



MENSWEAR
SS26 UPDATE
BAGS



LIVETREND

SPRING 26 MEN BAGS UPDATE **INTRODUCTION**



streetstyle milano fw25 (2)_1.jpg



cos (3).jpeg



streetstyle paris fw25 (1).jpg



@casoperdido (6).jpeg



UPDATE

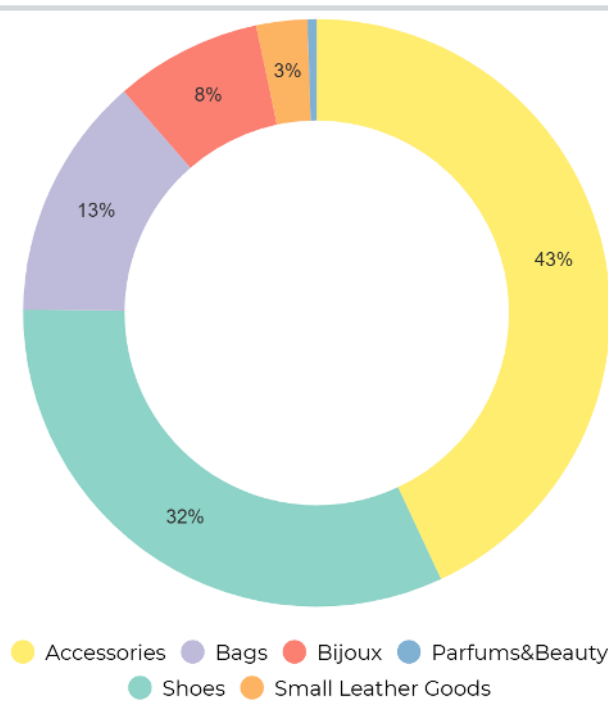
A casual elegance. For Spring 2026, men's bags seamlessly combine practicality and sophistication, ranging from versatile multi-pocket backpacks to refined leather shopper bags. Canvas bags remain an essential staple, ideal for effortlessly stylish city outings. Among them, tote canvas bags take center stage, adding a relaxed yet fashionable touch to men's spring looks. Unstructured and soft hobo bags, along with nylon crossbody styles, have become must-have accessories, worn with ease and nonchalance. For Gen Z consumers, fashion is all about self-expression, making customization, embellishments, and add-on accessories increasingly popular. Just like in women's fashion, playful and nostalgic charms, ranging from futuristic trinkets to vintage-inspired pieces, are a key trend. The messenger bag is making a strong statement, with its flap closure featuring sleek buckle details, drawing inspiration from sporty aesthetics to the #oldmoney style. Size experimentation defines the season, from oversized shoppers to a spectrum of mini-format pouches and mini-bags, worn as necklaces or belt accessories. Timeless designs remain a priority, with weekender and bowling bags standing out as seasonal icons. Meanwhile, boxy handbags with structured, square design offer a fresh, sophisticated take on men's accessories for Spring 2026.

This report is based on Livetrend data extracted from Instagram & e-commerce from september to january, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

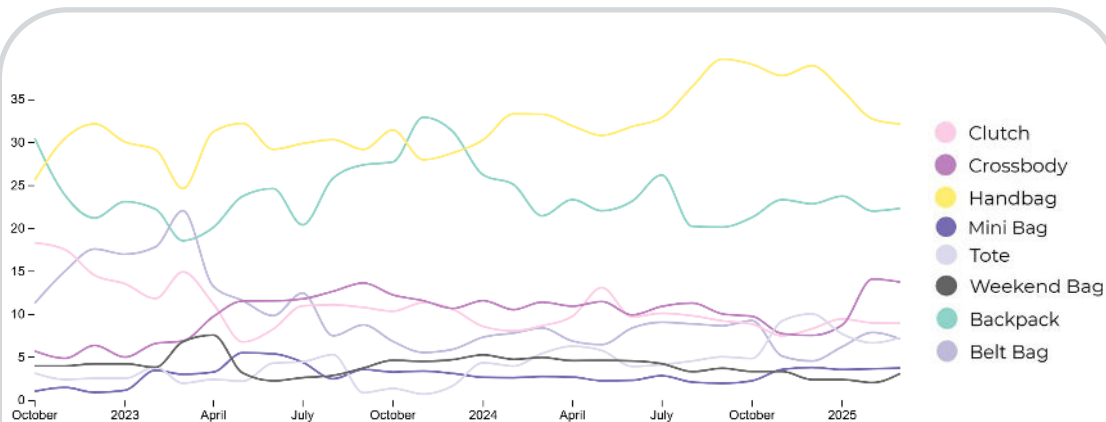
**ACCESS ALL IMAGES
CLICKING HERE**

SPRING 26 MEN BAGS UPDATE **KEY DATA**

ACCESSORIES GLOBAL ASSORTMENT



BAGS EVOLUTION



Bags are an increasing in men range, now representing 13% of the global accessories assortment. When we look at the most popular bags for SS26, we observe that handbags are enjoying widespread success, such as bowling bags, which are highly visible in collections and Instagram researches. In a functional and urban style. Backpacks remain stable, with a slight increase of 4% since spring 2024, while nylon crossbody bags are the new must-haves for men. With its cool and relaxed look, the shopping tote bag has grown by 34% since 2024 and is now a key accessory.. The spring/summer season rhymes with weekend departures and roomy duffel bags are the perfect items for the new digital nomads and week-end breaks. In leather for a chic style or canvas for a leisurely look, this bag is perfectly suited to the needs of the modern man who goes from the office to the gym.

SPRING 26 BAGS UPDATE **MUST-HAVES SPOTLIGHT**



MANIFEST



INVEST



TEST

LEATHER HOBO BAG



@dennishabla.jpeg

NYLON BAG



@attiresaint (72).jpeg

CANVAS SHOPPER BAG



@stuccigus (1).jpeg

FLAPBAG



zara usa (3).jpeg

PLAYFUL SHAPE



@franciscofaria.jpeg

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.



**MENSWEAR
BAGS
UPDATE
CORE ITEMS**



LIVETREND

BIG TREND

SPRING 26 BAGS THE LEATHER SHOPPER BAG



@mytheresa (2).jpeg



@attiresaint (24).jpeg



streetstylemilanofw25_4.jpg



streetstylemilanofw25(2)_1.jpg



studio nicholson (1).jpeg



@tetervinas (3).jpeg



the row.jpeg

BIG TREND

SPRING 26 BAGS THE BIG HOBO BAG

www
+130%
YOY



+60%
YOY

@s_heii_ (3).jpeg



our legacy (4).jpeg



@giafratte.jpeg



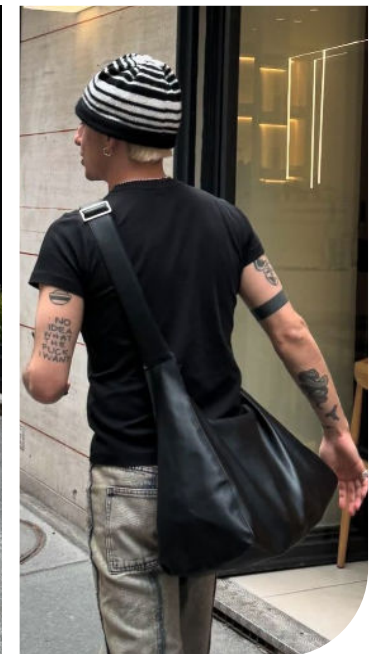
zara usa.jpeg



streetstyleparisfw25(2)_1.jpg



@dennishabla.jpeg



@attiresaint (13).jpeg

BIG TREND

SPRING 26 BAGS THE SUEDE XL SHOPPER



cos (6).jpeg



zara usa (1)_1.jpeg



@casoperdido (5).jpeg



@massimodutti (2).jpeg



streetstylemilanofw25_3.jpg



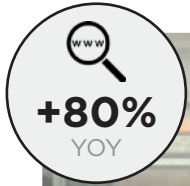
@imdanielsimmons (2).jpeg



@mytheresa (1).jpeg

BIG TREND

SPRING 26 BAGS THE SLOUCHY UNSTRUCTURED BAG



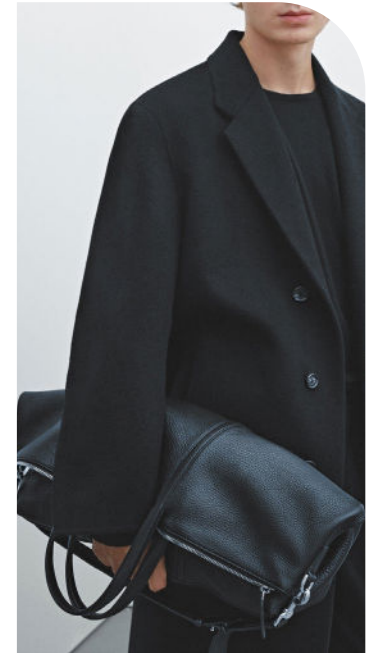
@attiresaint (21).jpeg



zara usa (1)_2.jpeg



streetstylemilanofw25(2).jpg



@massimodutti (1).jpeg



@massimodutti (3).jpeg



streetstyle paris fw25_2.jpg



@nachofernando (4).jpeg

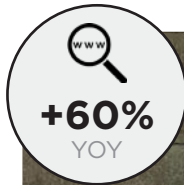
SPRING 26 BAGS THE GENDERLESS HANDBAG

EDGY TREND

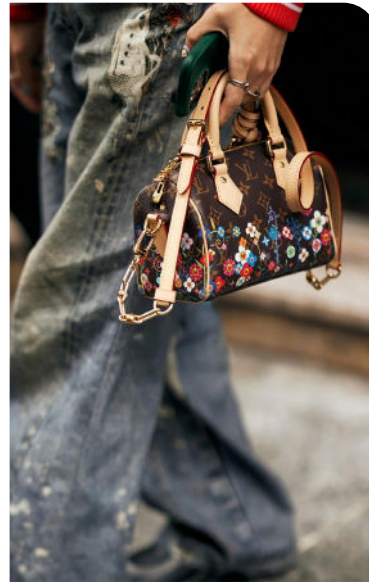
MINI-BOWLING

EARLY SIGN

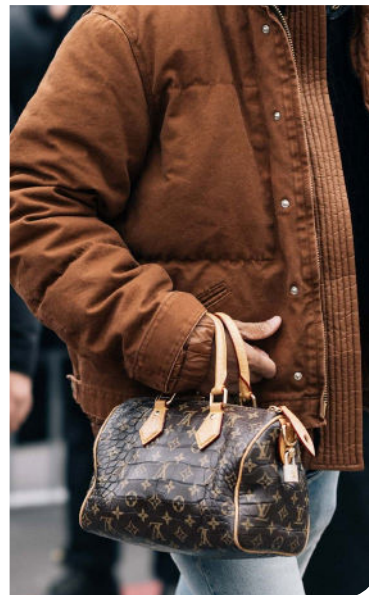
NEO BOWLER



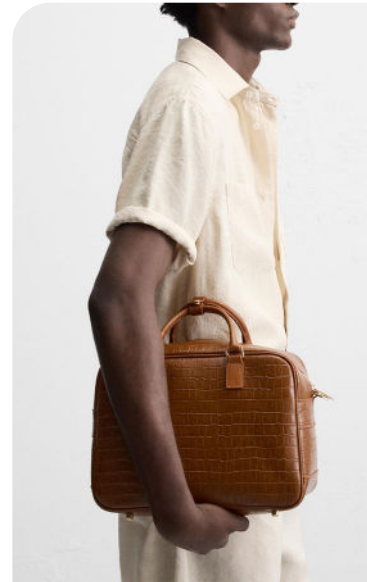
@stuccigus (4).jpeg



streetstyle paris fw25 (3)_1.jpg



streetstyle paris fw25 (1).jpg



zara usa_2.jpeg



@stuccigus (6).jpeg



streetstyle paris fw25_1.jpg

STABLE TREND

SPRING 26 BAGS THE NYLON CROSSBODY BAG

WWW
+60%
YOY



IG
+3%
YOY

@attiresaint (72).jpeg



@attiresaint (19).jpeg



@vikiroyen (1).jpeg



zara usa (1).jpeg



@_mitchellstefan (2).jpeg



@the.simons.jpeg



cos (11).jpeg

STABLE TREND

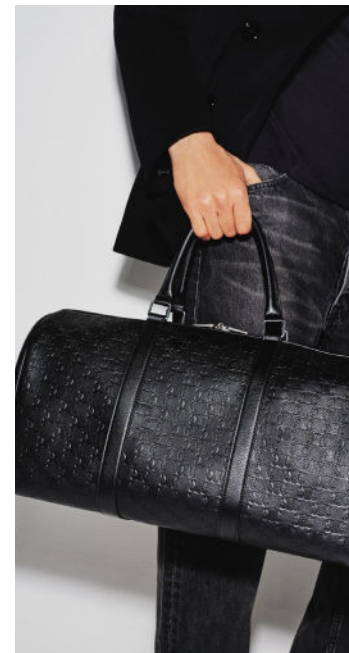
SPRING 26 BAGS THE CHIC WEEKENDER



@stuccigus (8).jpeg



streetstyle milano fw25_1.jpg



@mrporter (2).jpeg



@mytheresa (12).jpeg



octobre editions (2).jpeg



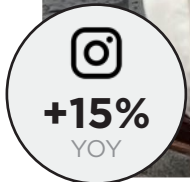
@casoperdido (8).jpeg



@pompeiibrand (2).jpeg

STABLE TREND

SPRING 26 BAGS THE CASUAL CANVAS TOTE



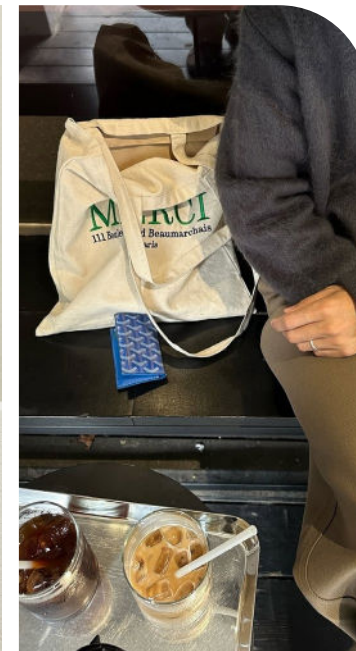
@nachoferrero (1).jpeg



@stuccigus (1).jpeg



zara usa (2).jpeg



@attiresaint (17).jpeg



streetstyle paris fw25.jpg



@_mitchellstefan (1).jpeg



APC.avif

STABLE TREND

SPRING 26 BAGS THE CLEAN MESSENGER BAG

WWW
+50%
YOY



IG
+1%
YOY

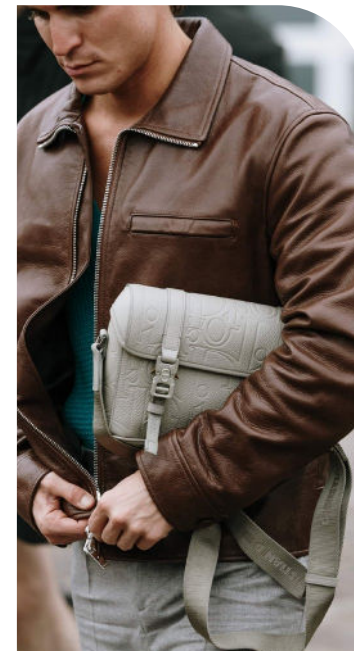
streetstyle paris fw25.jpg



@casoperdido (6).jpeg



streetstyle paris fw25 (2).jpg



streetstyle paris fw25 (3).jpg



zara usa (3).jpeg



streetstyle paris fw25 2.jpg



@tetervinas (1).jpeg

SPRING 26 BAGS THE WEARABLE BAGS

STABLE TREND

NECK PURSE

EARLY SIGN

CHIC BELT BAG



cos (3).jpeg



studio nicholson (4).jpeg



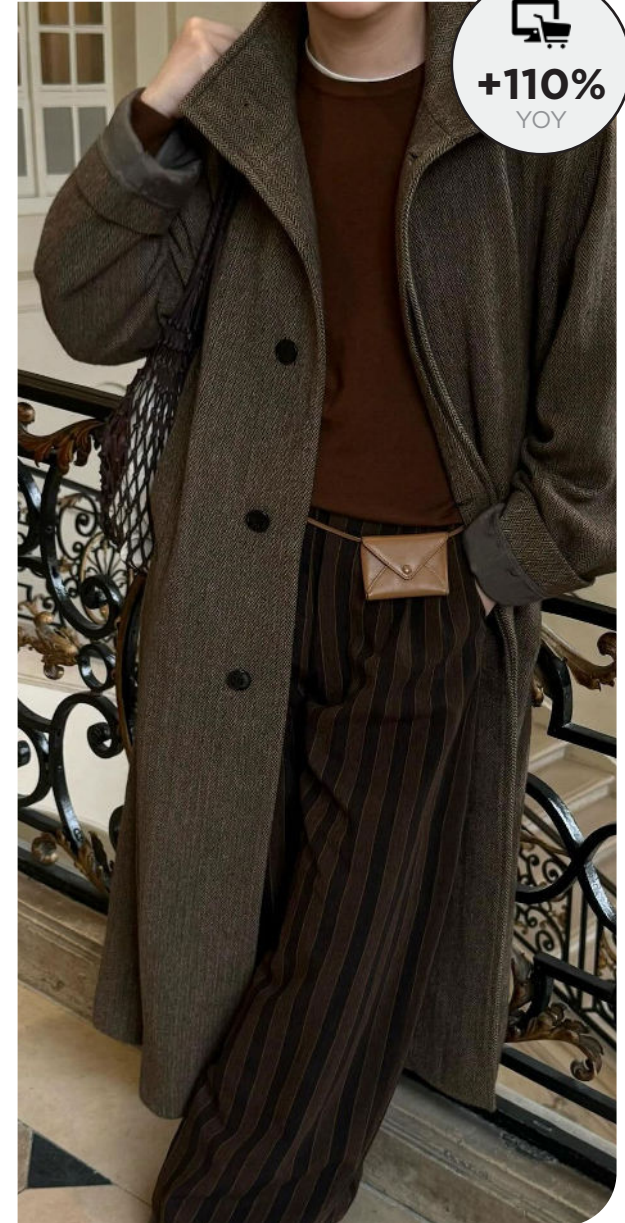
streetstyle milano fw25.jpg



sandro homme.jpeg



bottega veneta.jpeg



@weiyi_quan (4).jpeg

BIG TREND

SPRING 26 BAGS THE CARRY-ON BACKPACK

WWW
+70%
YOY



IG
+39%
YOY

@calpak.png



sac_dos-eastpak-871584z.jpg



@AER.webp



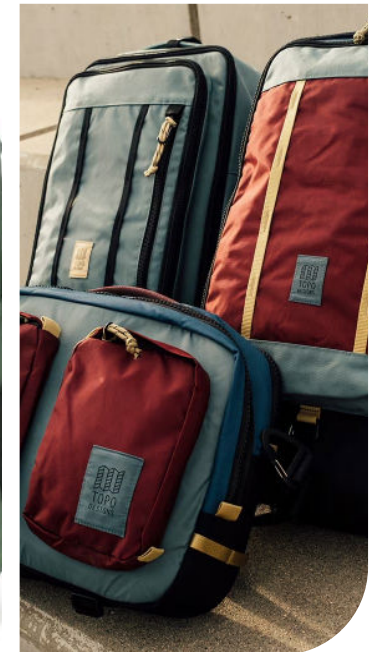
jansport.png



@Yeti.avif



sac_dos-fjallraven-968870.jpg



@TOPODESIGNS.avif

SPRING 26 BAGS THE BACKPACK

EARLY SIGN

WWW
+200%
YOY



Pitti Uomo fw25_1.jpg

MILITARY STYLE



rri.jpeg



streetstyle milano fw25_2.jpg

STABLE TREND



apc.jpeg



sacai.jpeg

SOFT MULTIPOCKETS

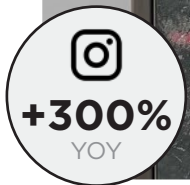
WWW
+70%
YOY



ader error (2).jpeg

EARLY SIGN

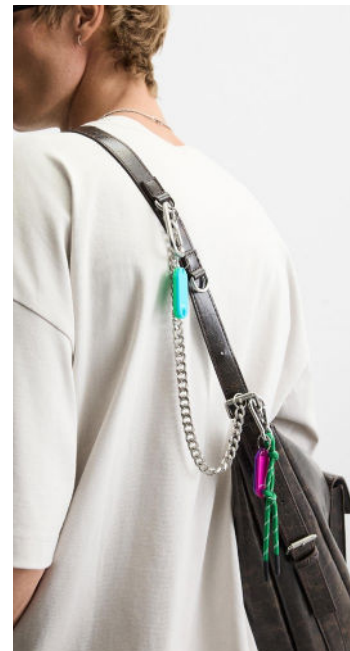
SPRING 26 BAGS THE KIDULT CHARMS



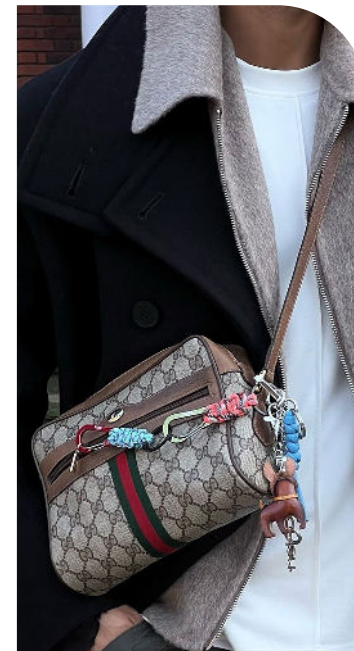
@casoperdido (3).jpeg



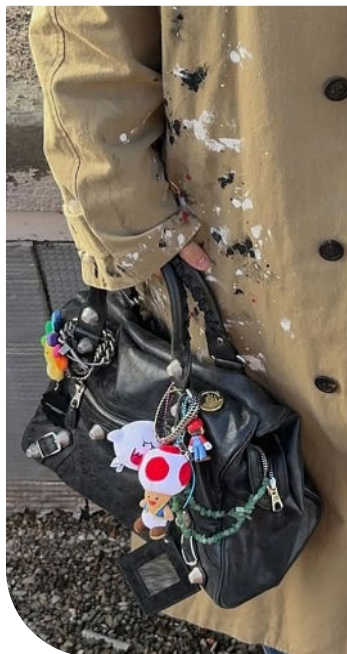
@shion0228aoki.jpeg



zara usa (2)_1.jpeg



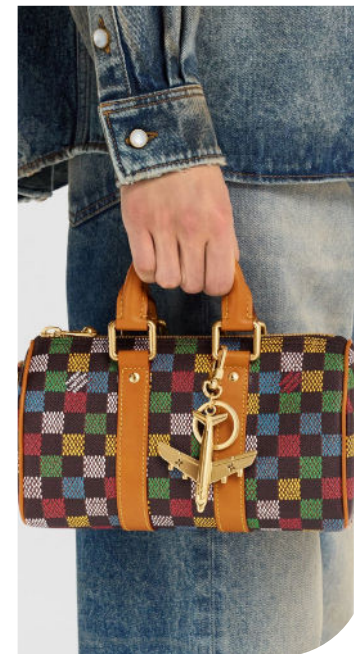
@casoperdido (1).jpeg



@attiresaint (23).jpeg



@casoperdido (2).jpeg



louis vuitton.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



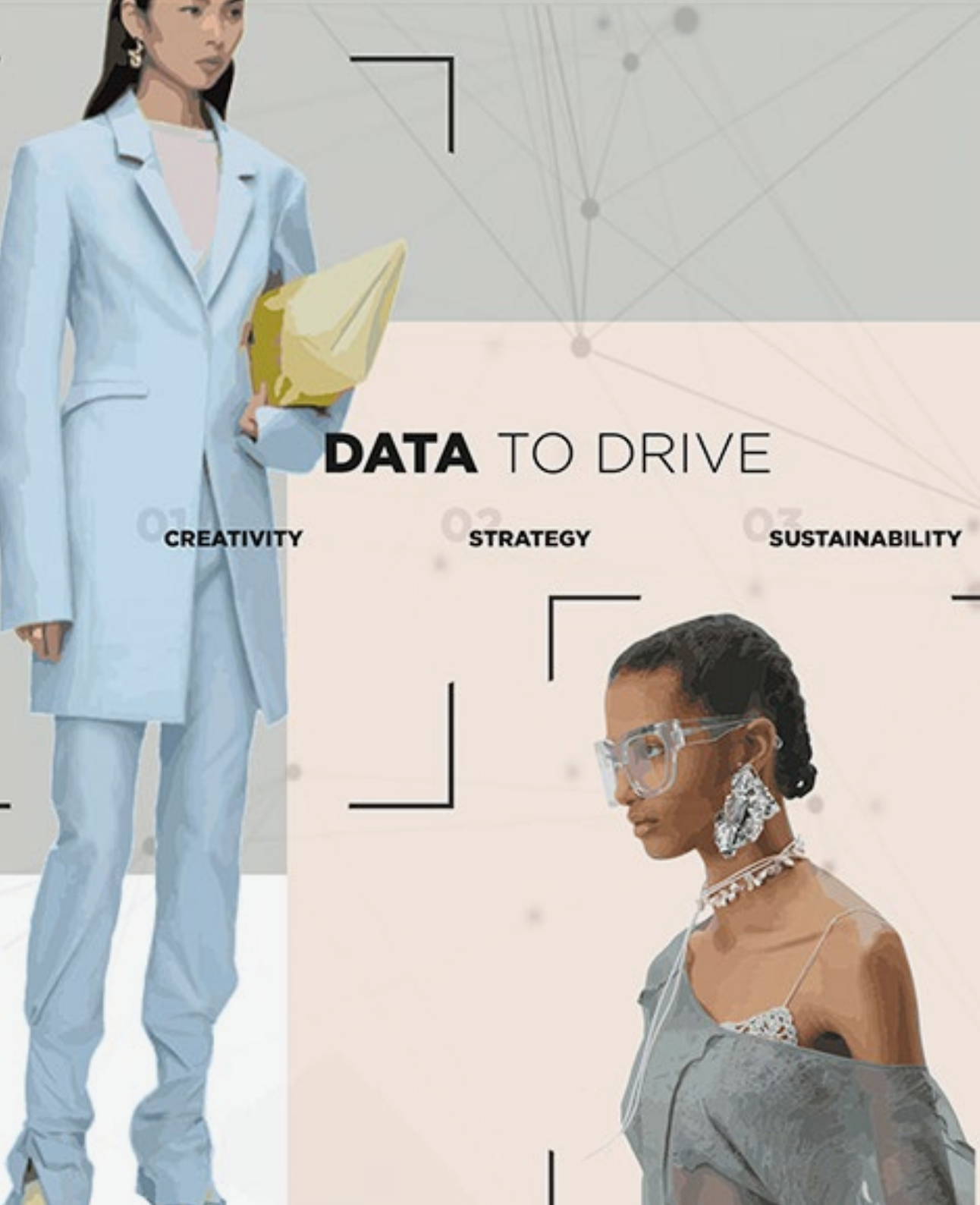
INVEST

A CORE PRODUCT REPRESENTING
A STEADILY GROWING TREND OF
MODERATE MAGNITUDE WITH COM-
MERCIAL 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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