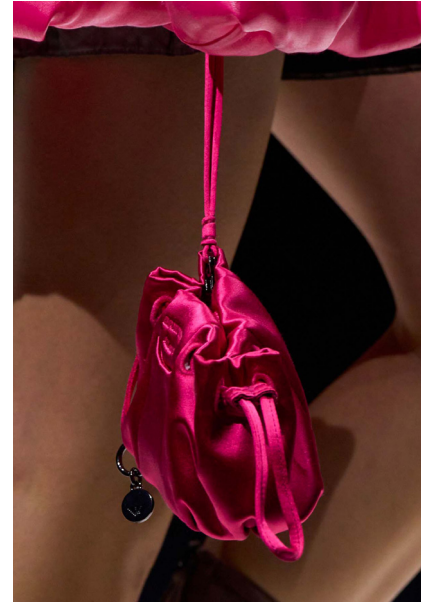
## SAFE TREND



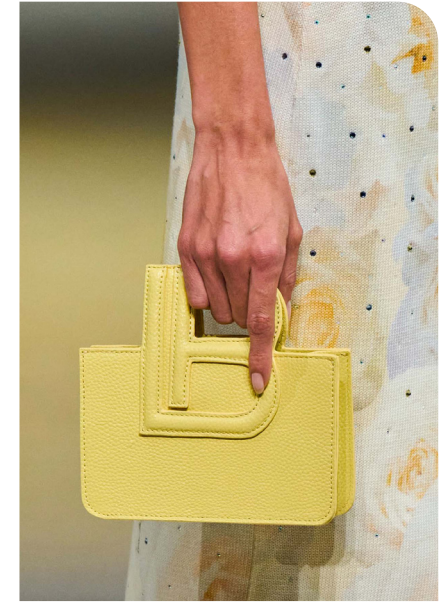
chloe-096.jpg



anteprema-084.jpg



emporio-armani-s25-223.jpg



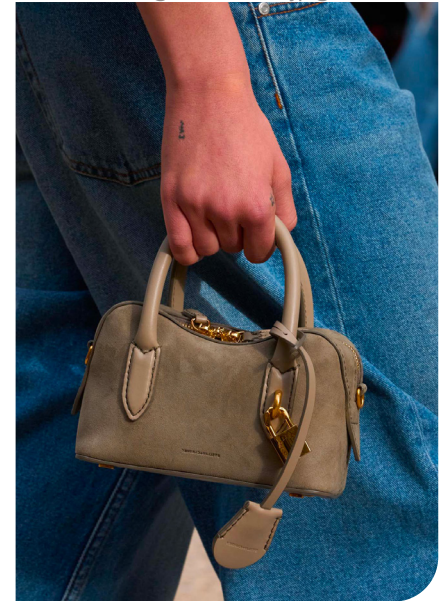
biagiotti-054.jpg



ganni-s25-030.jpg



sacai-072.jpg



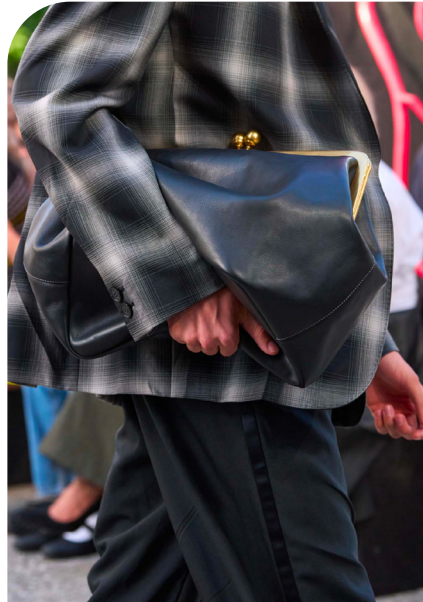
stella-mccartney-079.jpg

# SS25 BAGS KEY SHAPES **THE OVERSIZED CLUTCH**

**BIG TREND**



van-noten-102.jpg



coach-051.jpg



ferragamo-077.jpg



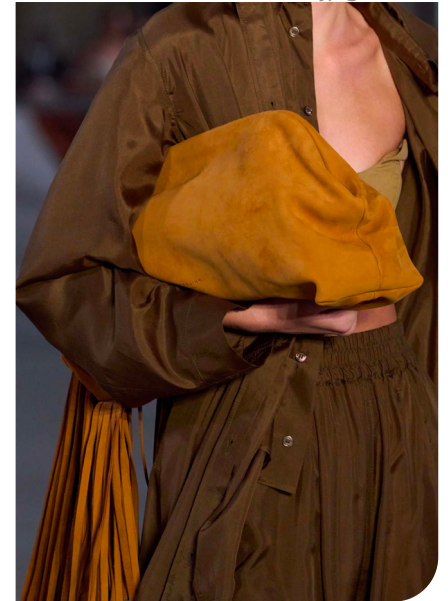
federico-cina-022.jpg



marco-rambaldi-s25-078.jpg



miumiu\_2.jpg



philosophy-040.jpg

# SS25 BAGS KEY SHAPES **THE SLOUCHY SHOPPER**

SAFE TREND



chloe-130.jpg



hilfiger-061.jpg



emporio-armani-212.jpg



emporio-armani-214.jpg



tod-s-023.jpg



victoria-beckham-066.jpg



valentino-058.jpg

# SS25 BAGS KEY SHAPES **THE TRAPEZE SHAPE**

STABLE TREND



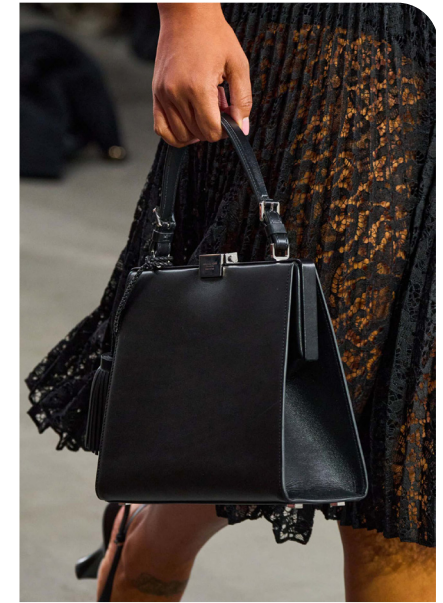
prada-050.jpg



anaya-054.jpg



fendi-053.jpg



kors-071.jpg



luar-092.jpg



prada-043.jpg



baumeister-057.jpg



# SS25 BAGS KEY SHAPES **THE WHOLE HANDLE BAG**

## STABLE TREND



ester-manas-045.jpg



coperni (5).jpeg



federico-cina-026.jpg



gucci-120.jpg



miumiu\_3.jpg



sarawong-045.jpg



philipp-plein-114.jpg

# SS25 BAGS KEY SHAPES **TOP HANDLE**

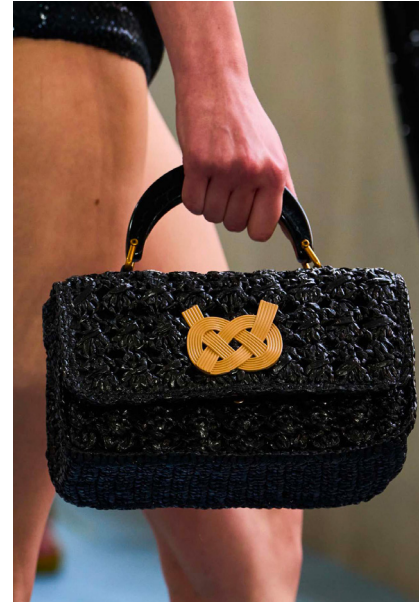
STABLE TREND



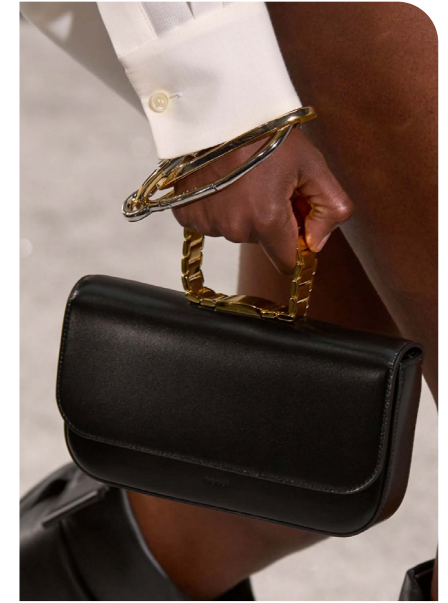
gucci-113.jpg



bally-048.jpg



hui-065.jpg



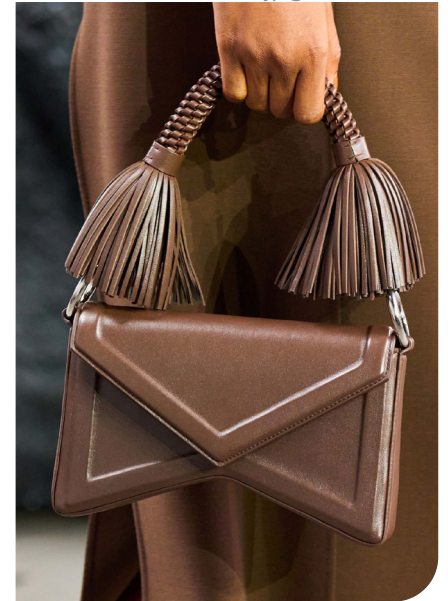
sacai-071.jpg



tory-burch-027.jpg



victoria-beckham-065.jpg



kors-083.jpg



## KEY DETAILS

The SS25 bag details elevate each piece to a new level of sophistication. The playful movement of fringes brings a sense of dynamism, infusing a lively spirit into the designs that sway with every step. Craftsmanship shines through in the artful weaving techniques, creating a tactile experience that evokes a sense of artisanal heritage. Glimmers of embellishments introduce a touch of opulence, reflecting light and drawing attention without overwhelming the design. The elegant lines of structured designs invite a sense of refinement, ensuring that every detail harmoniously contributes to a cohesive aesthetic. This summer beautifully intertwines the elements, resulting in bags that are not only functional but also expressive works of art, perfect for the modern individual who values both style and substance.



LIVETREND

# SS25 BAGS KEY DETAILS **CHARMS OVERLOADED**

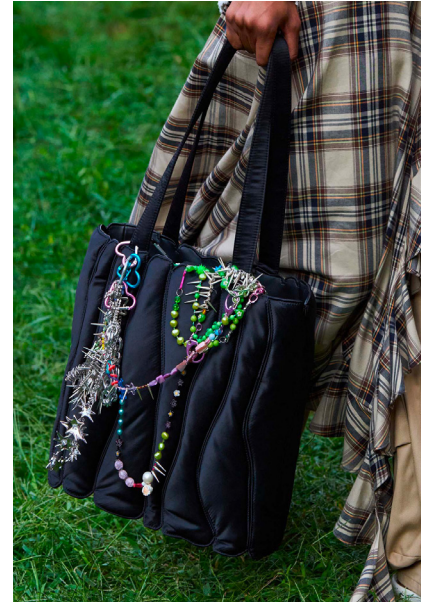
## SAFE TREND



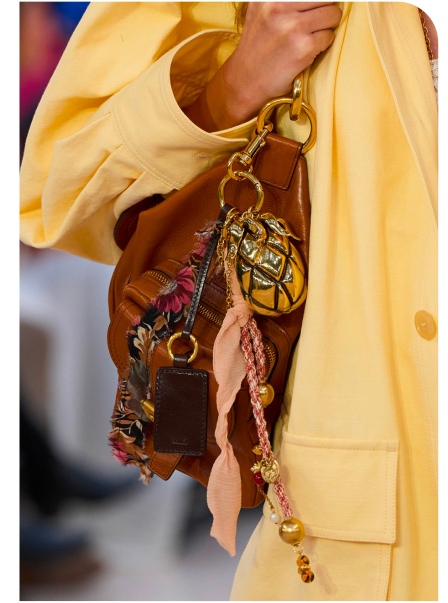
coach-075.jpg



Chopova-Lowena-068.jpg



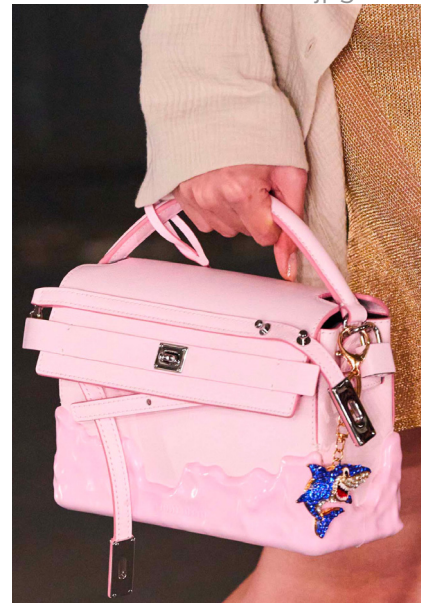
collina-strada-057.jpg



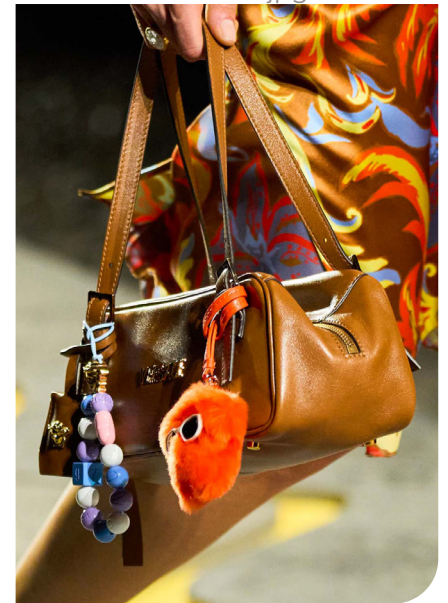
chloe-106.jpg



fendi-043.jpg



ottolinger-080.jpg



versace-101.jpg

# SS25 BAGS KEY DETAILS **FRINGES & WEAVING**

## SAFE TREND



Fendi-Spring-Summer-2025.jpg



kors-053.jpg



gucci-112.jpg

## STABLE TREND



bottega-veneta-096.jpg



scervino-s25-081.jpg



hodakova-s25-020.jpg

## FRINGES

## WEAVING

# SS25 BAGS KEY DETAILS JEWEL EMBELLISHMENTS

## SAFE TREND



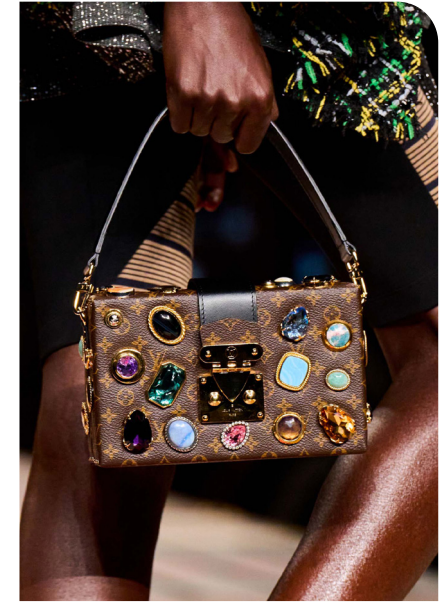
fendi-059.jpg



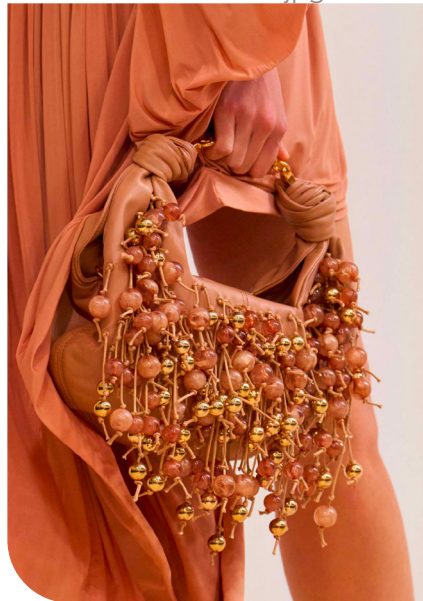
herrera-050.jpg



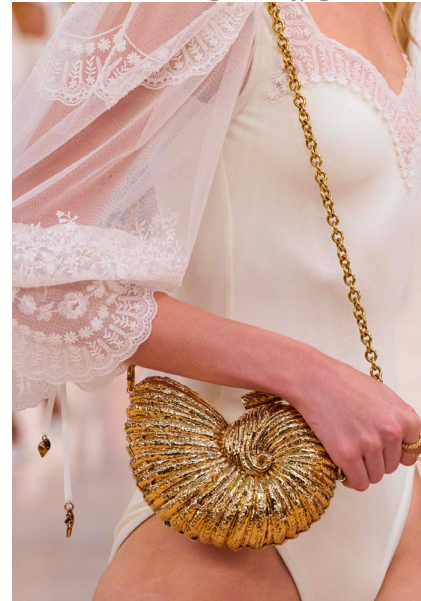
sarawong-056.jpg



louisvuitton-050.jpg



zimmermann-070.jpg



chloe-101.jpg



anteprima-086.jpg



## KEY MATERIALS

For SS25, textural elements add depth and richness, inviting touch and admiration. The star material for bag has been the suede. Seen in many big brands, from small to maxi sizes, suede helps to bring the casual slouchiness needed for trendy totes and the velvety soft touch that enhances the overall allure, inviting to indulge in comfort and style. From tailoring style to boho looks, the suede has been the novelty of the shows. Meanwhile, unique exotic textures add an exotic feel. Since it is no longer possible to travel as before for everyone, the reptile skins make us dream of luxurious exotic resorts.



LIVETREND

# SS25 BAGS KEY MATERIALS **SUEDE FEVER**

**BIG TREND**



miumiu\_4.jpg



coperni (19).jpeg



marant-025.jpg



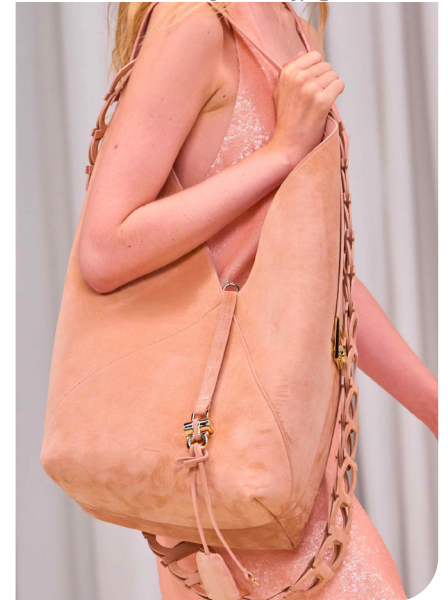
burberry-038.jpg



Chloe-Spring-2025.jpg



stella-mccartney-089.jpg



ferragamo-066.jpg



# SS25 BAGS KEY MATERIALS **REPTILE SKIN**

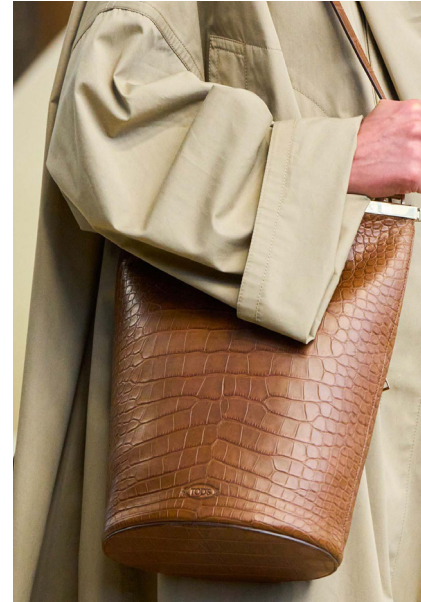
## EARLY SIGN



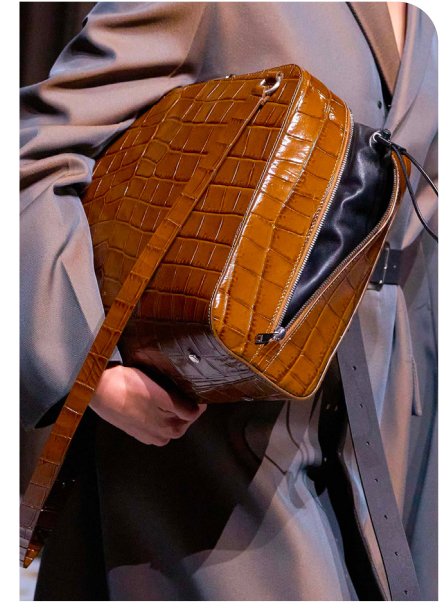
antonio-marras-114.jpg



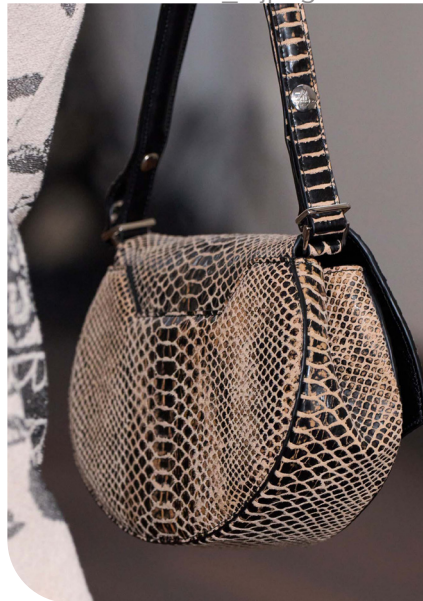
vuitton\_2.jpeg



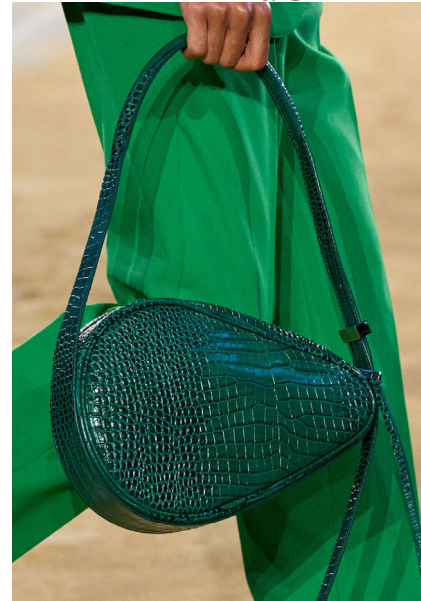
tod-s-024.jpg



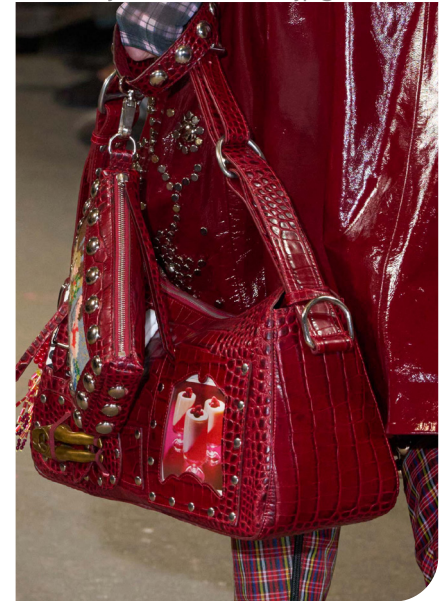
jil-sander-038.jpg



kronthaler-westwood-033.jpg



lacoste.jpeg



Chopova-Lowena-066.jpg

# 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!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

**If you have further needs, please contact us via chat.**