

Top Handbag Trends

Spring / Summer 2025

Commercial Trend Report for Retailers, Fashion Brands and Buying Teams

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Executive Summary

Spring/Summer 2025 marked a decisive shift away from purely decorative handbags toward products combining design relevance with everyday utility.

The strongest runway and retail signals centred on:

- Large practical bags
- East-west silhouettes
- Doctor and bowling bags
- Soft slouchy shapes
- Suede and tactile leather
- Bucket bags
- Natural woven materials
- Fringe and movement
- Pastel colour accents
- Personalised and novelty details

Practicality was the dominant theme. Vogue identified large totes, doctor-style bags, suede and elongated east-west silhouettes among the season's defining directions, while other fashion reports reinforced demand for bucket bags, slouchy shapes, fringe, natural textures and soft seasonal colour.

For retailers, the commercial lesson was not to select one trend and build an entire range around it. The strongest assortments balanced:

- Dependable commercial shapes
- Seasonal colour
- Tactile materials
- Functional capacity
- A small number of directional products

The season rewarded handbags that felt useful, familiar and desirable at the same time.

1. The Return of the Large Everyday Bag

Trend Direction

Large bags returned as serious fashion products rather than purely functional carryalls.

Designers presented:

- Oversized totes
- Work bags
- Soft holdalls
- Large shoulder bags
- Structured carryalls
- Doctor-style bags

The key distinction was refinement. These were not basic utility totes. They featured better proportions, elevated leather, intentional hardware and strong silhouettes.

Vogue highlighted practicality as the central Spring 2025 handbag theme, with large totes and doctor-inspired forms appearing at Miu Miu, Jil Sander, Hermès and The Row.

Why It Mattered

Consumers increasingly expected one bag to work across several occasions:

- Commuting
- Office
- Travel
- Shopping
- Everyday use
- Weekend activity

A larger bag justified its purchase through usefulness while retaining fashion credibility.

Commercial Recommendation

Large bags should have represented a meaningful share of the core assortment, particularly for:

- Department stores
- Office-focused fashion retailers
- Premium marketplaces
- Lifestyle brands
- Travel-related collections

Ideal Product Features

- Comfortable shoulder or top handles
- Secure closure
- Internal organisation
- Laptop or document capacity
- Lightweight construction
- Strong base
- Neutral commercial colours

Priority Colours

- Black
 - Chocolate brown
 - Tan
 - Taupe
 - Cream
 - Burgundy
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2. East-West Silhouettes

Trend Direction

The east-west handbag became one of the most recognisable shapes of the season.

The silhouette is:

- Horizontally elongated
- Slim or moderately structured
- Designed to sit under the arm
- Often minimal in decoration
- Visually modern without appearing excessively experimental

Alaïa's Le Teckel helped accelerate the trend, while brands including Khaite, Versace and Prada incorporated elongated horizontal proportions into their Spring 2025 collections.

Why It Mattered

The east-west shape offered retailers a directional product that remained understandable to the customer.

It felt:

- New
- Elegant
- Easy to style

- Suitable for day or evening
- Compatible with both minimalist and fashion-led brands

Commercial Recommendation

This shape worked best as a controlled fashion investment rather than the majority of a collection.

Best Applications

- Shoulder bags
- Slim top-handle bags
- Evening bags
- Structured leather bags
- Compact work bags

Buying Risk

Very narrow formats can sacrifice capacity. Retailers should ensure that commercial versions remain functional enough for everyday essentials.

3. Doctor and Bowling Bags

Trend Direction

Structured doctor and bowling bags re-emerged through:

- Rounded top lines
- Wide zip openings
- Short handles
- Strong bases
- Generous capacity
- Vintage-inspired proportions

The form connected practicality with a recognisable luxury silhouette.

Doctor-style bags were among the key practical handbag directions identified on the Spring 2025 runways.

Why It Mattered

This category offered several commercial benefits:

- Strong visual identity
- High perceived value
- Good functionality
- Broad age appeal

- Natural fit with leather
- Easy transition between office and leisure

Commercial Recommendation

Doctor and bowling bags were especially relevant for premium-accessible collections.

Recommended Range Architecture

- Compact fashion version
- Medium everyday version
- Large work or travel version

Best Materials

- Smooth leather
- Pebbled leather
- Vintage-effect leather
- Suede
- Croc-embossed leather

4. Soft and Slouchy Bags

Trend Direction

Not all Spring/Summer 2025 bags were structured.

Soft, relaxed bags also gained importance through:

- Slouchy shoulder bags
- Unstructured totes
- Folded leather bags
- Soft hobo shapes
- Supple pouches

Vogue's broader Spring/Summer 2025 silhouette analysis identified both east-west and slouchy handbags as important new-season forms. Vogue Scandinavia also highlighted slouchy bags among the season's main handbag trends.

Why It Mattered

Soft shapes communicated:

- Ease
- Informality

- Tactile luxury
- Everyday comfort
- A less rigid approach to premium fashion

They also worked well with the broader return of bohemian and relaxed styling.

Commercial Recommendation

The strongest commercial versions required enough internal structure to avoid appearing shapeless.

Important Design Details

- Reinforced handles
- Strong lining
- Magnetic or zipped closure
- Controlled draping
- Detachable shoulder strap
- Interior pocketing

5. Suede and Tactile Leather

Trend Direction

Suede remained highly visible despite its practical limitations.

Its appeal came from:

- Soft texture
- Vintage character
- Rich colour depth
- Bohemian associations
- Premium appearance

Vogue identified suede as a continuing Spring 2025 handbag direction, while Vogue Scandinavia highlighted suede totes among the season's major styles.

Why It Mattered

After several seasons dominated by clean minimalism, tactile materials gave handbags greater emotional and visual richness.

Commercial Recommendation

Suede should have been treated as a selective fashion material rather than a universal core offer.

Best Categories

- Shoulder bags
- Hobo bags
- Totes
- Bucket bags
- Fringe bags
- Compact crossbody bags

Best Colours

- Chocolate
- Tobacco
- Camel
- Burgundy
- Olive
- Black

Buying Risk

Suede is sensitive to:

- Water
- Staining
- Colour transfer
- Surface damage

Clear care instructions and proper packaging are essential.

6. Bucket Bags

Trend Direction

The bucket bag returned across both structured and relaxed interpretations.

Versions included:

- Drawstring leather bags
- Compact shoulder buckets
- Large soft buckets
- Woven summer buckets
- Minimal cylindrical forms

Bucket bags were included among the major Spring 2025 handbag directions identified by both Vogue Scandinavia and Elle.

Why It Mattered

The bucket shape offered:

- Recognisable design
- Useful capacity
- Casual versatility
- Easy material adaptation
- Cross-season relevance

Commercial Recommendation

This was one of the safest fashion shapes for retailers because it could be interpreted across several price levels.

Commercial Versions

- Leather everyday bucket
 - Mini fashion bucket
 - Woven summer bucket
 - Suede bohemian bucket
 - Structured office bucket
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7. Woven Leather, Raffia and Crochet

Trend Direction

Natural texture became especially important for summer.

Key materials included:

- Raffia
- Crochet
- Mesh
- Canvas
- Woven leather
- Rope and macramé effects

Harper's Bazaar identified raffia, mesh, canvas, crochet and woven leather as defining Summer 2025 handbag materials, noting that these familiar seasonal categories were being elevated through better shapes and more sophisticated execution.

Why It Mattered

These materials connected handbags with:

- Travel
- Resort
- Warm weather
- Coastal styling
- Craftsmanship
- Relaxed luxury

Commercial Recommendation

The opportunity was to move beyond basic beach bags.

Retailers should have prioritised:

- Leather-trimmed raffia
- Structured woven shapes
- Refined neutral colourways
- Better handles and closures
- City-to-resort versatility

Buying Risk

Highly seasonal products require controlled quantities and timely delivery.

Late summer deliveries sharply reduce full-price selling potential.

8. Fringe and Movement

Trend Direction

Fringe introduced motion and bohemian character.

It appeared across:

- Shoulder bags
- Suede bags
- Crossbody bags
- Evening styles
- Decorative statement bags

Elle and Harper's Bazaar both identified fringe as an important Spring/Summer 2025 accessory direction.

Why It Mattered

Fringe created immediate visual impact and gave familiar shapes a seasonal update.

Commercial Recommendation

Use fringe selectively.

The best commercial approach was:

- One or two fringe styles per capsule
- Neutral colours
- Controlled fringe length
- Simple base silhouettes
- Strong photography and styling

Excessive fringe risks becoming costume-like and can reduce product longevity.

9. Pastel Colour

Trend Direction

Pastel handbags became one of Spring 2025's clearest colour stories.

Important shades included:

- Ballet pink
- Butter yellow
- Pistachio green
- Sky blue
- Soft lavender
- Cream

Harper's Bazaar reported strong runway visibility for ballet pink, butter yellow and pistachio, while its colour analysis also identified sky blue and saddle brown as important handbag shades.

Why It Mattered

Handbags provided customers with an accessible way to adopt colour without changing an entire wardrobe.

Pastels worked particularly well on:

- Structured bags

- East-west bags
- Mini bags
- Shoulder bags
- Woven designs

Commercial Recommendation

Seasonal colours should complement—not replace—the neutral core.

Suggested Colour Mix

- 60–70% commercial neutrals
- 20–30% seasonal soft colours
- 5–10% stronger fashion colour

Safest Seasonal Choices

- Butter yellow
 - Pale blue
 - Soft pink
 - Pistachio
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10. Black Remained Commercially Essential

Trend Direction

Despite the seasonal focus on colour, black handbags remained highly relevant.

Marie Claire's Spring/Summer 2025 accessories report identified black handbags across formats ranging from oversized styles to crossbody bags and suede backpacks.

Why It Mattered

Black remained the foundation of handbag sales because it offers:

- Year-round relevance
- Low styling risk
- Strong perceived value
- High wardrobe compatibility
- Broad geographic appeal

Commercial Recommendation

Retailers should not interpret trend reports as a reason to reduce black too aggressively.

The correct strategy was to refresh black through:

- New silhouettes
 - Texture
 - Hardware
 - Proportion
 - Construction
 - Strap design
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11. Mini Bags and Novelty Pieces

Trend Direction

Spring 2025 also embraced playful accessories and conversation pieces.

Examples included:

- Miniature bags
- Novelty shapes
- Decorative clutches
- Sculptural objects
- Charm-heavy styles
- Highly expressive materials

Elle described the season as an “age of accessories,” highlighting novelty designs and a growing consumer desire for individuality in response to visual homogeneity online.

Why It Mattered

These pieces generated:

- Social-media visibility
- Editorial interest
- Window-display impact
- Impulse purchases
- Brand personality

Commercial Recommendation

Novelty should be used as a marketing layer, not the foundation of the range.

Recommended Share

Approximately 5–10% of the assortment, depending on customer profile.

12. Bag Personalisation and Charms

Trend Direction

Bag charms, tags, chains and decorative add-ons supported a broader move toward personalisation.

This gave customers the opportunity to make a relatively familiar bag feel individual.

Commercial Opportunity

Retailers could use personalisation to:

- Increase average order value
- Create gift opportunities
- Refresh existing handbag inventory
- Encourage repeat purchases
- Support social-media content

Recommended Add-Ons

- Leather initials
- Mini pouches
- Tassels
- Chains
- Key charms
- Scarves
- Detachable straps

The Spring/Summer 2025 Commercial Assortment

A balanced seasonal handbag range could have followed this structure:

Category	Suggested Share
Core totes and work bags	20%
Shoulder and east-west bags	18%
Crossbody bags	15%
Doctor and bowling bags	12%
Bucket and hobo bags	10%

Category	Suggested Share
Natural and woven summer bags	10%
Small and evening bags	8%
Novelty and statement styles	7%

This structure should always be adapted to customer history, market, price point and distribution channel.

Colour Architecture

Core Colours

- Black
- Tan
- Chocolate
- Taupe
- Cream

Seasonal Commercial Colours

- Butter yellow
- Ballet pink
- Sky blue
- Pistachio
- Burgundy

Directional Accents

- Metallic silver
 - Bright red
 - Orange
 - Marine blue
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Material Architecture

Core

- Smooth leather
- Pebbled leather
- Saffiano-effect leather
- Soft grain leather

Seasonal

- Suede
 - Woven leather
 - Raffia
 - Canvas
 - Crochet
 - Metallic finishes
-

Products to Approach Carefully

Very Small Mini Bags

Strong visual appeal, but limited functionality.

Highly Delicate Light Suede

Higher risk of staining, returns and complaints.

Excessive Fringe

Can become visually dated quickly.

Highly Seasonal Raffia

Requires early delivery and disciplined buying.

Narrow East-West Bags

The silhouette must remain functional enough for customer essentials.

Extreme Novelty Designs

Useful for marketing, but difficult to scale.

Key Recommendations for Buyers

1. Lead With Function

Practicality was the strongest underlying Spring/Summer 2025 direction.

2. Use Trend Through Shape

East-west, doctor and bucket bags created freshness without relying on excessive decoration.

3. Protect the Neutral Core

Black, brown, tan and cream remained essential commercial colours.

4. Add Seasonal Colour Selectively

Pastels were strongest as accents within a broader neutral assortment.

5. Control Seasonal Material Risk

Suede, raffia and crochet require careful quantity and delivery planning.

6. Buy Directional Styles in Smaller Depth

Test novelty, fringe and extreme proportions before committing to volume.

7. Build Reorder Capability

The ability to replenish proven winners is more valuable than launching an oversized initial collection.

Store Brands VIP Perspective

Spring/Summer 2025 confirmed that retailers do not need more undifferentiated handbags.

They need collections that combine:

- Commercial function
- Current silhouettes
- Strong material quality
- Seasonal relevance
- Reliable delivery
- Controlled inventory risk

Store Brands VIP supports retailers and fashion brands through:

- Curated existing collections
- Private-label branding
- Italian leather manufacturing
- Seasonal colour adaptation

- Flexible order quantities
- Production in selected cases within three weeks
- International shipping and delivery coordination

Our approach is to identify the strongest commercial trends and translate them into products suitable for the customer's market, price architecture and distribution model.

Final Outlook

The defining Spring/Summer 2025 handbag was neither purely minimal nor purely decorative.

It combined:

- Familiarity with freshness
- Utility with design
- Texture with commercial colour
- Fashion relevance with daily usability

The strongest product strategies were those that used trend as a buying tool—not as a reason to abandon commercial discipline.

The objective is not to follow every trend. It is to identify the trends most likely to strengthen your customer proposition, sell-through and margin.

Build Your Next Accessories Collection

Store Brands VIP helps retailers, fashion brands and marketplaces translate seasonal handbag trends into commercially relevant collections.

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