



**MENSWEAR**  
**SS 2026**  
**FORECASTING**  
**BAGS**  
**KEY ITEMS**



LIVETREND

# MEN BAGS SS26 INTRODUCTION



## FORECAST

### Casual Naturals and Chic Performers.

SS26 men's bags emphasize versatility and effortless style. In hand and shoulder bags, boxy and multi-pocket styles dominate, offering practicality with a contemporary edge. Classic options like corporate leather briefcases and cross-body flap bags retain timeless appeal, while unstructured designs add a softer touch. Medium-sized shoulder bags stand out with modern geometric shapes or relaxed hobo silhouettes, and clutches range from angular, classic cases to playful folded paperbag-inspired styles. Bucket bags continue to gain traction, while mini bags and whimsical object-inspired designs bring a sense of fun and novelty. City and travel bags include Leather totes lead the way, ranging from rustic XL boho suede to sleek matte designs, while refined leather shoppers with added pockets and hardware deliver functional sophistication. Crossbody bags take on unstructured forms, such as sporty messengers and crescent sling bags. Backpacks evolve with multi-pocket or satchel-inspired details, while new market bags—designed as nets or ironic plastic shopping styles—make playful statements. Retro-inspired weekenders in canvas or leather provide timeless travel solutions, and mini wearables meet daily needs with compact, practical designs. This season's offerings seamlessly combine practicality, style, and innovation, appealing to the modern urban traveler with diverse, fashion-forward choices.

*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*

[ACCESS ALL IMAGES  
CLICKING HERE](#)

# SS26 MATERIALS



flattred.webp

[CLICK HERE](#)

# SS26 DETAILS



emporio armani5.jpg

[CLICK HERE](#)



# KEY ITEMS

## **CITY & TRAVEL BAGS**

For SS26, men's city and travel bags embrace versatility and style. Leather totes dominate, ranging from boho suede to sleek matte finishes, with rustic XL styles enhancing the boho vibe. Refined leather shoppers with added pockets and hardware deliver chic functionality. Crossbody bags trend toward less structured designs, seen in sporty messengers and crescent sling bags. Backpacks evolve with multi-pocket or satchel-inspired versions. New market bags make a playful statement, appearing as nets or ironic plastic shopping bag styles. Retro-inspired weekenders in canvas or leather offer a classic travel option, while mini wearables provide compact, functional add-ons for daily needs. This season merges practicality with fashion-forward designs, catering to the modern urban traveler.

BIG TREND

# SS26 LEATHER TOTE



emporio armani7.jpg



octobre\_editions.jpeg



flattred.webp



Masu



imdanielsimmons (1).jpeg



streetstyle milano ss25 (2)

## SOFT SUEDE

## SLEEK MATTES



BIG TREND

# SS26 LEATHER SHOPPER



Dior 70.jpg



paris-m-str-s25-1066.jpg



Pitti Uomo ss25.jpg



Prada 32.jpg



louis vuitton12.jpg



Moschino 41.jpg



emporio armani20.jpg



STABLE TREND

# SS26 FUNCTIONAL BACKPACK



Giorgio Armani (2).jpg



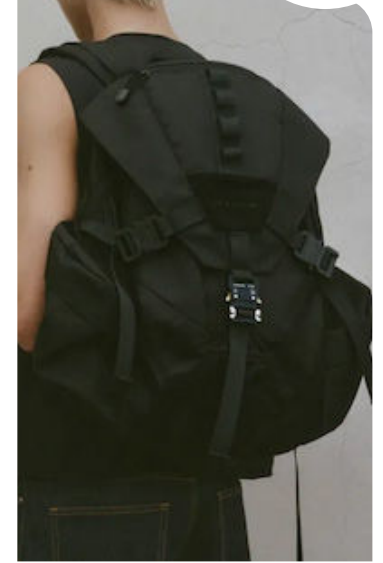
Kenzo\_1.jpg



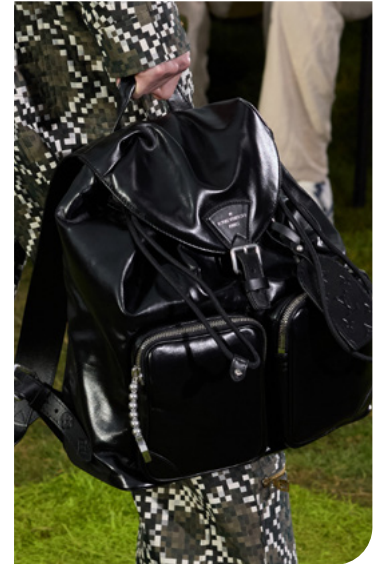
ziggy chen



prada



Alyx.png



pin

## DRAWSTRING SATCHEL

## MULTIPOCKET

STABLE TREND

# SS26 RETRO CANVAS BAG



masu-m-clp-s25-045.jpg



streetstyle paris ss25\_2.jpg



emporio armani25.jpg



imdanielsimmons.jpeg



Dries van Noten.jpg



fendi-m-clp-s25-054.jpg



zara 27.jpg



STABLE TREND

SS26 CASUAL WEEKENDER



Zegna 1.jpg



Pitti Uomo ss25\_1.jpg



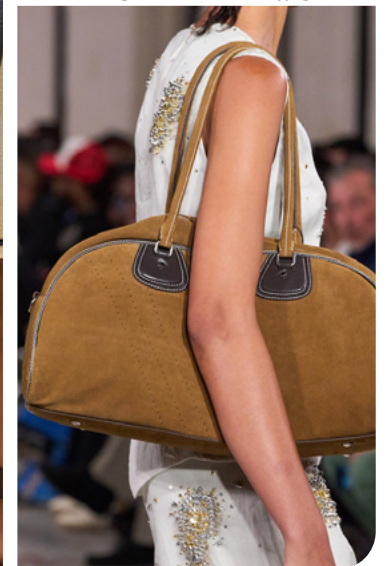
zegna.jpg



Kolor 26.jpg



Giorgio Armani 36.jpg



Wales Bonner 40.jpg

SOFT SQUARED

RETRO ROUNDED

STABLE TREND

SS26 **CROSSBODY**



mytheresa (3).jpeg



Bed Jw Ford 24.jpg



pittiuomo\_official.jpeg



streetstyle paris ss25



louisdarcis.jpeg



armani

**SPORTY MESSENGER**

**CRESCENT SLING-BAG**

STABLE TREND

# SS26 MINI WEARABLE



zara 19.jpg



streetstyle milano ss25\_4.jpg



dhruv kapoor\_2.jpg



cos (3).jpeg



Giorgio Armani.jpg



cos (4).jpeg



streetstyle paris ss25\_4.jpg



SAFE TREND

# SS26 CRAFTED TOTE



kenzo 3.jpg



mrporter (1).jpeg



mytheresa.jpeg



emporio armani22.jpg



@marcforne 12.jpg



mrporter (3).jpeg



timoniermann8.jpeg

EARLY SIGN

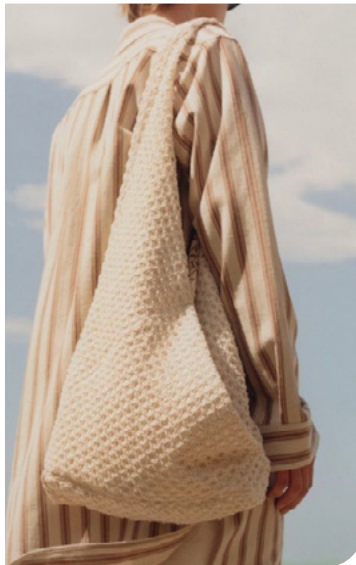
SS26 MARKET BAGS



zara 26.jpg



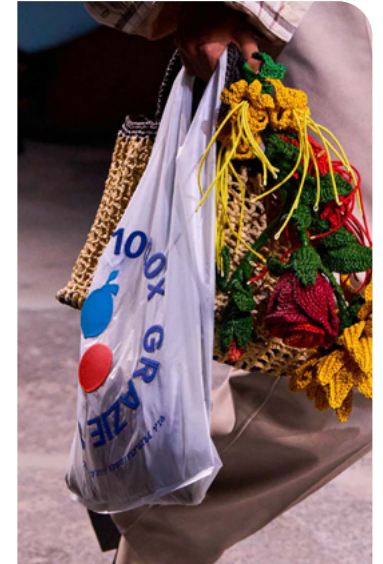
Bianca Saunders.jpg



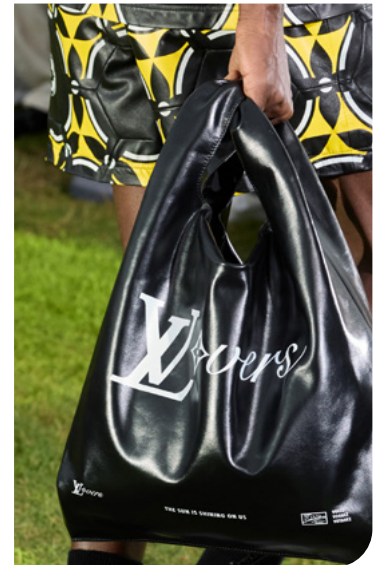
@commas4.jpg



fiorucci.jpg



bottega veneta.jpg



louis vuitton1.jpg

NET BAG

PLASTIC SHOPPER

EARLY SIGN

# SS26 SLOUCHY XL LEATHER BAG



Paradis 10.jpg



Giorgio Armani 35.jpg



AMi Paris15.jpg



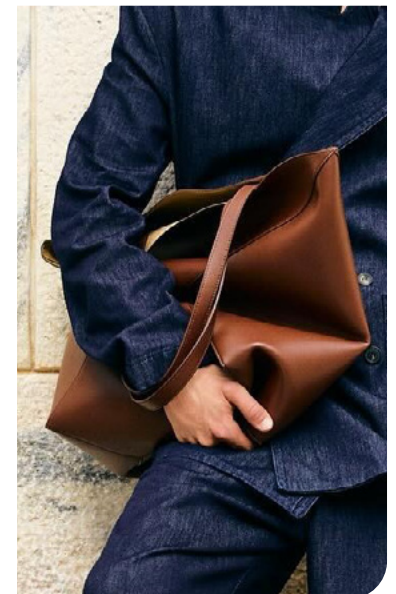
Bluemarble (3).jpg



farfetch.jpeg



Bluemarble (2).jpg



mytheresa.men\_1.jpeg



# KEY ITEMS

## **HAND & SHOULDER BAGS**

The SS26 men's hand and shoulder bag collection offers versatile styles blending practicality and sleek aesthetics. Boxy and multi-pocket designs lead the range, combining modern functionality with clean lines. Classic corporate leather briefcases and cross-body flap bags cater to timeless sophistication, while unstructured styles introduce softness. Chic, medium-sized shoulder bags stand out with geometric shapes or relaxed hobo designs. Clutches balance tradition with innovation, appearing as angular cases or playful folded paperbag-inspired pieces. Bucket bags continue to grow in popularity, offering a blend of utility and style. Meanwhile, mini bags and whimsical, object-inspired designs inject a playful and fun element into the collection, ensuring a dynamic mix for modern wardrobes.

BIG TREND

# SS26 MULTIPOCKETS



louis vuitton6.jpg



zara 32.jpg



Dior\_2.jpg



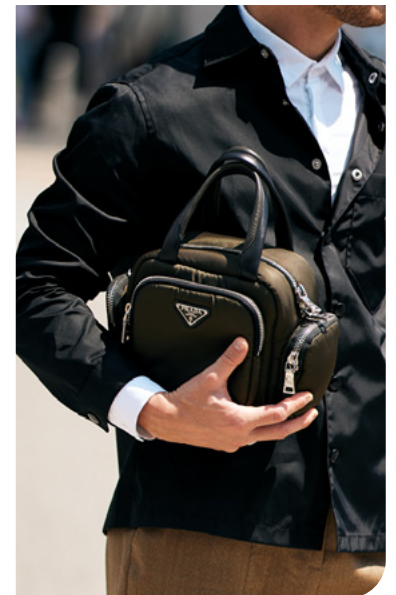
Martine Rose 16.jpg



Kenzo\_2.jpg



by.sonny.jpeg



streetstyle milano ss25 (2)\_2.jpg



BIG TREND

# SS26 **BOXY BAGS**



zara 9.jpg



masu.jpg



streetstyle milano ss25\_2.jpg



Dhruv Kapoor\_3.jpg



sadiqdesd.jpeg



Vuitton\_2.jpg



streetstyle milano ss25 (2)\_3.jpg

STABLE TREND

# SS26 CLASSIC CROSSBODY FLAP BAG



streetstyle paris ss25\_7.jpg



@droledemonieur\_3.jpg



francesco\_cristiano.jpeg



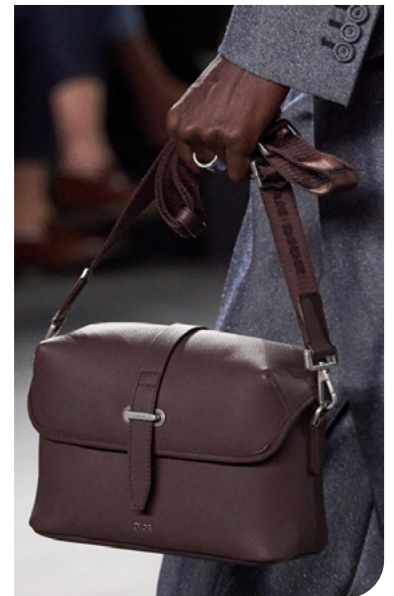
streetstyle paris ss25 (3).jpg



Gucci\_2.jpg



paulbinam.jpeg



Dior 69.jpg

STABLE TREND

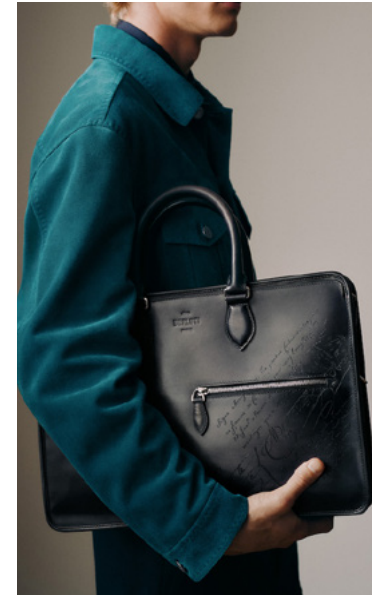
# SS26 CORPORATE BRIEFCASE



Dunhill.png



zara 33.jpg



Berluti.jpg



juliusgod.jpeg



ferragamo.jpeg



Moschino.jpg



bally.jpeg

SAFE TREND

SS26 UNSTRUCTURED



Gucci\_1.jpg



Vuitton.jpg



Feng Chen Wang 29.jpg



JW Anderson 19.jpg



streetstyle milano ss25\_8.jpg



prada.jpg



Kenzo.jpg



zara 16.jpg



AMi Paris19.jpg



ziggy chen



prada



Vuitton 63.jpg



pin

GEOMETRIC STYLES

LEATHER HOBO BAGS

STABLE TREND

SS26 CLUTCH



streetstyle milano ss25\_1.jpg



dsquared.jpeg



amiri.jpg



Masu



bottega-veneta-27.jpg



streetstyle milano ss25 (2)

ANGULAR BRIEFCASE

FOLDED PAPERBAG

EARLY SIGN

SS26 **ADD-ON STYLES**



Dhruv Kapoor.jpg



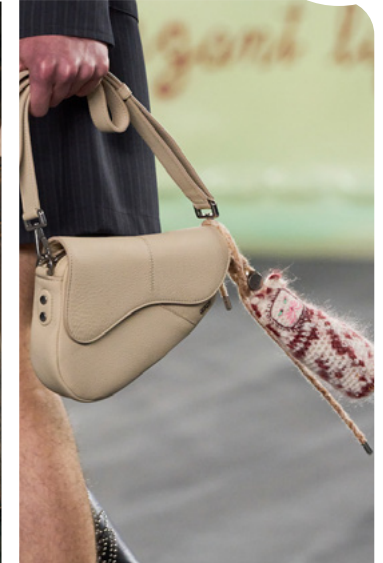
Gucci\_3.jpg



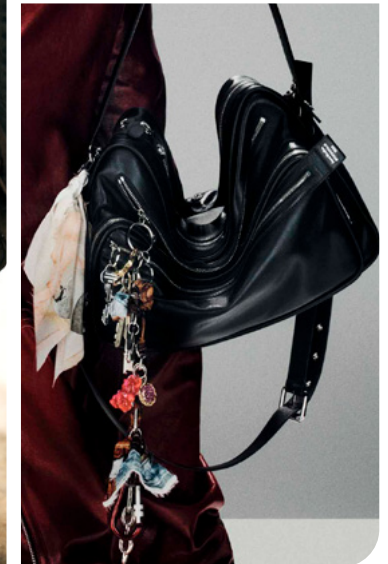
032c 12.jpg



Masu



Dior (2).jpg



streetstyle milano ss25 (2)

MULTIBAGS

JIBBITZ & CHARMS

EARLY SIGN

# SS26 BUCKETS



louis vuitton10.jpg



Giorgio Armani 38.jpg



kenzo 2.jpg



joeone-m-s25-035-11364992.jpg



Gucci 20.jpg



kenzo 1.jpg



Dries van Noten 57.jpg



EDGY TREND

SS26 MINI FORMAT



streetstyle milano ss25.jpg



Gucci.jpg



emporio armani1.jpg



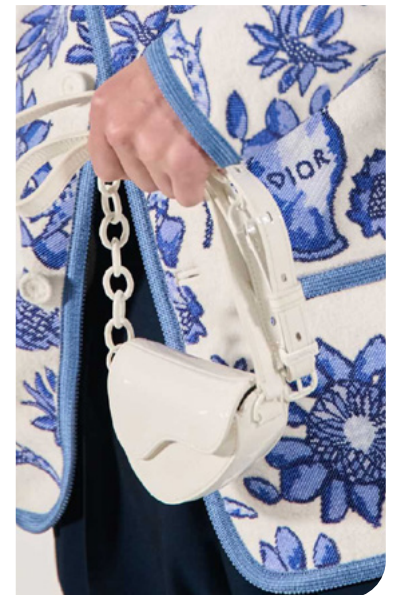
zara 2.jpg



streetstyle paris ss25.jpg



zara 11.jpg



Dior.jpg

EDGY TREND

SS26 PLAYFUL SHAPE



coach.jpg



wp-1718970274519.jpg.webp



amiri\_1.jpg



streetstyle paris ss25 (2)\_1.jpg



kenzo 6.jpg



Vuitton\_3.jpg



emporio armani9.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

BAGS

MENSWEAR

FORECASTING

SPRING/SUMMER 2026



## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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