

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

Longevity combined with trend-led details set the tone for a mix of structured and slouchy shapes that balance practicality and newness

Sadie Perry  
04.23.24 - 4 minutes





@louloustudio\_paris



WGSN Original CADs/Flats



@lemaire\_official



Brandon Maxwell



Chloé

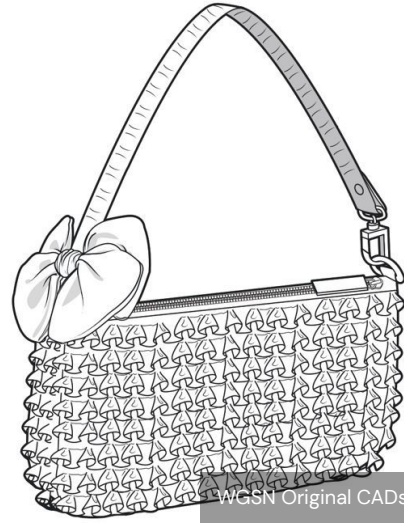
## The #SlouchyShoulderBag

**Why is it key?** Trending on recent catwalks and highlighting the move towards larger unstructured shapes, the #SlouchyShoulderBag is essential for Robust Luxury due to its practical carry-all qualities that provide ample storage.

**Design details:** focus on a pared-back and simple rounded slouchy silhouette, adding recycled #MetalHardware that will differentiate the design from core styles. Choose from Delicate Chains, toned-down #Beltification or #KnottedDetail features. Ensure investment appeal via high-quality materials such as plain, subtle metallic or Oversized Croc responsible leathers, leather alternatives and lower-impact non-leathers, including #Satin. For colour, stick to the classics by exploring foundational neutrals and deep Cherry Lacquer.



@roomshop



WGSN Original CADs/Flats



@poppylissiman



@sandyliang



@operasport\_\_

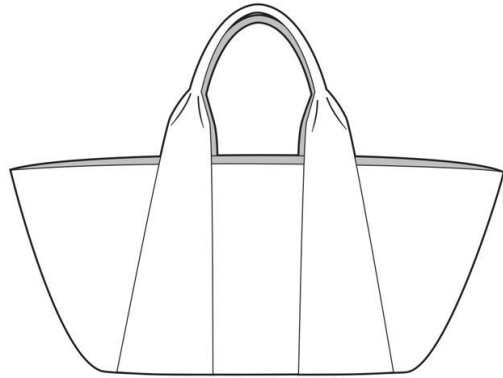
## The Girl-itude fabric bag

**Why is it key?** Aligning with WGSN's Girl-itude and nodding to #PrettyExtravaganza and #Y2K Feed trends, fabric bags are updated through ultra-feminine exaggerated details and styled with contrasting edgy and casual looks to explore our Rebellious Resistance STEPIC Innovation.

**Design details:** focus on small-to-medium scale noughties-inspired baguette shoulder styles in responsible fabrics such as recycled PET and FSC-certified cellulosic-based #Satin, #Lace, #Velvet and responsible silk. Incorporate #PrettyFeminine details, including #Ruching, #StatementBows, #Ruffles, multiple #FeminineFrills or modular #Corsages. Consider how you can use surplus or vintage fabrics and ribbons for #DeadstockDesign details. Choose soft pinks, black or red tones.



@maisongee



WGSN Original CADs/Flats



Yuzefi



@sourceunknown\_official



Phoebe Philo

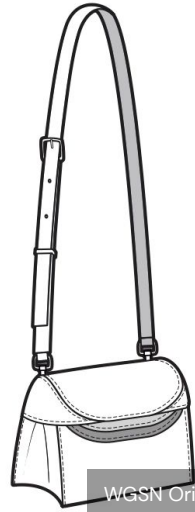
## The #OversizedTote

**Why is it key?** A Fashion Feed favourite, the #OversizedTote scores points for practicality while retaining a fashion-forward aesthetic through XL #TravelFriendly proportions and sculptural shapes that offer Robust Luxury.

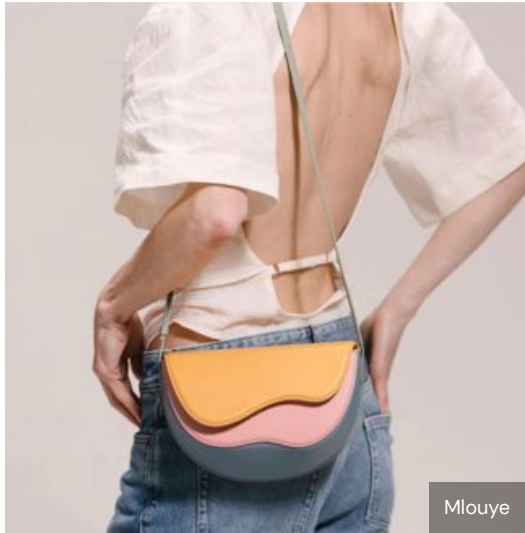
**Design details:** opt for a #ReworkedClassics silhouette with an exaggerated east-west shape that can work for both architecturally structured and unstructured styles. Draw attention to the scale through classic or trending colours, including Nocturnal darks or monotone refreshed neutrals. Add details such as #Fringing, #MaterialMix or Oversized Croc panels for visual and tactile interest. Develop with responsible leathers, alternative non-leathers or low-impact PU.



@audetteofficial



WGSN Original CADs/Flats



Mlouye



@mulberryengland



Camille Fournet

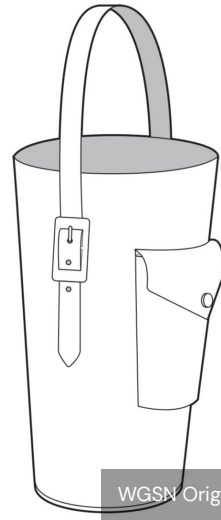
## The Playful Minimalism crossbody

**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 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 or #Asymmetric features that can rejuvenate a front-flap design. Consider repurposing deadstock into minimally constructed patchwork in responsible leathers, alternative non-leathers or low-impact PU. For hardware, add recycled sculptural buckles and fastenings or stick to #MonoMaterial to enhance the value of colour and keep the focus strictly on the silhouette.



Louis Vuitton



WGSN Original CADs/Flats



By Malene Birger



@gohar.world



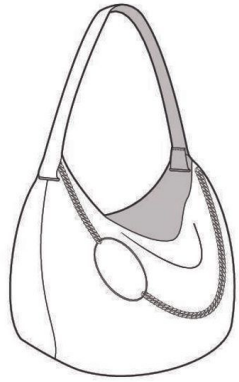
@jandmdavidson

## The elongated bucket

**Why is it key?** As we continue to track [#ReworkedClassics](#), the [#BucketBag](#) is reinvented with a single top-handle strap that can be styled as part of [Subverted Officewear](#) looks while retaining a [longevity-focused](#) approach to design.

**Design details:** develop a slightly tapered medium-sized north-west structured style prioritising [responsible leather](#), [alternative non-leathers](#) or low-impact PU. Explore plain panels combined with prints including stripes and refreshed [#Checkerboard](#). Add [#Beltification](#) recycled buckles for strap details, and consider an outer pocket for additional storage and ease of reaching essentials.

## Range plan



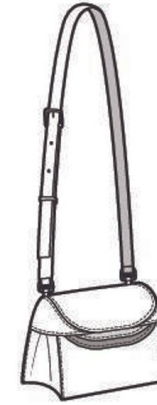
#SlouchyShoulderBag



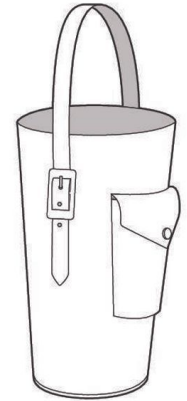
Girl-itude fabric bag



#OversizedTote



Playful Minimalism  
crossbody



Elongated bucket

## Action points

# 1

### Rework classics through scale and detail

As consumers look to bags to revitalise their outfits, add a twist on familiar styles including XL proportions for the classic tote bag, geometric details on the crossbody, or an elongated take on the bucket bag. We are expecting a trickle-down effect for larger bags as influencer brands prioritise upscaled styles that are ripe for Chaotic customisation. Move from smaller to roomier, practical designs prioritising lighter materials

# 2

### Shoulder bags are the must-have silhouette

In line with Collection Review data, the shoulder bag is on the increase, up 12.1ppt in the UK and 9.4ppt in the US. Ensure to include both slouchy and noughties-inspired styles to appeal to a wide age demographic, using fashion-led Girl-itude or Robust Luxury details to engage consumers

# 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