

Key Items Fashion: Men's Bags A/W 25/26

Prioritise wearability with intentional newness that amplifies contemporary details and refreshed shapes for classic styles

Sadie Perry
04.23.24 - 4 minutes



@berluti



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WGSN Original CADs/Flats



Fashion Week Streets



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@coperni

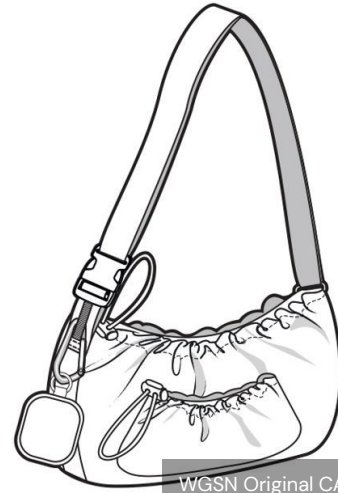
The Robust Luxury tote

Why is it key? Our Robust Luxury theme speaks to the desire for Long-Term Lifespans and intentional design, key for the #TravelFriendly #EverydayTote.

Design details: adaptable as a structured or unstructured shape, prioritise a medium-to-large east-west silhouette in timeless refreshed neutrals. Add subtle #ReworkedClassics details, including distressed finishes, 3D piping, recycled #MetalHardware, #Beltification buckle straps, or #MaterialMix pockets, panels and linings for visual and tactile interest. Develop with high-quality responsible leathers, alternative non-leathers or low-impact PU.



@trendtvision



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Lemaire



@quadrocreations



@nofaithstudios

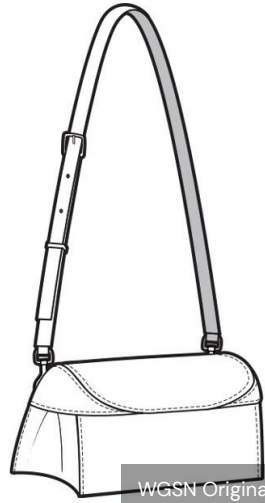
The utility shoulder bag

Why is it key? #Utility references are a perennial for menswear, continuing to build momentum on the Feed in various iterations, including #ElevatedUtility, #SoftUtility and within technical #ProtectiveDesign. This season's medium-sized shoulder structures complement our nocturnal Night Vision theme.

Design details: embrace distressed texture – including cracked or eroded finishes – across a wide range of materials like responsible leathers, alternative non-leathers or low-impact PU. For textiles, opt for canvas or washed #Denim, prioritising recycled or responsibly sourced cotton and bast fibres such as hemp. Add camo prints, toggle drawstrings, #Ruching and #LaceUp details. Build in #AddOnAccessories that can be clipped on and off, including mini #ModularPockets and keyholders. Ensure straps are adjustable so the bag can be worn over the shoulder or cross-body. Opt for soft utility shades, #Neutrals or green tones.



Camille Fournet



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Mulberry x Paul Smith



Marni

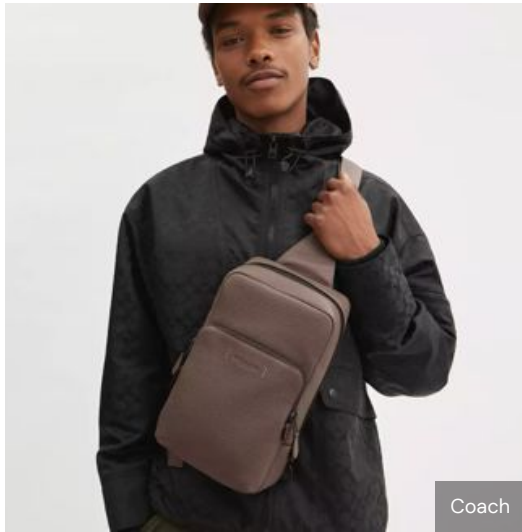


Jil Sander

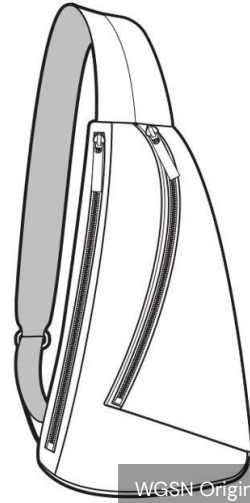
The Playful Minimalism crossbody

Why is it key? WGSN's Playful Minimalism merges the previous season's Bold Minimalism and Elevated Everyday themes, taking core silhouettes and injecting fashion newness via interesting and unexpected details or colours, that offer a stepping stone away from plain minimalism.

Design details: develop a structured small- to medium-scale silhouette and uplift the staple #CrossBodyBag with bright tones, bold #ColourBlocking, geometric shapes and contrast panels that can rejuvenate a front-flap design. Choose responsible leathers, alternative non-leathers or low-impact PU, and reduce hardware; #MonoMaterial closures and lidded styles enhance the value of colour and keep the focus strictly on the silhouette.



Coach



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Prada



Loewe

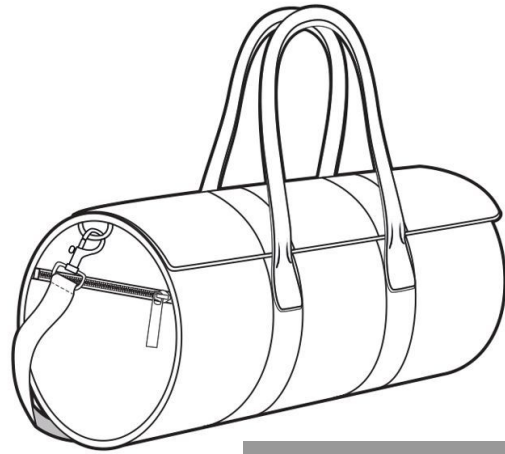
The refined sling

Why is it key? Aligning with minimal Unfinished Article and New Angularity themes, the consumer appetite for clean lines and literal structures translates into simplified and casual high-quality designs that can be worn every day and that complement Subverted Officewear.

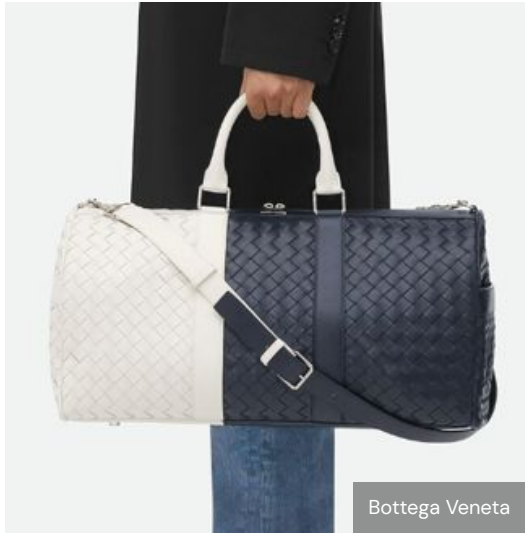
Design details: evolve S/S 25's utilitarian sling bag with a #SmartenUp approach via #MonoMaterial soft or structured responsible leathers, alternative non-leathers or low-impact PU. In line with circularity principles, keep hardware to a minimum, use the same fabrications for ease of recycling, and stick to a tight palette of cool long-term neutrals. Focus on a small to medium silhouette with an adjustable strap for ease of wear across the body, and include outer compartments.



Kenzo



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Bottega Veneta



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Fiorucci

The barrel holdall

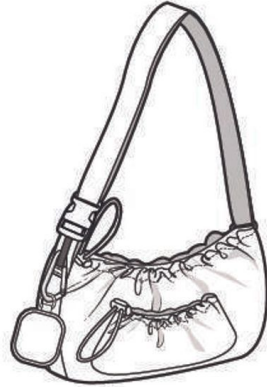
Why is it key? With [#TravelFriendly](#) accessories a continued priority, holdall weekender styles were key on the [A/W 24/25 catwalks](#) and are ripe for fashion-focused development as we continue to track [#ReworkedClassics](#).

Design details: an exaggerated and structured rounded barrel profile adds a point of differentiation. Use [responsible leathers](#), [leather alternatives](#) or fabrications, including [recycled nylon](#) or cotton, to promote [Robust Luxury](#). Create cushioned [#SoftVolume](#) constructions via [Pillow Padding](#), and consider [#ColourBlocking](#) details, [Oversized Croc](#) or [#Branding](#). Add a detachable strap for versatility, and include outer zipped pockets for easy access to essentials.

Range plan



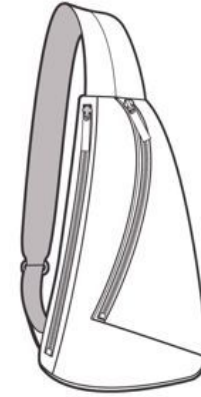
Robust Luxury tote



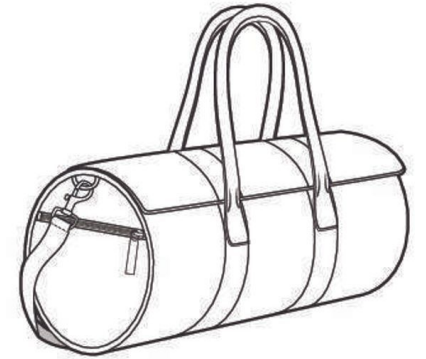
Utility shoulder bag



Playful Minimalism
crossbody



Refined sling



Barrell holdall

Action points

1

Cater to flexible lifestyles through large-scale practicality

Pivot to upscaled #TravelFriendly bags, including the tote and holdall, via longevity-driven new and exciting fashion-focused shapes. These will refresh assortments dominated by small- to medium-scale silhouettes

2

Incite purchase via elevated details

As the desire for practical #ReworkedClassics continues, refresh silhouettes such as the sling, cross-body or shoulder bag with intentional design features, playful colours or multi-value #AddOnAccessories

3

Continue to invest in sustainable materials

For bags, this means paring back or using recycled #MetalHardware and prioritising responsible leather, alternative non-leathers, low-impact PU or surplus fabrics, alongside a continued focus on clean lines and an absence of logos