

WOMENSWEAR
RETAIL RADAR
FALL COLLECTIONS
BAGS

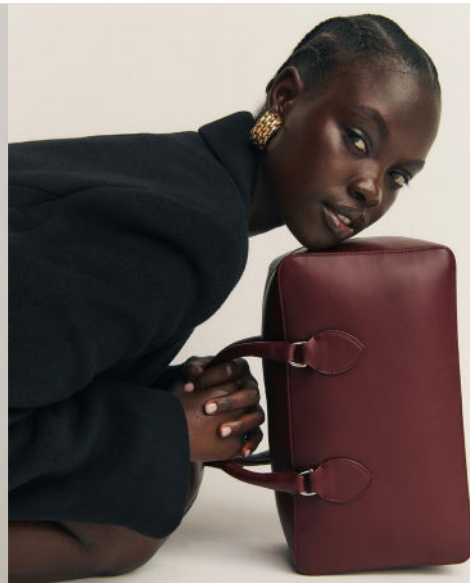


LIVETREND

RETAIL RADAR BAGS INTRODUCTION



Manu Atelier.webp



Reformation_2.webp



Cult Gaia.webp



Couronne.png



UPDATE

Sleek & Retro. The Fall 2024 bag collection reveals a clear bifurcation in consumer preferences, pointing toward two contrasting but equally impactful trends that will likely continue shaping future seasons. On one side, we see a growing demand for clean, geometric forms inspired by the ideals of quiet luxury and vintage sophistication. This trend will likely manifest in bags that showcase structured silhouettes, such as boxy shapes, trapezoid forms, and sleek, minimal designs. Both small and large bags will embody this refined, understated aesthetic, appealing to those who value elegance and timelessness. Conversely, a resurgence of the boho spirit will bring softer, more unstructured shapes into the spotlight, catering to a free-spirited and relaxed sensibility. This shift will likely grow in prominence as consumers seek bags that are not only functional but also easygoing and comfortable. Additionally, the trend toward maximalism will emerge through whimsical embellishments, such as clusters of charms or eclectic accents that give each piece an ironic, almost tongue-in-cheek feel.

This report is based on Livetrend data extracted from e-commerce on the European market from fall winter collections till 31/10/24, analysing the visibility and growth of the trends. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

RETAIL RADAR BAGS **COLORS EVOLUTION**

NEUTRALS



Hereu (2).webp

+9%
YEAR ON YEAR

BROWN



Manu Atelier_1.webp

+24%
YEAR ON YEAR

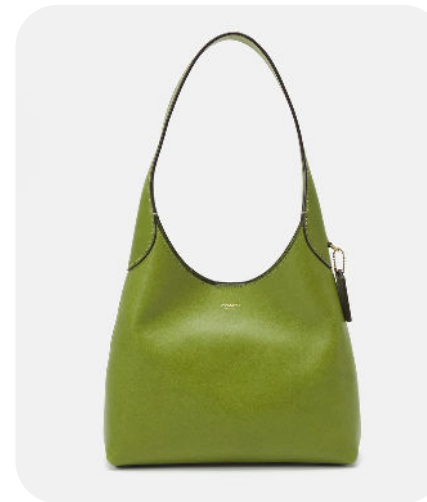
BURGUNDY



Yuzefi (2).webp

+130%
YEAR ON YEAR

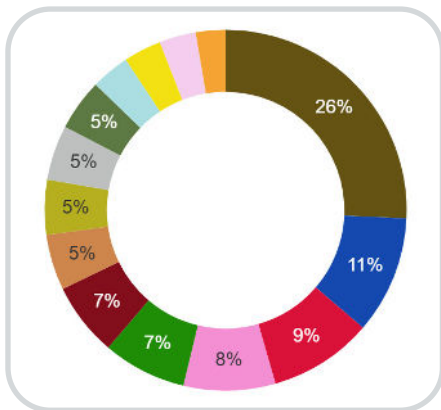
GREEN



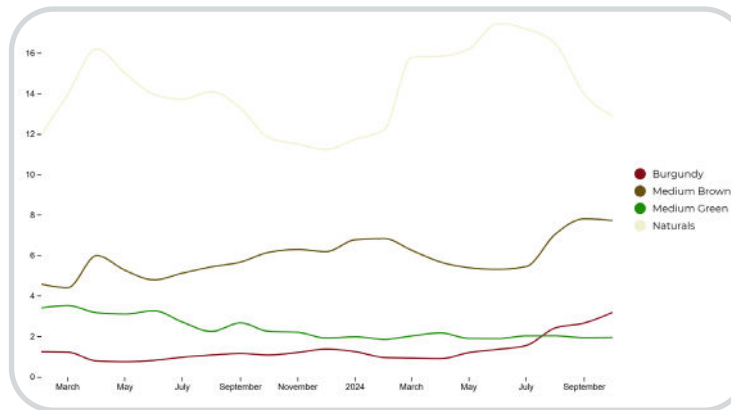
COACH.webp

-13%
YEAR ON YEAR

FW24 COLOR ASSORTMENT



FW24 COLOR EVOLUTION



RETAIL RADAR BAGS MATERIALS

LEATHER & FAKE  **+7%**
YEAR ON YEAR

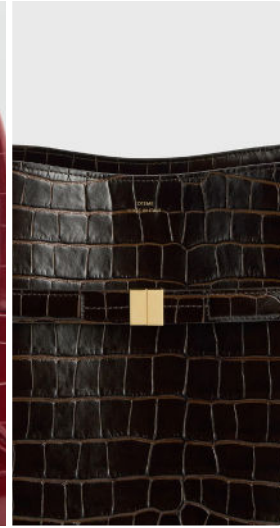
EXOTIC TEXTURE



Zara_1.jpg



Mango.webp



toteme.webp

SAFE TREND

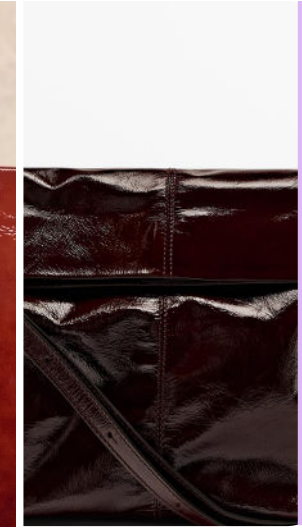
LAQUERED



Weekday.jpg



Sezane.avif



Massimo Dutti.jpg

EARLY SIGN

SUEDE



Toteme.avif



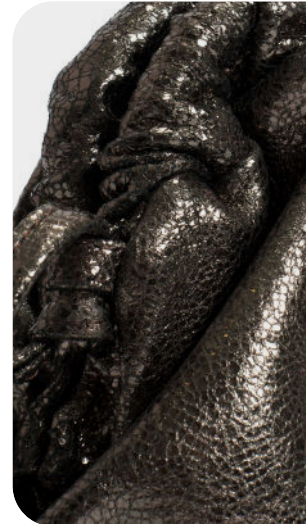
Gina Tricot.avif



Khaite.avif

SAFE TREND

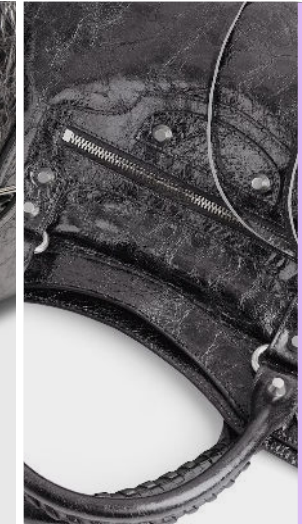
CRACKLED METALLIC



AnonymousCopenhagenwebp



Givenchy.webp



Balenciaga.avif

EARLY SIGN

RETAIL RADAR BAGS MATERIALS

VELVET  **+130%**
YEAR ON YEAR



Zara.jpg



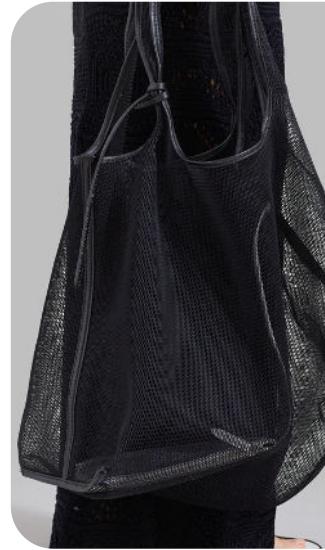
Vivienne Westwood(3).jpg



alexander wang.jpg

EARLY SIGN

MESH  **+15%**
YEAR ON YEAR



Phillip Lim.webp



The Attico.jpg



Reformation.webp

STABLE TREND

FURRY  **+148%**
YEAR ON YEAR



dries van noten.jpg



The Frankie Shop.webp



LOW-CLASSIC.webp

EDGY TREND

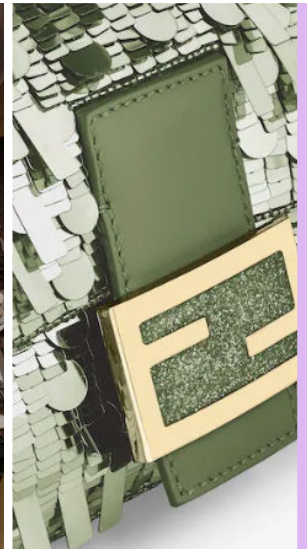
SEQUINNEED  **+223%**
YEAR ON YEAR



Max Mara.jpg



Zara_6.jpg



Fendi.png

EARLY SIGN

RETAIL RADAR BAGS **DETAILS & TRIMS**

BELTED

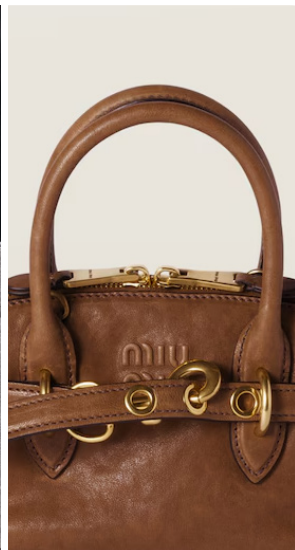
+35%
YOY



Mad.webp



Gimaguas.webp



miu miu (3)_1.avif

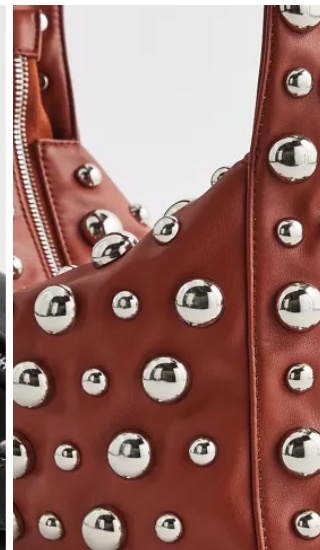
SAFE TREND

PUNKED-UP

+31%
YOY



&OtherStories_3.avif



Silence + Noise_1.webp



Cos (2)_1.avif

SAFE TREND

CHARMS

+26%
YOY



miu miu (2)_1.avif



Couronne.png



Baggu.webp

SAFE TREND

BOWS

+80%
YOY



acne-studios.avif



Zara_5.jpg



weekday_1.jpg

EARLY SIGN

RETAIL RADAR BAGS **STYLE EVOLUTION**

TOTE



Saint Laurent.jpg



+9%

YEAR ON YEAR

CLUTCH



All Saints.jpg



-11%

YEAR ON YEAR

MINI



Mango (3).avif



+25%

YEAR ON YEAR

BUCKET



Toteme_1.webp



+68%

YEAR ON YEAR

MAXI



Bottega Veneta.jpg



+93%

YEAR ON YEAR

Analyzing FW24 Bags evolution, data indicates a strong preference for bags that offer ample space and practicality, aligning with lifestyle changes and the need for multi-functional accessories. Larger bag styles like the maxi tote and bucket bags show the highest growth rates, with a year-on-year increase of +93% for maxi bags and +68% for bucket bags. This trend suggests a rising demand for practicality and storage capacity, as consumers likely prioritize function and versatility in their accessories. Tote bags are still stable and a deeper analysis of the sub-category showcases how minimal and unstructured styles are the brand's favorite next style. In general, classic versatile styles are dominating, with a play on details and materials to enhance the design or bring the wow effect.

RETAIL RADAR BAGS **TOTE BAGS**



INVEST

THE SLEEK BUCKETOTE



+68%
YEAR ON YEAR



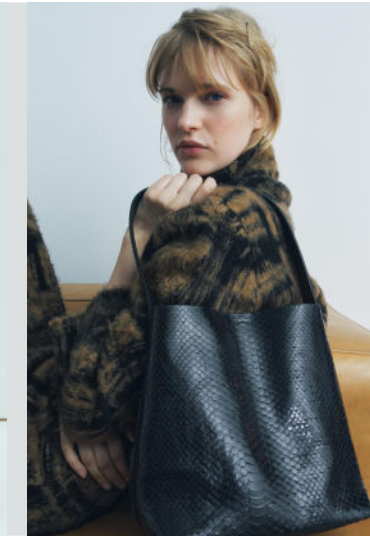
Aesther Ekme.webp



reformation.webp



the row.jpg



Zara (2).jpg



Manu Atelier.webp

EARLY SIGN



INVEST

THE UNSTRUCTURED HOBO



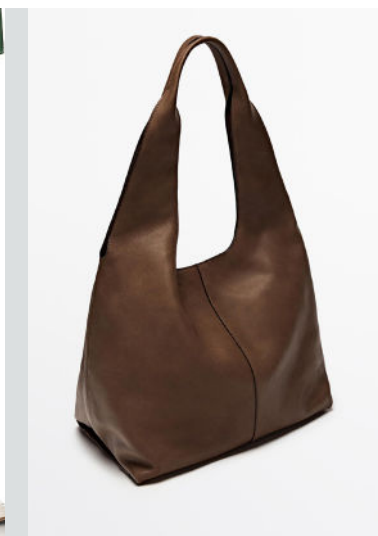
+70%
YEAR ON YEAR



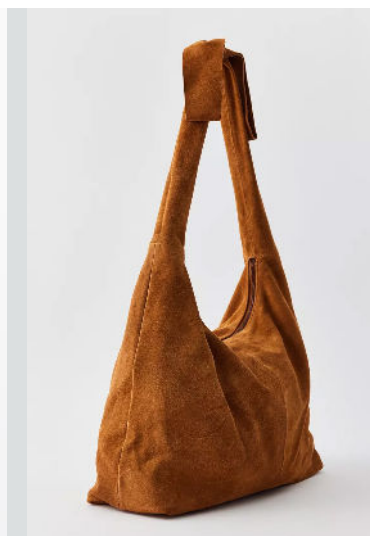
Bottega Veneta.avif



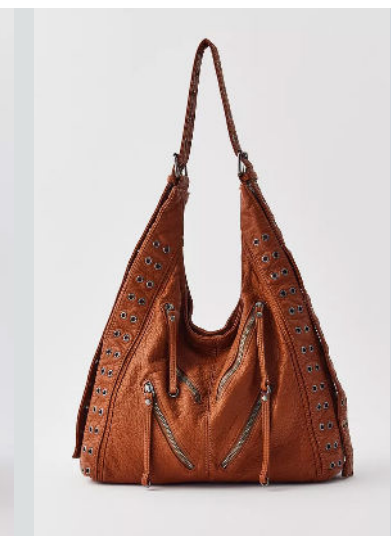
the-row.avif



Massimo Dutti_1.jpg



Kimchi Blue.webp



Silence + Noise (2).webp

SAFE TREND

RETAIL RADAR BAGS **TOTE BAGS**



MANIFEST

THE LADYLIKE TOP HANDLE



+8%
YEAR ON YEAR



miumiu.avif



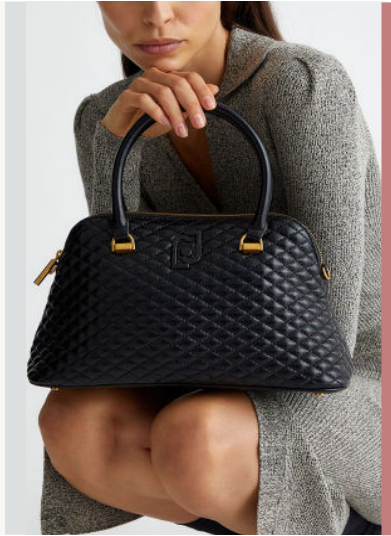
gucci.avif



ferragamo.avif



therow.webp



LIUJo.jpg

BIG TREND



TEST

THE MESSENGER BAG



-5%
YEAR ON YEAR



MANGO.avif



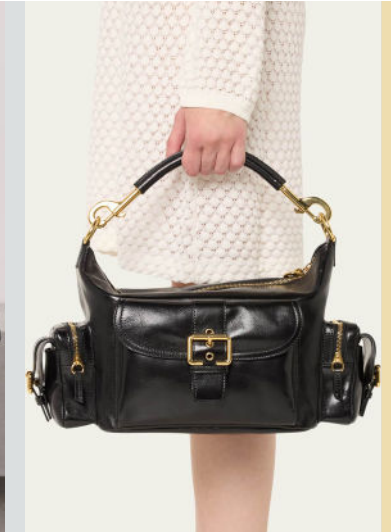
balenciaga.webp



rag&bone.webp



acne.avif



chloé_.jpe_

STABLE TREND

RETAIL RADAR BAGS **TOTE BAGS**



MANIFEST

THE MINIMAL BOXY

+10%
YEAR ON YEAR



Charles&Keith.jpg



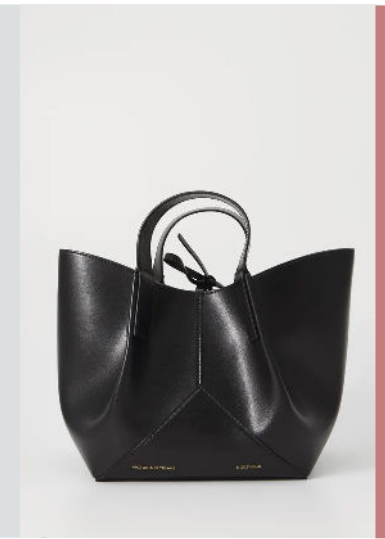
Birrot.jpg



Manu Atelier_1.webp



Aesther Ekme_1.webp



victoria beckham.webp

BIG TREND



INVEST

THE MAXI SHOPPER

+93%
YEAR ON YEAR



&OtherStories_1.avif



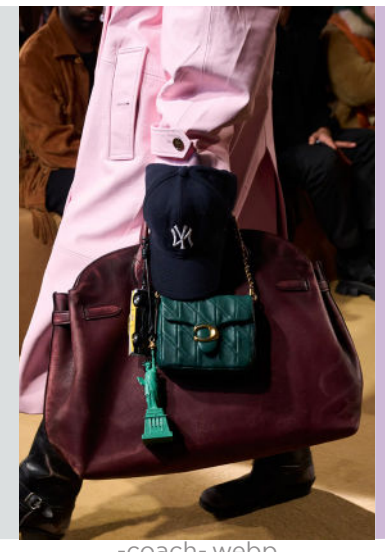
polene.fr.webp



Y project.webp



Mango.avif



-coach-.webp

EARLY SIGN

RETAIL RADAR BAGS **SHOULDER BAGS**



MANIFEST

THE NEO BUCKET



+20%
YEAR ON YEAR



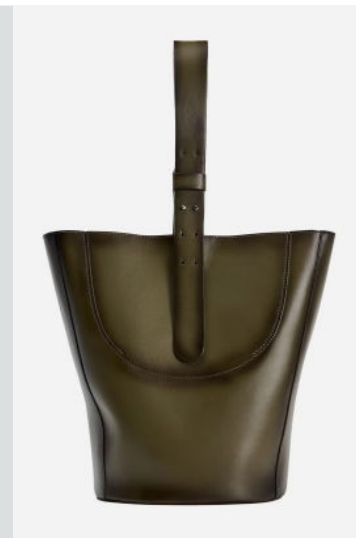
Toteme_1.webp



GUCCI .avif



sezane.avif



ZARA.avif



ami-paris.webp

STABLE TREND



TEST

THE NYLON BAG



+16%
YEAR ON YEAR



JW-ANDERSON.webp



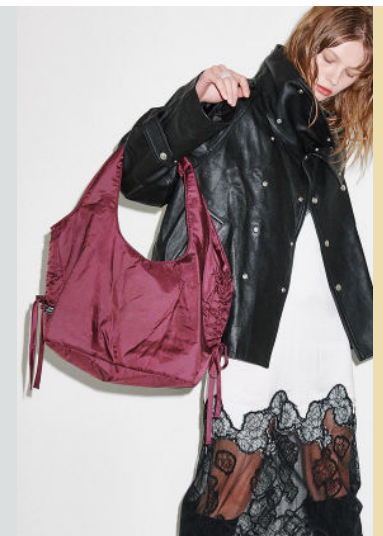
Cos_2.avif



Martin Rose.jpg



Weekday (2).jpg



Jedrefe.png

STABLE TREND

RETAIL RADAR BAGS **SHOULDER BAGS**



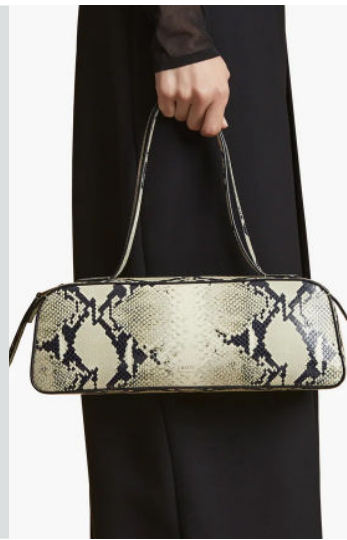
TEST

THE ELONGATED TOP HANDLE

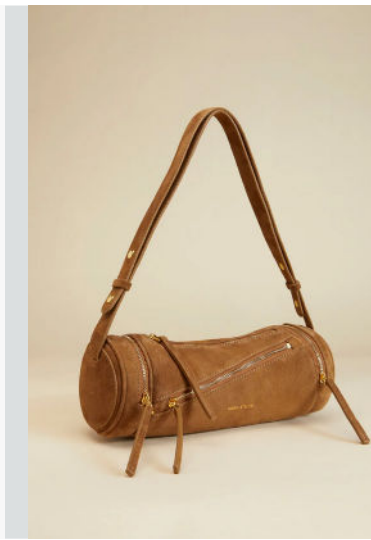
 **+19%**
YEAR ON YEAR



Demeriel.png



KHAITE-.webp



Manu Atelier_2.webp



Prada.jpg



liujo-.jpg

EARLY SIGN



INVEST

THE NEO BOSTON BAG

 **+33%**
YEAR ON YEAR



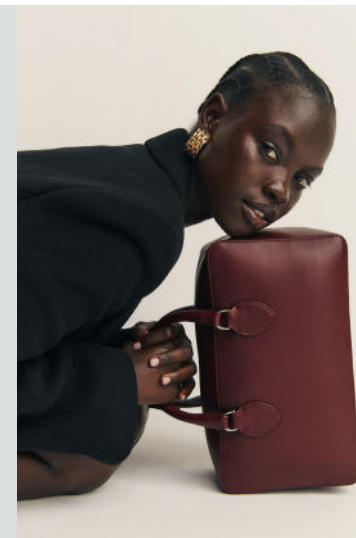
Demeriel_1.png



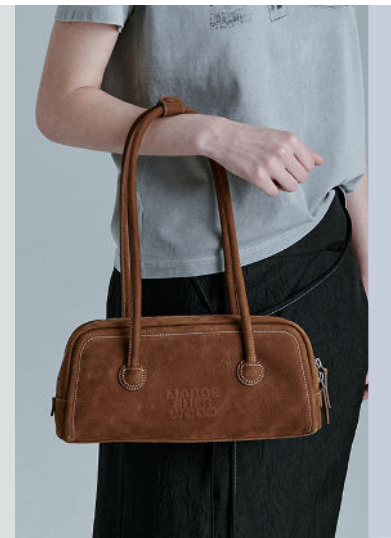
Other And.png



miu miu.avif



Reformation_2.webp



Marge Sherwood.jpg

SAFE TREND

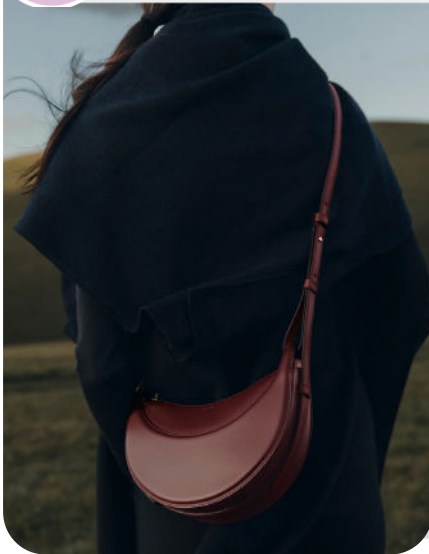
RETAIL RADAR BAGS **SHOULDER BAGS**



TEST

THE CROISSANT CROSSBODY

-9%
YEAR ON YEAR



-polene-.webp



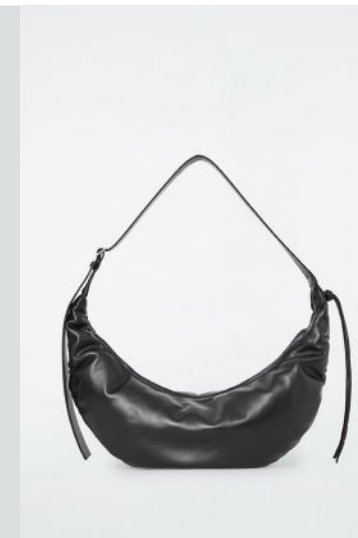
&OtherStories_2.avif



Mam.webp



Khaite_1.jpg



Cos.avif

EDGY TREND



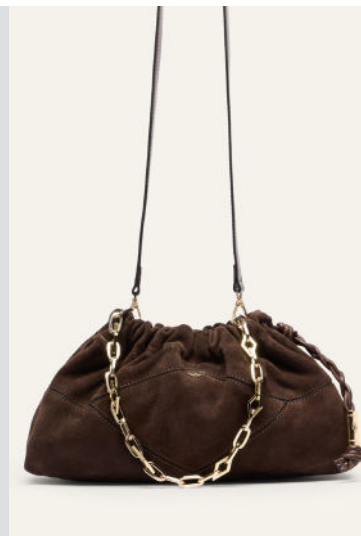
INVEST

THE GATHERED BUCKET

+150%
YEAR ON YEAR



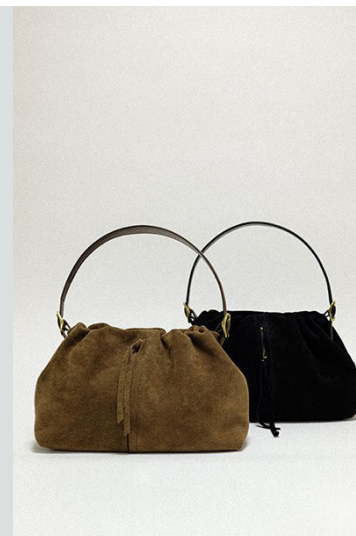
Yuzefy.webp



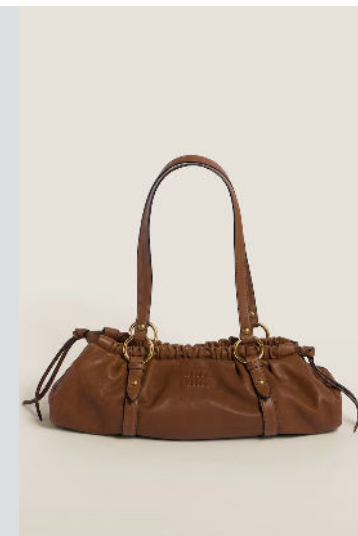
Ba&sh.avif



- pinko -.webp



W Concept.jpg



miu miu (2).avif

STABLE TREND

RETAIL RADAR BAGS **SMALL BAGS**



INVEST

THE FURRY POUCH

 **+46%**
YEAR ON YEAR



Lap.png



polène.web_



Cult Gaia.webp



Hereu (2).webp



Bottega.jpg

SAFE TREND



TEST

THE BRACELET BAG

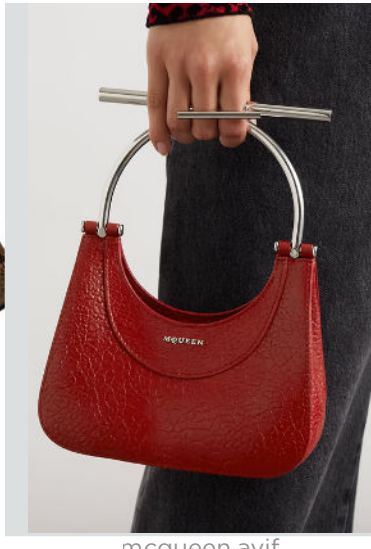
 **+54%**
YEAR ON YEAR



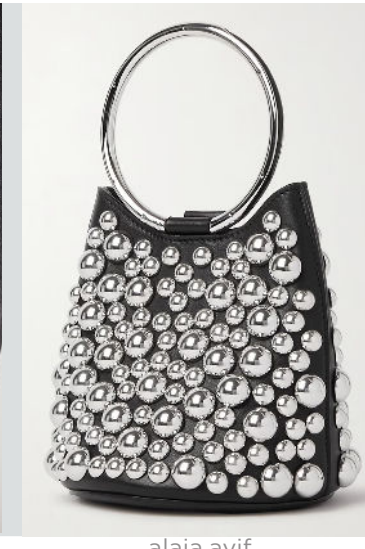
CHLOÉ .web



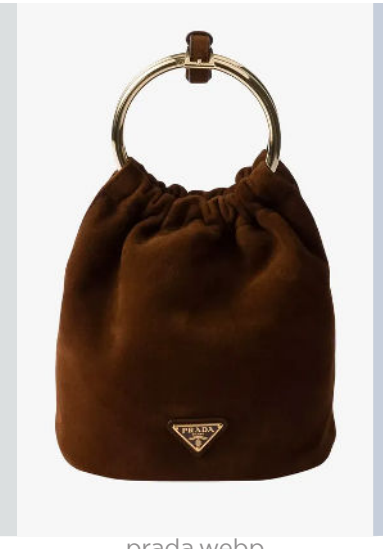
JAUQUEMUS.avif



mcqueen.avif



alaia.avif



prada.webp

SAFE TREND

RETAIL RADAR BAGS **SMALL BAGS**



MANIFEST

THE MINI BOSTON

+36%
YEAR ON YEAR



miu miu (3).avif



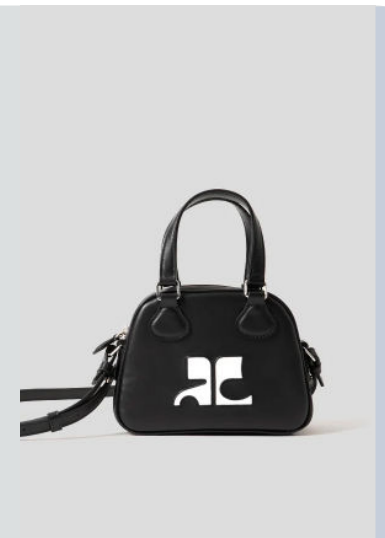
Mango (3).avif



The Reformation.webp



marche lente.png



Courreges.webp

SAFE TREND



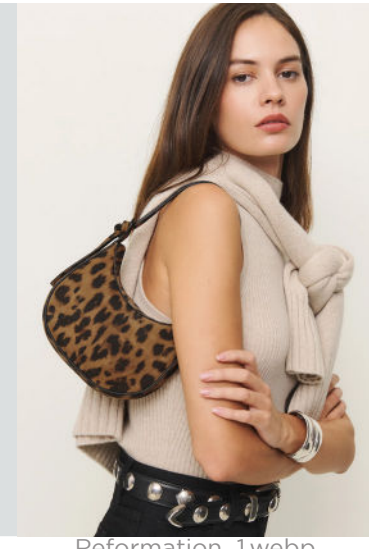
TEST

THE LEOPARD LADY MINI

+30%
YEAR ON YEAR



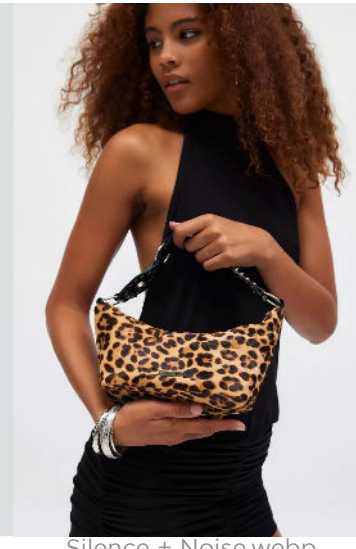
Zara_4.jpg



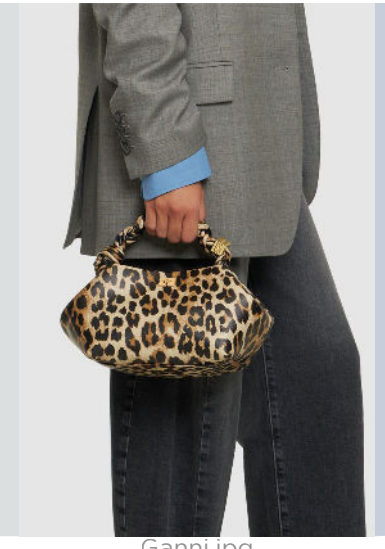
Reformation_1.webp



Cos_1.avif



Silence + Noise.webp



Ganni.jpg

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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