



WOMENSWEAR
SS26 UPDATE
BAGS



LIVETREND

SS26 BAGS UPDATE **INTRODUCTION**



Rosa K.png



Zara_2.jpg



new-york-str-f25-1927.jpg



Fp Collection.webp



UPDATE

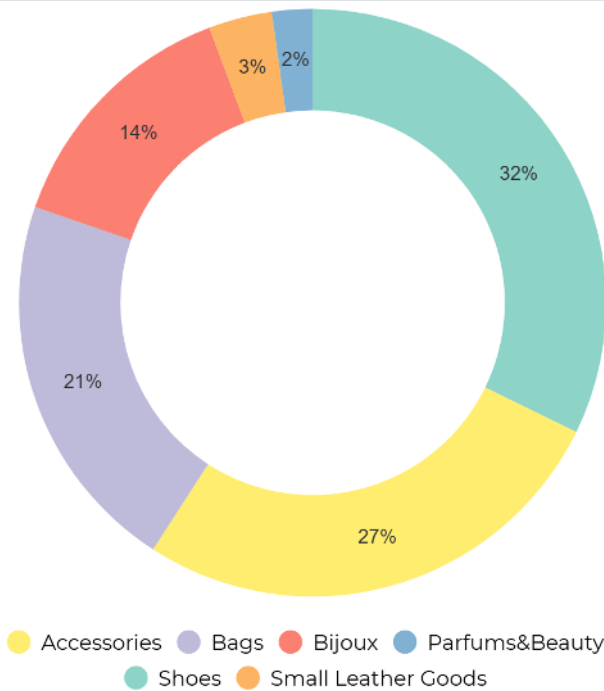
Classy Nostalgia. SS26 bag's spotlight turns to the evolving language of bag shapes, with particular attention on the tote. As a sleek classic, the tote bag continues to anchor assortments with its timeless appeal, yet its true strength lies in its versatility. Designers will reinterpret this staple through retro-inflected forms, elongated cylindrical silhouettes, and folded constructions that flirt with the codes of a clutch—blurring the lines between function and finesse. At the same time, bowling bags are entering a steadier spotlight. Their rounded, structured charm is resonating with a growing audience drawn to refined, vintage-inspired pieces. Parallel to this, a more free-spirited narrative is unfolding: boho shapes are making a bold return, infused with a Texan spirit that leans into hobo crossbodies and reinvented bucket bags. This direction thrives on trims, layered textures, and maximalist details that inject personality and flair, offering a playful contrast to the season's more composed classics.

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

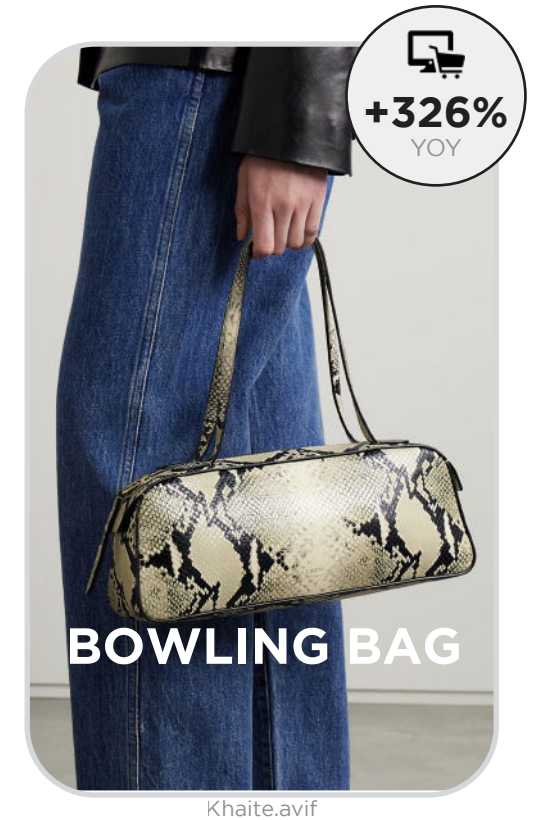
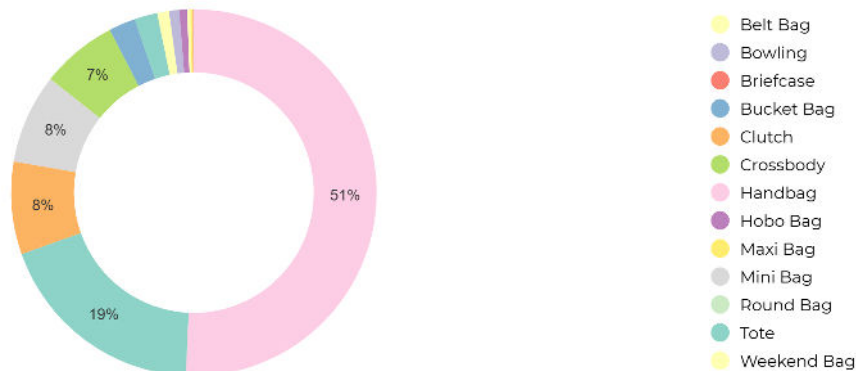
**ACCESS ALL IMAGES
CLICKING HERE**

SS26 BAGS UPDATE **KEY DATA**

ACCESSORIES GLOBAL ASSORTMENT



BAGS SSORTMENT



While tote bags continue to dominate the market, representing 19% of the total assortment and maintaining a steady +18% YoY growth; bowling bags are quietly carving out their space. Still a smaller niche, their recent +326% YoY spike signals a powerful comeback. The renewed attention from major brands has redefined the perception of this retro shape, transforming it into a statement piece. From sleek, minimal versions to bold ones, the bowling bag is being explored across a wide stylistic spectrum. This growing momentum suggests it will continue evolving beyond a passing trend, asserting itself as a key silhouette.

SS26 BAGS UPDATE **MUST-HAVES SPOTLIGHT**



MANIFEST



INVEST



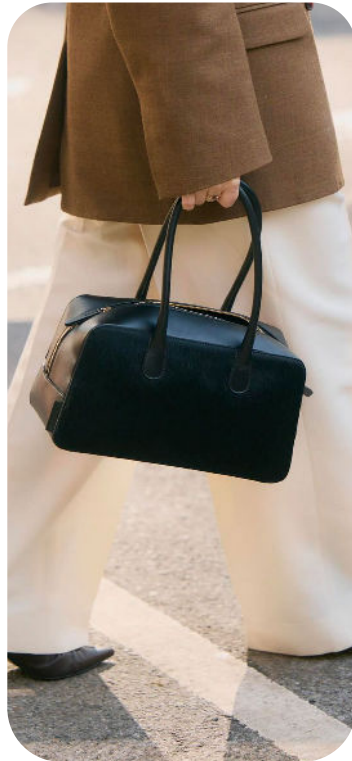
TEST

TRAPEZE TOTE



new-york-str-f25-2466.jpg

DOCTOR HANDALL



new-york-str-f25-2030.jpg

BOWLING BAG



new-york-str-f25-1197.jpg

BUCKET BAG



Bash (2).avif

BEAUTY CASE



paris-m-str-f25-1219.jpg

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.



WOMENSWEAR
BAGS
UPDATE
CORE ITEMS



LIVETREND

BIG TREND

SS26 BAGS THE TRAPEZE TOP HANDLE



Nunoo_1.webp



@_agaa.g.jpg



@mmequeenb.jpg



new-york-str-f25-2466.jpg



luisaviaroma-23.jpg



@ines_rcdd_1.jpg



Tory Burch.webp

BIG TREND

SS26 BAGS THE CITY BELTED

+300%
YOY



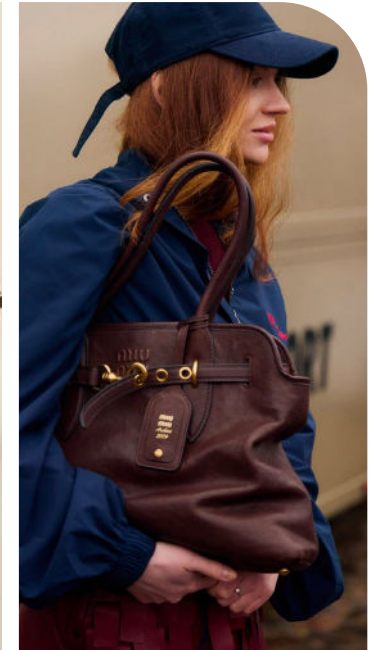
Osoi.jpg



new-york-str-f25-2460.jpg



Manu Atelier.webp



copenhagen-str-f25-025.jpg



@andicsinger.jpg



@iceberg2.png



new-york-str-f25-0091.jpg

BIG TREND

SS26 BAGS THE DOCTOR HOLDALL

WWW
+110%
YOY



Miu Miu.avif



new-york-str-f25-1821.jpg



cos.avif



new-york-str-f25-2030.jpg



prada.avif



Barowt.png



Stella Mc Cartney.avif

BIG TREND

SS26 BAGS THE EAST WEST BOWLING



&OtherStories.jpg



new-york-str-f25-1197.jpg



Depound.png



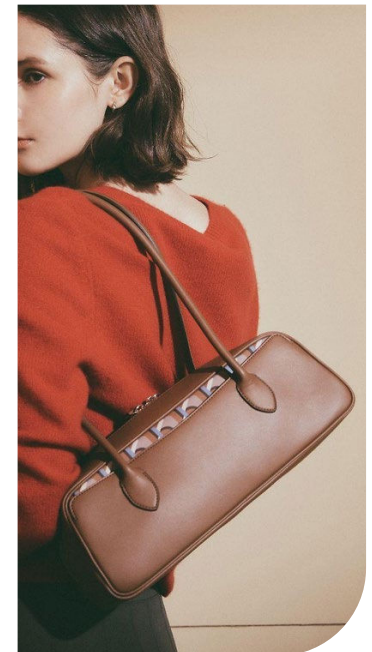
Khaite.avif



Not Knowing.png



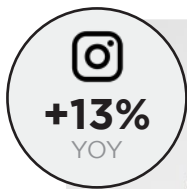
Yuzefi.jpg



Rosa K.png

STABLE TREND

SS26 BAGS THE CHIC CYLINDER



Zara.jpg



new-york-str-f25-2316.jpg



Polene.webp



@sincerelyjules.jpg



Rosa k_1.png



chloe (2).webp



Blow.png

SAFE TREND

SS26 BAGS THE WESTERN HOBO

+1200%
YOY



pull&bear-2.jpg



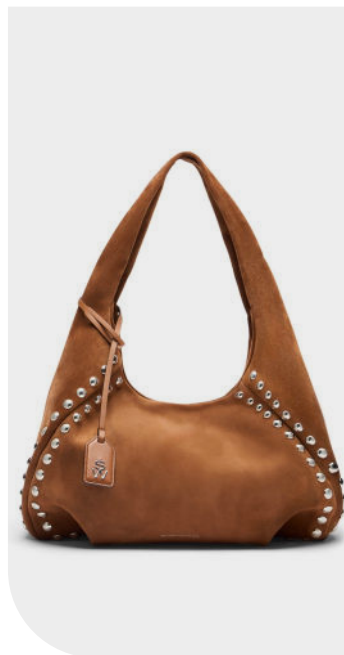
new-york-str-f25-1092.jpg



Silence + noise.webp



MOSCHINO.avif



Stuart Weizmann.webp



Subdued.jpg



Borbonese.webp

LAST CALL

SS26 BAGS THE SHOULDER BOHO



Label Rose.jpg



new-york-str-f25-1581.jpg



Campomaggi.webp



&OtherStories (4).jpg



Zara_1.jpg



Chloe.avif



Fp Collections.webp

STABLE TREND

SS26 BAGS **THE MULTI-POCKET**



Nunoo.webp



Freepeople.webp



Chloe.webp



We The Free (2).webp



@haakimsdm.jpg



Fp Collection.webp



Zara.avif

EARLY SIGN

SS26 BAGS **THE NEO BUCKET**



Jummy Choo.webp



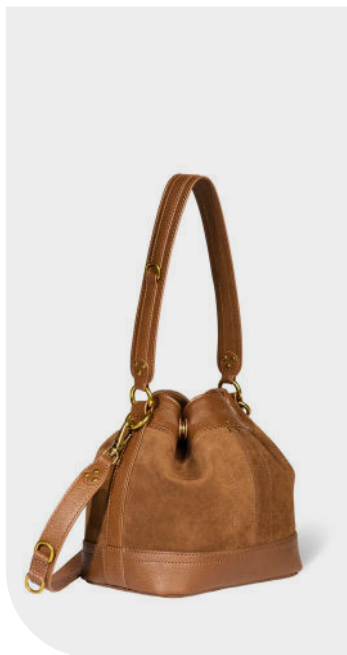
Zara_2.jpg



The Moire.webp



The Reformation.webp



Jerome Dreyfus.webp



Bash (2).avif



Parfois.webp

EARLY SIGN

SS26 SMALL BAGS **THE MINI BASKET**



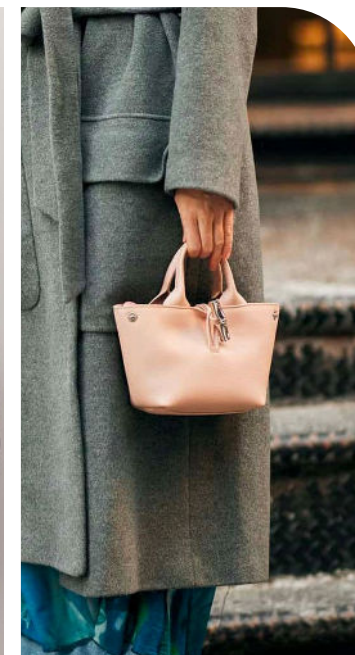
Cala.jpg



new-york-str-f25-1186.jpg



La Abonne.jpg



new-york-str-f25-1958.jpg



Parfois_1.webp



Nunee.png



Oland.webp



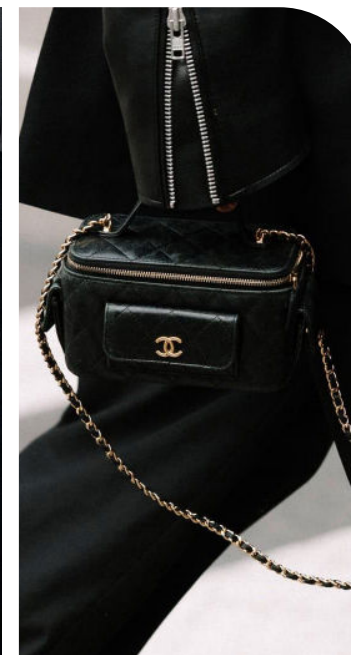
Gucci.avif



@laurentiby.jpg



paris-hc-str-s25-0708.jpg



new-york-str-f25-0791.jpg



@mileska_02.jpg



paris-m-str-f25-1219.jpg



paris-m-str-f25-1776.jpg

SS26 BAGS

EDGY TREND

THE STORE SHOPPER

STABLE TREND

THE EXTRASOFT TOTE



Miyake 21.jpg



@cestclau_2.jpg



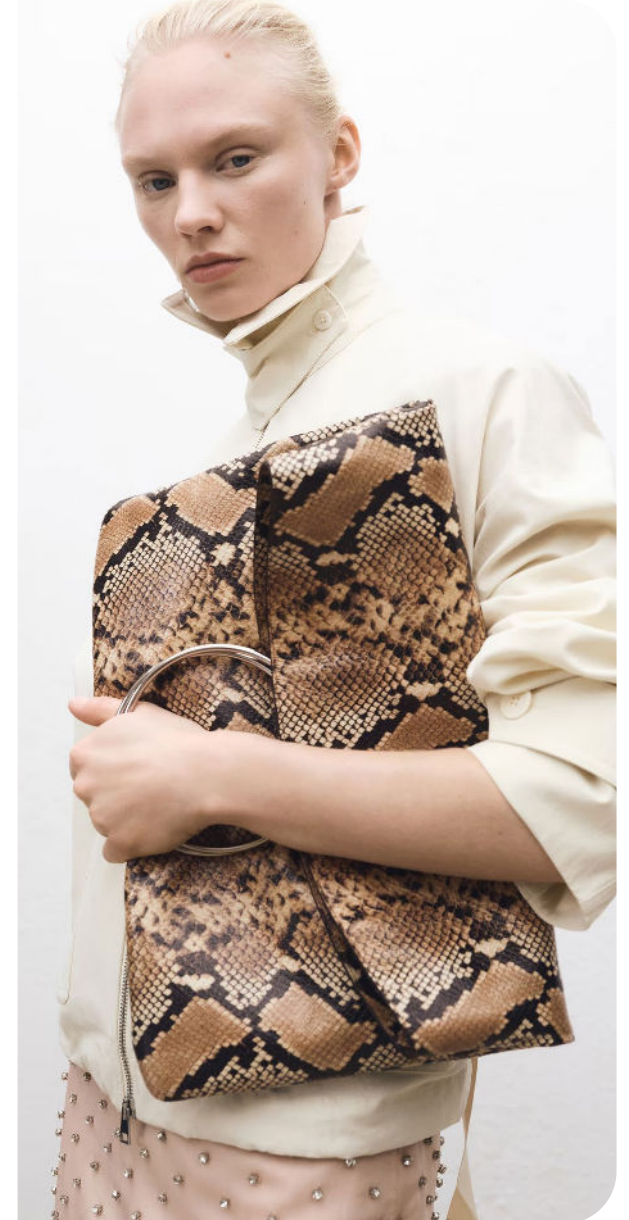
balenciaga.jpg



@_ninovaa.jpg



@emilisindlev.jpg



Mango.avif

SS26 BAGS

SAFE TREND

THE SOFT POUCH

EARLY SIGN

THE HANCKERCHIEF

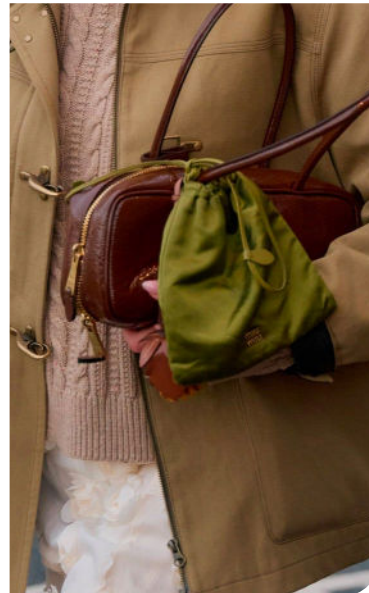
WWW
+180%
YOY



miu0259044_pin_01.jpg



Salad Bowls.png



copenhagen-str-f25-141.jpg

WWW
+400%
YOY



bottega.jpg



proenza.jpg



francoise.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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