



WOMENSWEAR
SS26 UPDATE
BAGS
MATERIALS &
DETAILS



LIVETREND

SS26 BAGS UPDATE **INTRODUCTION**



Liu Jo.jpg



Campomaggi.webp



pull&bear-13.jpg



jac0260022_yel_03.webp



UPDATE

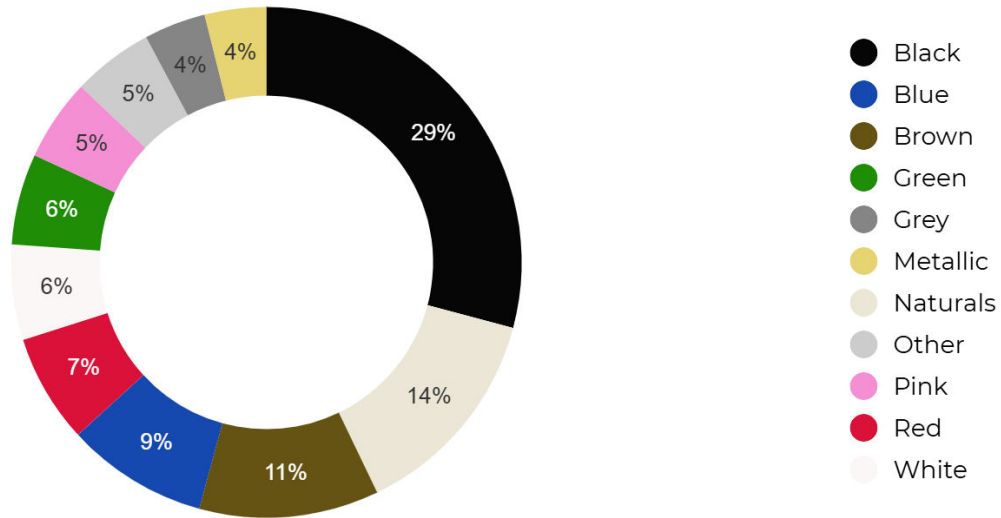
Carrying Memories. For SS26, the collection will dive into a retro-granny inspired panorama, reviving a sense of affectionate nostalgia through both materials and details. Designers will explore the return of authentic textiles—think rich suede, ladylike leopard motifs, and the quiet boldness of monograms reclaiming space after a season dominated by minimal, logoless aesthetics. Details will strike a delicate balance between status-quo elegance and expressive individualism: sleek trims and classic charms will re-emerge, while hyper-creative add-ons will allow for playful personalization. The bags of SS26 will not only carry objects—they will carry memories, identities, and statements of style rooted in both past and future.

This report is based on Livetrend data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2025, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year.

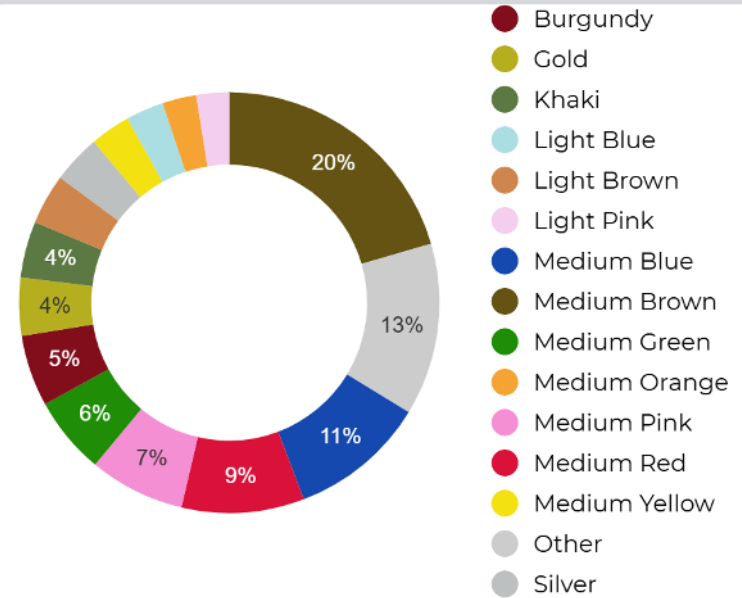
**ACCESS ALL IMAGES
CLICKING HERE**

SS26 BAGS UPDATE **COLORS EVOLUTION**

SPRING 25 GLOBAL COLOR RANGE



SPRING 25 FASHION COLOR RANGE



BURGUNDY



Balenciaga.webp


+200%
YEAR ON YEAR

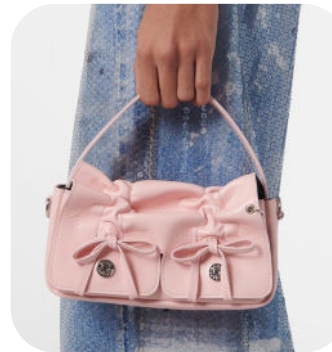
RED



TheReformation(3)_1.webp


+23%
YEAR ON YEAR

LIGHT PINK



Acne.avif


+5%
YEAR ON YEAR

LIGHT YELLOW



Jacquemus.webp


+62%
YEAR ON YEAR



WOMENSWEAR
SS26
BAGS UPDATE
MATERIALS &
MOTIFS



LIVETREND

BAGS MATERIALS **LEATHER**

BIG TREND


+1300%
YOY



Zara_2.jpg

SOFT SUEDE




copenhagen-str-f25-387.jpg



new-york-str-f25-2326.jpg

EARLY SIGN


+90%
YOY



new-york-str-f25-1494.jpg



Mango_1.avif

SNAKESKIN



Jacquemus.avif

BAGS MATERIALS **LEATHER**

EARLY SIGN

EMBOSSED LEATHER

EARLY SIGN

GLOSSY PATENT



copenhagen-str-f25-324.jpg



Jacquemus_1.avif



copenhagen-str-f25-030.jpg



paris-m-str-f25-1268.jpg



Khaite.avif



&OtherStories_1.jpg

BAGS MATERIALS & PATTERNS

EARLY SIGN

COW MANIA

STABLE TREND

CHIC LEOPARD

WWW
+50%
YOY



copenhagen-str-f25-317.jpg

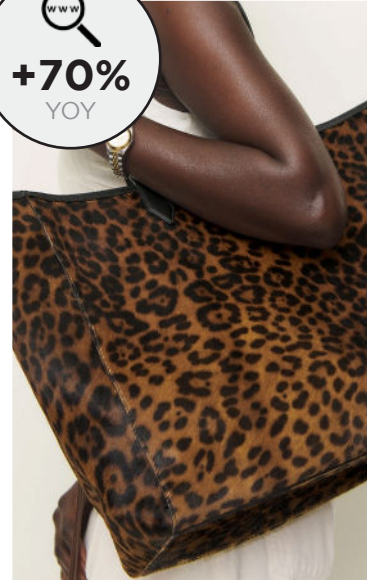


@tezza.barton.jpg

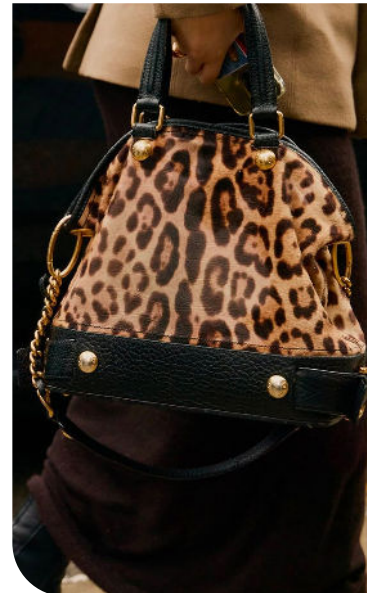


pull&bear-11.jpg

WWW
+70%
YOY



The Reformation (3).webp



new-york-str-f25-0296.jpg



&OtherStories (3)_1.jpg

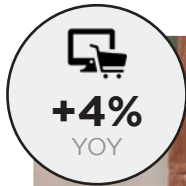
BAGS MATERIALS & PATTERNS

STABLE TREND

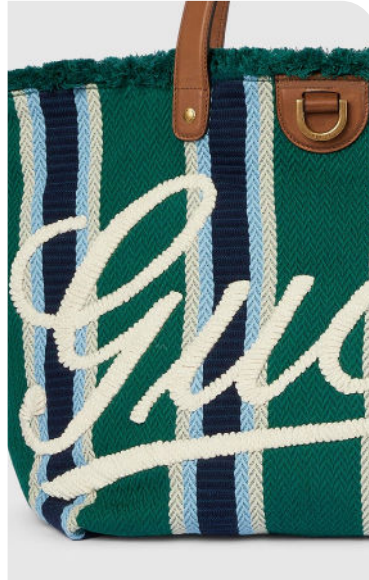
CRAFTY STRIPES

STABLE TREND

VINTAGE FLORALS



Ulla Johnson_1.webp



Gucci.avif



Sezane.avif



Parfois (3).webp



zara (2)_1.jpg



Lisa Corti.jpg

BAGS MATERIALS & PATTERNS

STABLE TREND

MONOGRAM

EARLY SIGN

RETRO GEOMETRICS

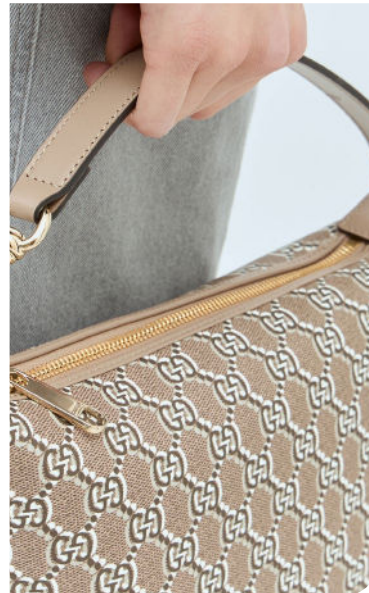

+24%
YOY



mango-34.jpg



By Malene Birger.webp

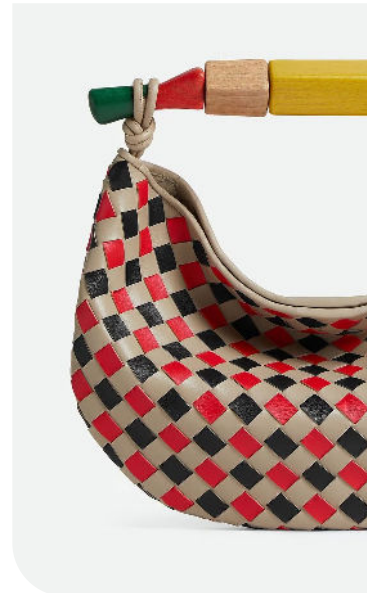


gucci.jpg


+40%
YOY



Parfois (2).webp



Bottega Veneta.avif



prada (2).jpg



WOMENSWEAR
SS26
BAGS UPDATE
DETAILS & TRIMS



LIVETREND

BAGS DETAILS & TRIMS

BIG TREND

+300%
YOY

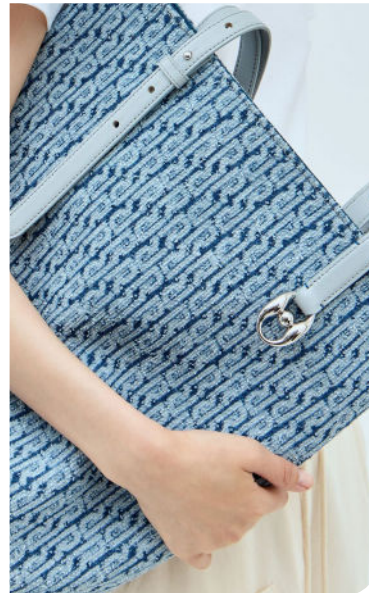


Ralph Lauren.avif

BUCKLED-UP



Zadig and voltaire.avif



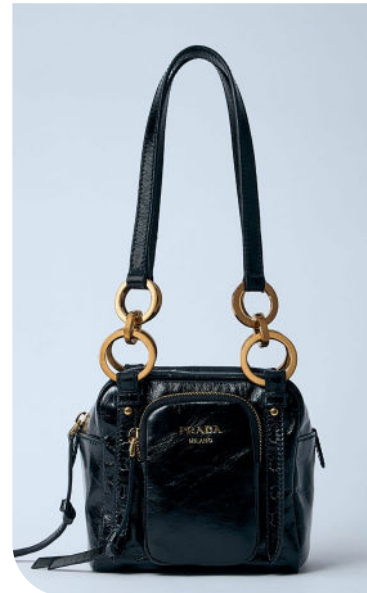
Paco Rabanne.jpg

STABLE TREND

-11%
YOY

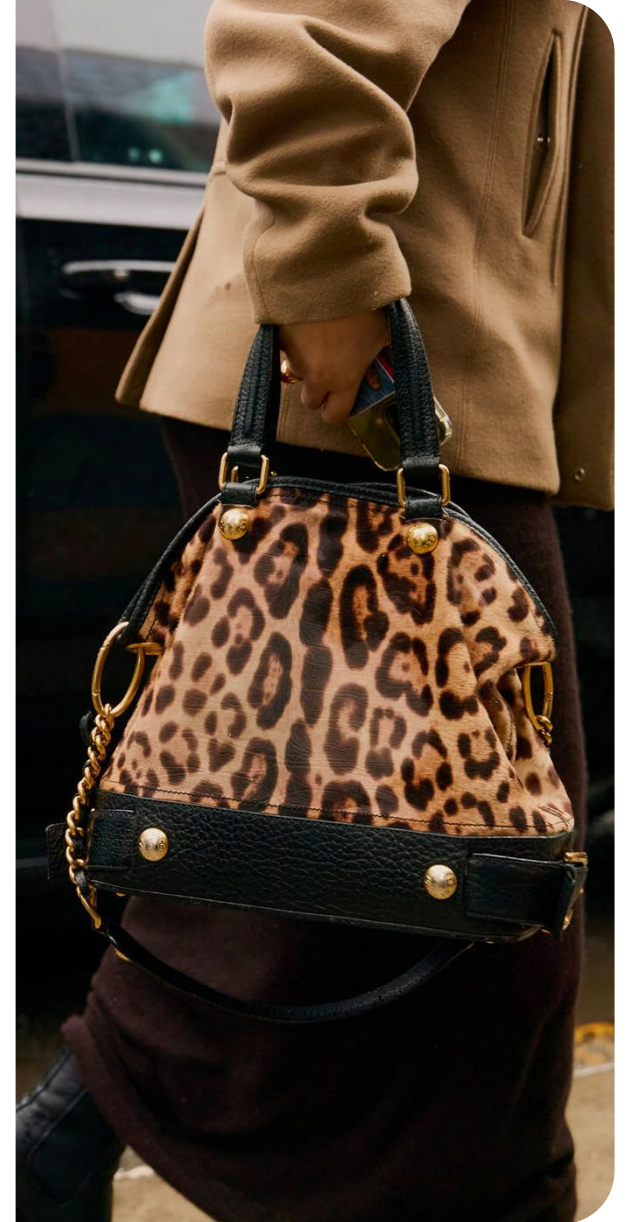


new-york-str-f25-2176.jpg



prada.jpg

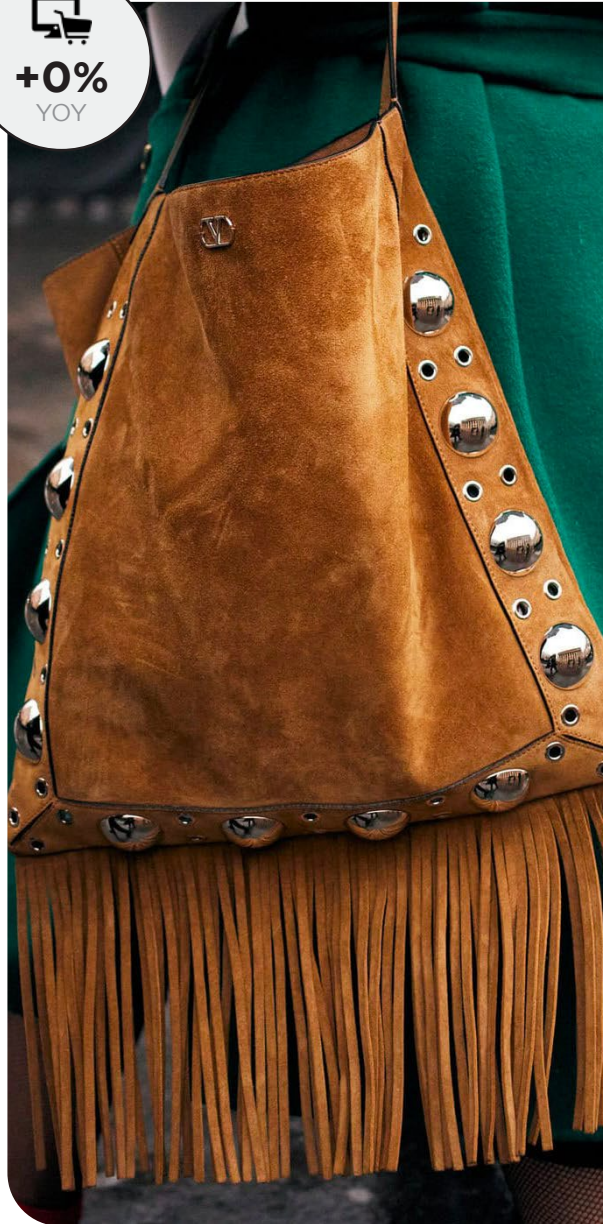
TOP-HANDLE LINKS



new-york-str-f25-0296.jpg

BAGS DETAILS & TRIMS

STABLE TREND

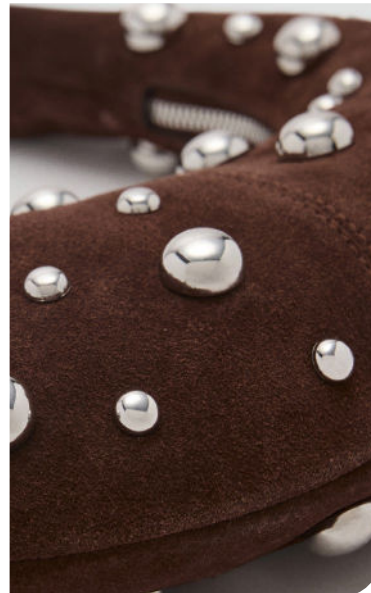


paris-hc-str-s25-1046.jpg

BUBBLE STUDS



Campomaggi.webp



Mango (4).avif

SAFE TREND

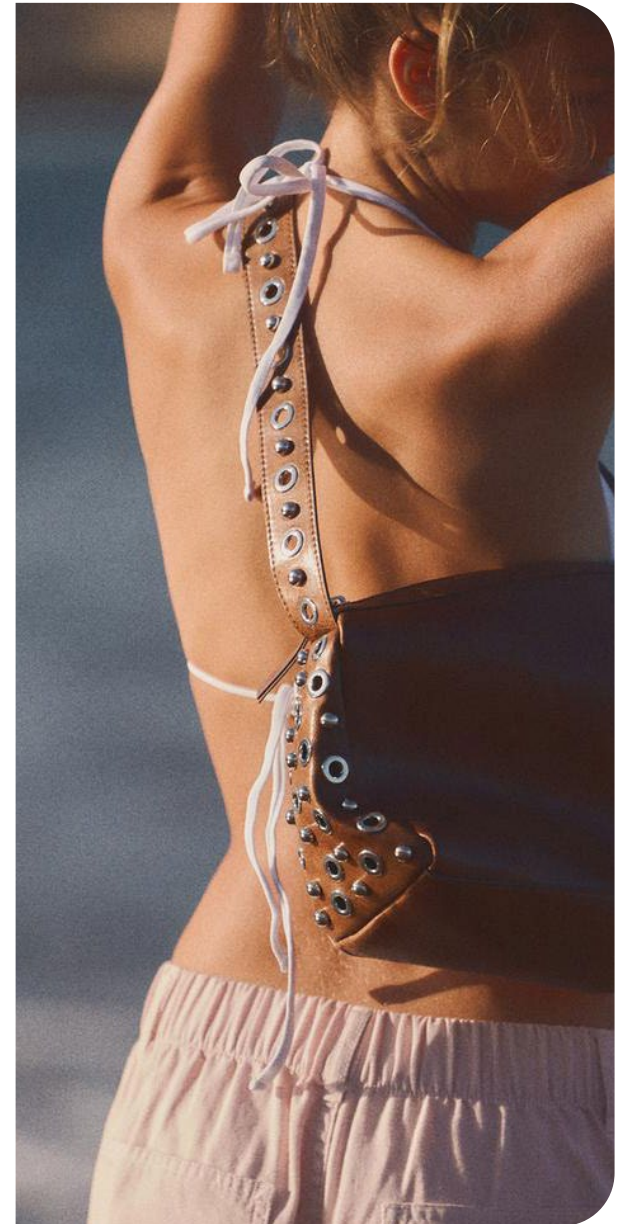


@andiWASHINGTON.jpg



new-york-str-f25-1092.jpg

EYELETS



Zara (3).jpg

BAGS DETAILS & TRIMS

SAFE TREND

+87%
YOY



&Otherstories (3).jpg

BOLD BEADS



zara_1.jpg



mango-40.jpg

STABLE TREND

+12%
YOY



Mango.avif



Parfois (5).webp

FRINGED TAIL



Ulla Johnson.webp

BAGS DETAILS & TRIMS

STABLE TREND

+14%
YOY



paris-hc-str-s25-1184.jpg

DAINTY BOWS



The Reformation (2).webp



Acne.avif

EARLY SIGN

+123%
YOY



The Reformation.webp



Nude Project.webp

RETRO PIPING



Miu Miu.avif

BAGS DETAILS & TRIMS

EARLY SIGN JEWELLED DRAWSTRING

+39%
YOY



Freepeople.webp



iacobella.jpg



Jimmi Choo.jpg

EARLY SIGN



new-york-str-f25-1923.jpg



Zara (2).jpg

COINBAG FRAMES



mango-15.jpg


BAGS ACCESSORIES CHARMS & KEYCHAINS

BIG TREND

PUPPETS

SAFE TREND

BEADS


+28%
YOY



copenhagen-str-f25-016.jpg



copenhagen-str-f25-008.jpg



Kwani.jpg

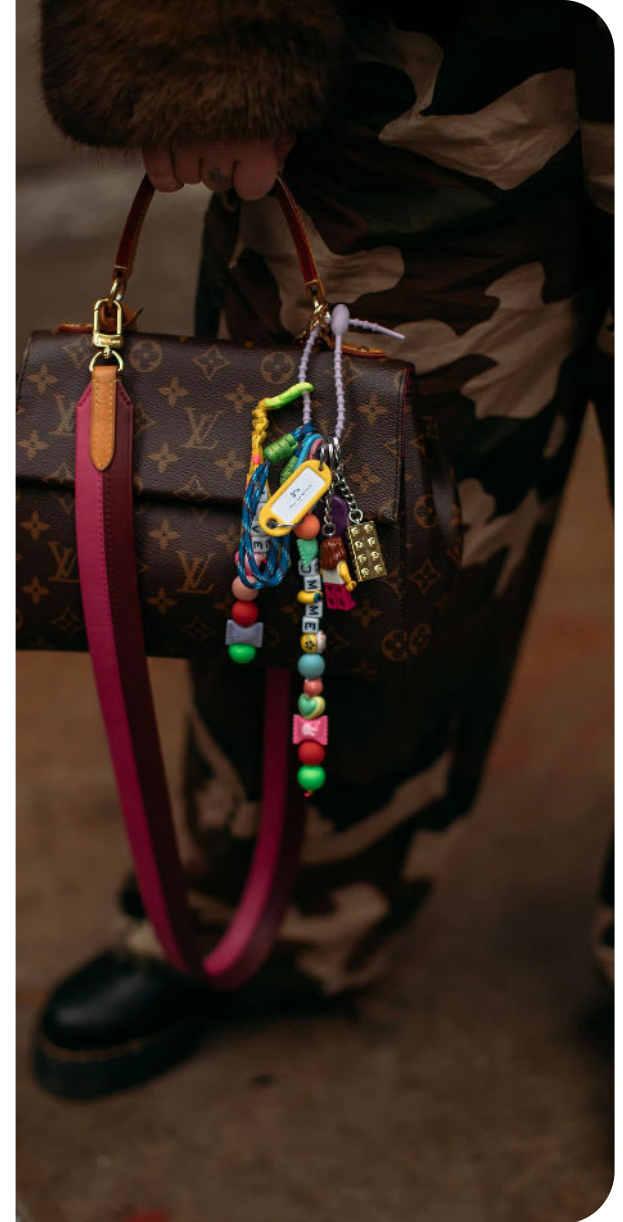

+125%
YOY



Parfois (6).webp



Cos (4).avif



new-york-str-f25-1396.jpg

BAGS ACCESSORIES CHARMS & KEYCHAINS

SAFE TREND

HANGING LOGO

EARLY SIGN

SHOE LACES



new-york-str-f25-1397.jpg



Miu Miu_1.avif



Il camerino.webp



Etro.png



new-york-str-f25-1489.jpg



@vanessbaelkova.jpg

BAGS ACCESSORIES CHARMS & KEYCHAINS

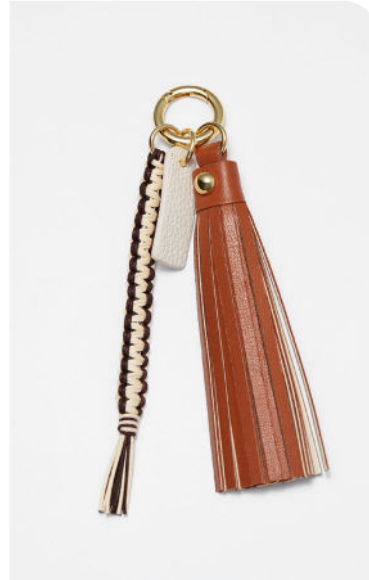
STABLE TREND

CRAFTY TASSELS

+700%
YOY



Parfois (7).webp



&Otherstories.jpg



cos (4)_1.avif

STABLE TREND

RIBBONS & FOULARDS

+400%
YOY



new-york-str-f25-2324.jpg



Parfois.webp



Gemstone.webp

BAGS ACCESSORIES CHARMS & KEYCHAINS

EDGY TREND


+100%
YOY



Freepeople (3).webp

NECKLACED



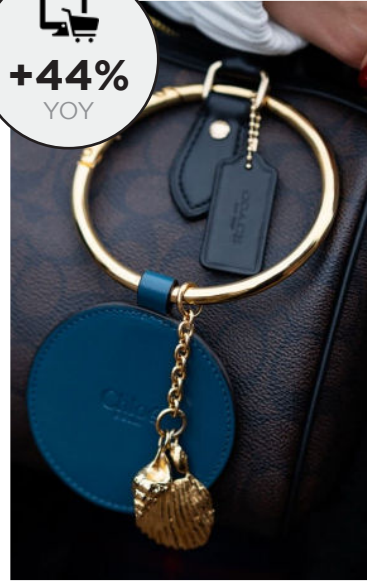
Chloe.avif



Maison Creme.png

EARLY SIGN


+44%
YOY

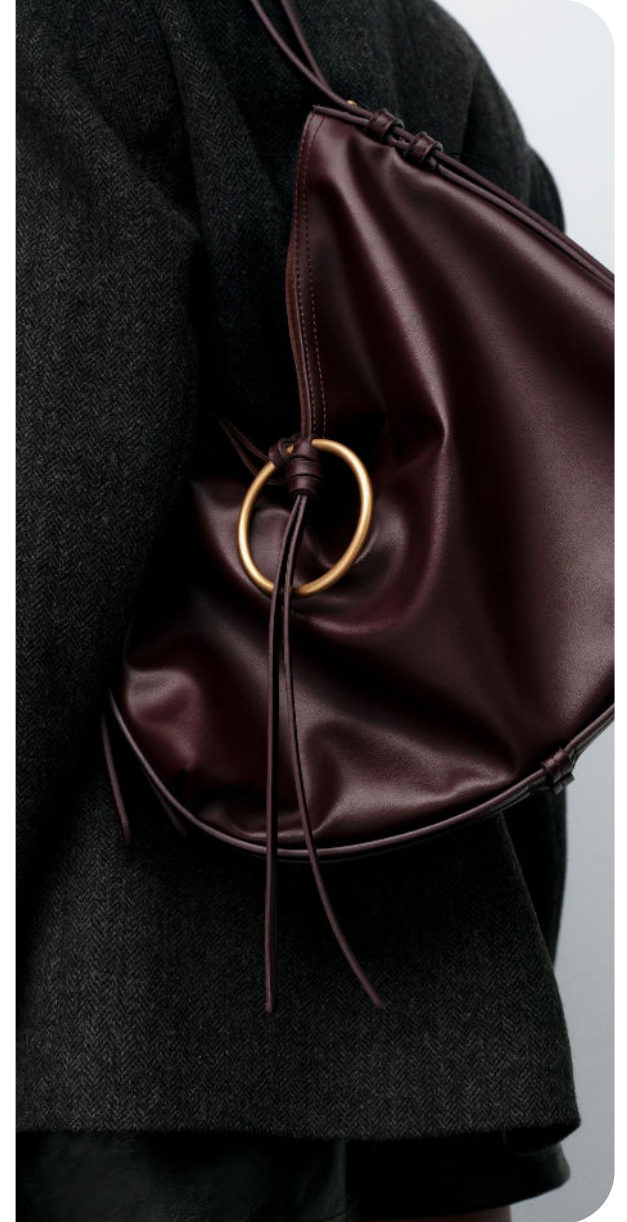


IMG_7541.jpg



@chloe.png

EXTRA-BIG RINGS



Zara.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

THANK YOU!

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