



ACCESSORIES ON THE RUNWAY

TAGWALK
THE FASHION SEARCH ENGINE

INTRODUCTION

TAGWALK REFERENCES PACKSHOT ACCESSORIES IN A DEDICATED SECTION AND FOR THE LAST FEW SEASONS, TAGWALK ADDITIONALLY BEGAN TO REFERENCE THE ACCESSORIES ON THE RUNWAY PICTURES ALSO.

LUXURY BRANDS HAVE **TIMELESS AND CULT ACCESSORIES**, FROM WHICH CUSTOMERS IDENTIFY THE BRAND'S DNA AND KNOW THE PIECE'S NAMES.

TAGWALK HAS ANALYSED ITS DATA TO UNDERSTAND WHAT HAS BEEN DONE THE MOST, WHAT IS NICHE, AND WHAT IS GOING UP.

AGENDA

● RUNWAY AND DATA

SHOES, BAGS, COLOURS OF BAGS, HEAD ACCESSORIES

TRENDS EVOLUTION

FURTHER INSIGHTS

● SELECTED TRENDS OF THE SEASON

SHOES

BAGS

JEWELLERY

OTHER ACCESSORIES



CHAPTER I RUNWAY & DATA

SHOES

BOOTS
32,9%

POINTY
SHOES
22,6%

KNEE-HIGH
BOOTS
17,1%

PLATFORM
9,7%

SANDALS
9,5%

BAGS

LEATHER
BAG
12,6%



MINI BAG
10%



SHOULDER
BAG
7%



CLUTCH
6%



BELT BAG
0,8%



COLOURS OF BAGS

BLACK BAG

8,8%



WHITE BAG

1,5%



RED BAG

1,3%



BLUE BAG

1,3%



BROWN BAG

1,3%



HEAD ACCESSORIES



HAT
2,4%



HEADSCARF
1,9%



VEIL
1,9%

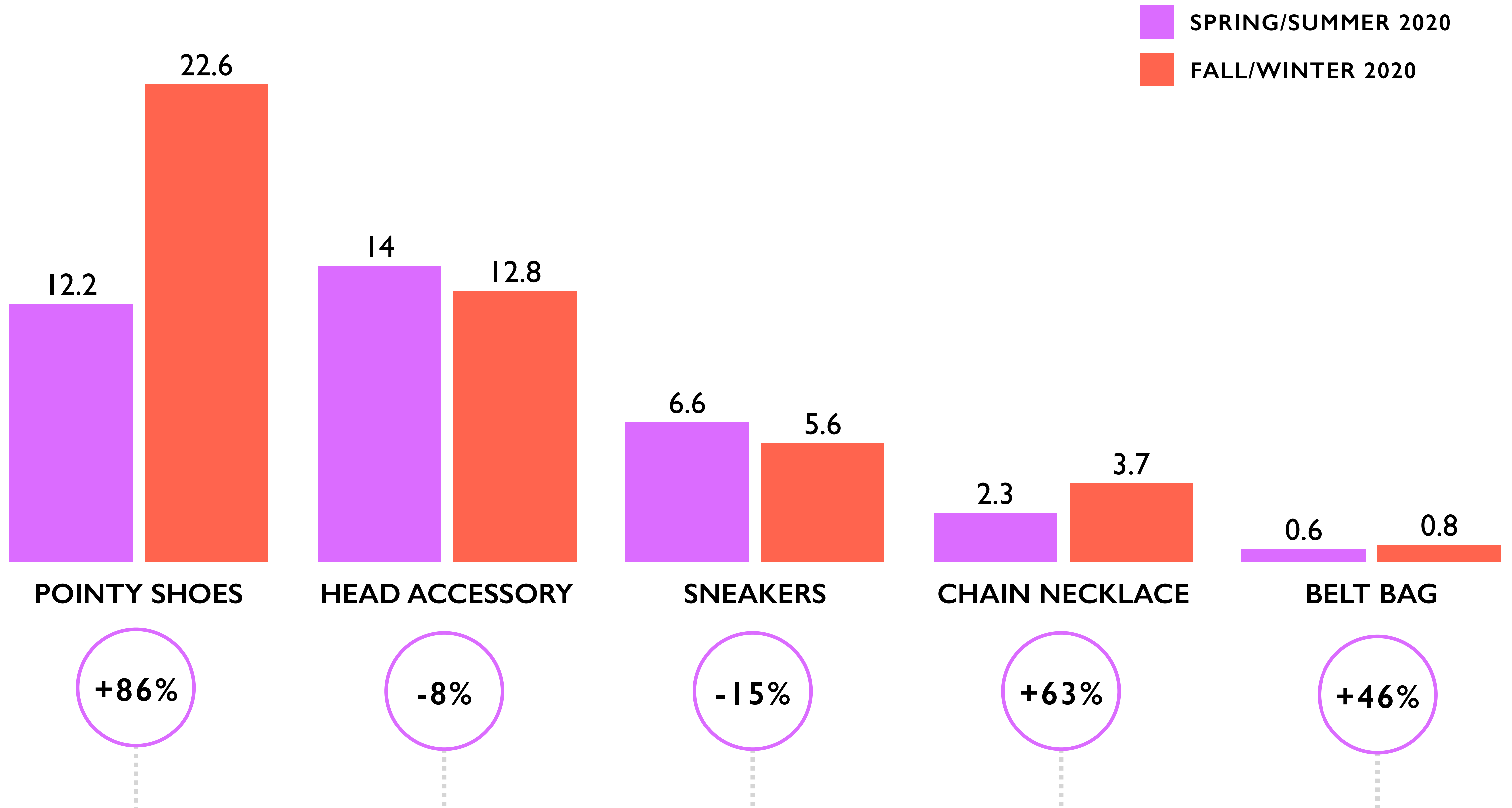


OVERSIZED
HAT
1,1%



HEADBAND
0,1%

TRENDS EVOLUTION



TOP 10 BRANDS FEATURING BAGS IN THE MAJORITY OF LOOKS



JACQUEMUS
93%



COACH 1941
92%



JIL SANDER
83%



FENDI
83%



THOM BROWNE
80%



KHAITE
80%



LONGCHAMP
80%



REJINA PYO
88%



**MONCLER JW
ANDERSON**
76%



GIORGIO ARMANI
75%

63 BRANDS (25%) DIDN'T INCLUDE ANY BAGS IN THEIR F/W2020 COLLECTIONS

INCLUDING:

ANN DEMEULEMEESTER

CAROLINA HERRERA

HAIDER ACKERMANN

JASON WU

KOCHÉ

MUGLER

R13

RODARTE

SAINT LAURENT

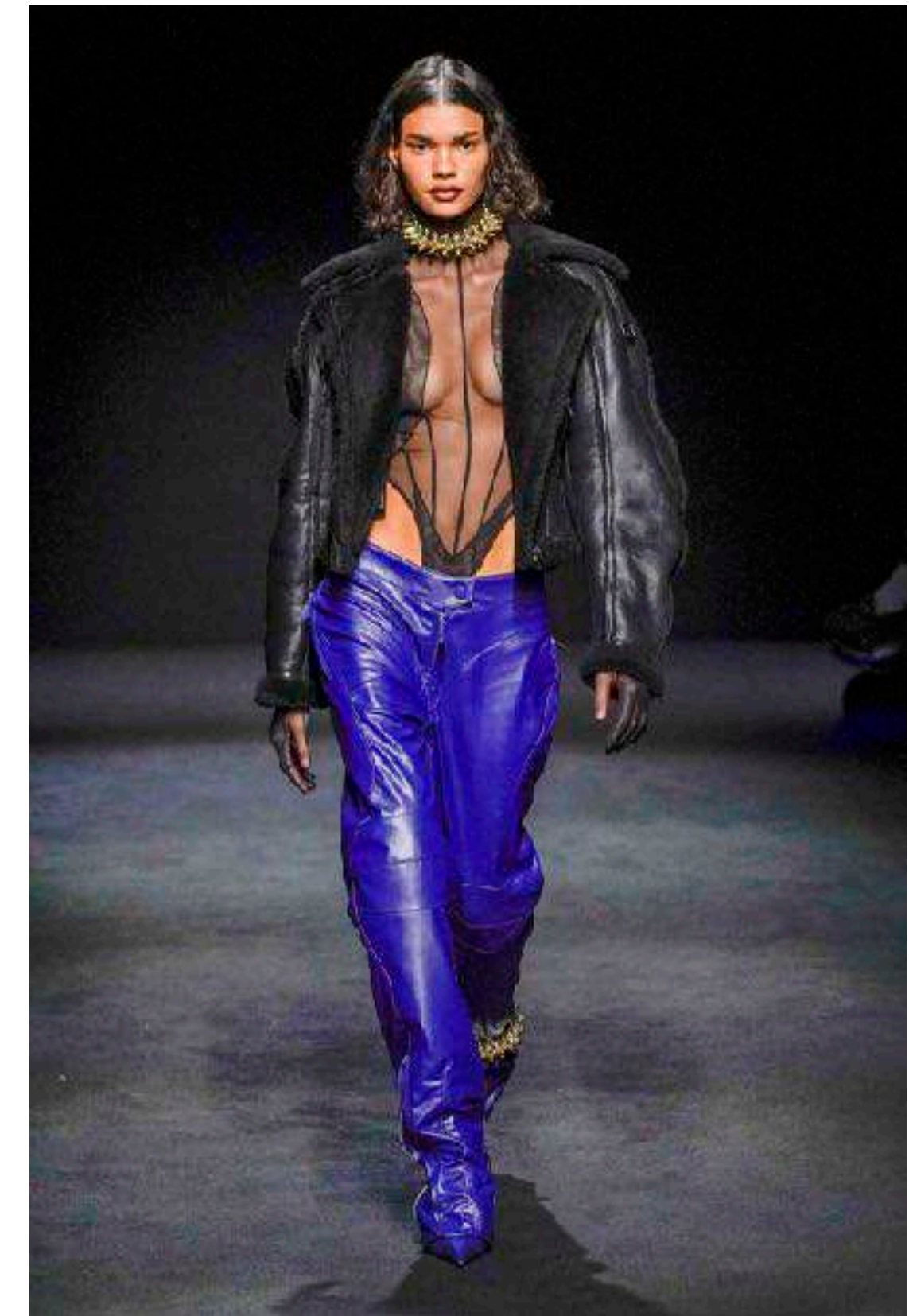
SELF PORTRAIT



SAINT LAURENT
FALL/WINTER 2020



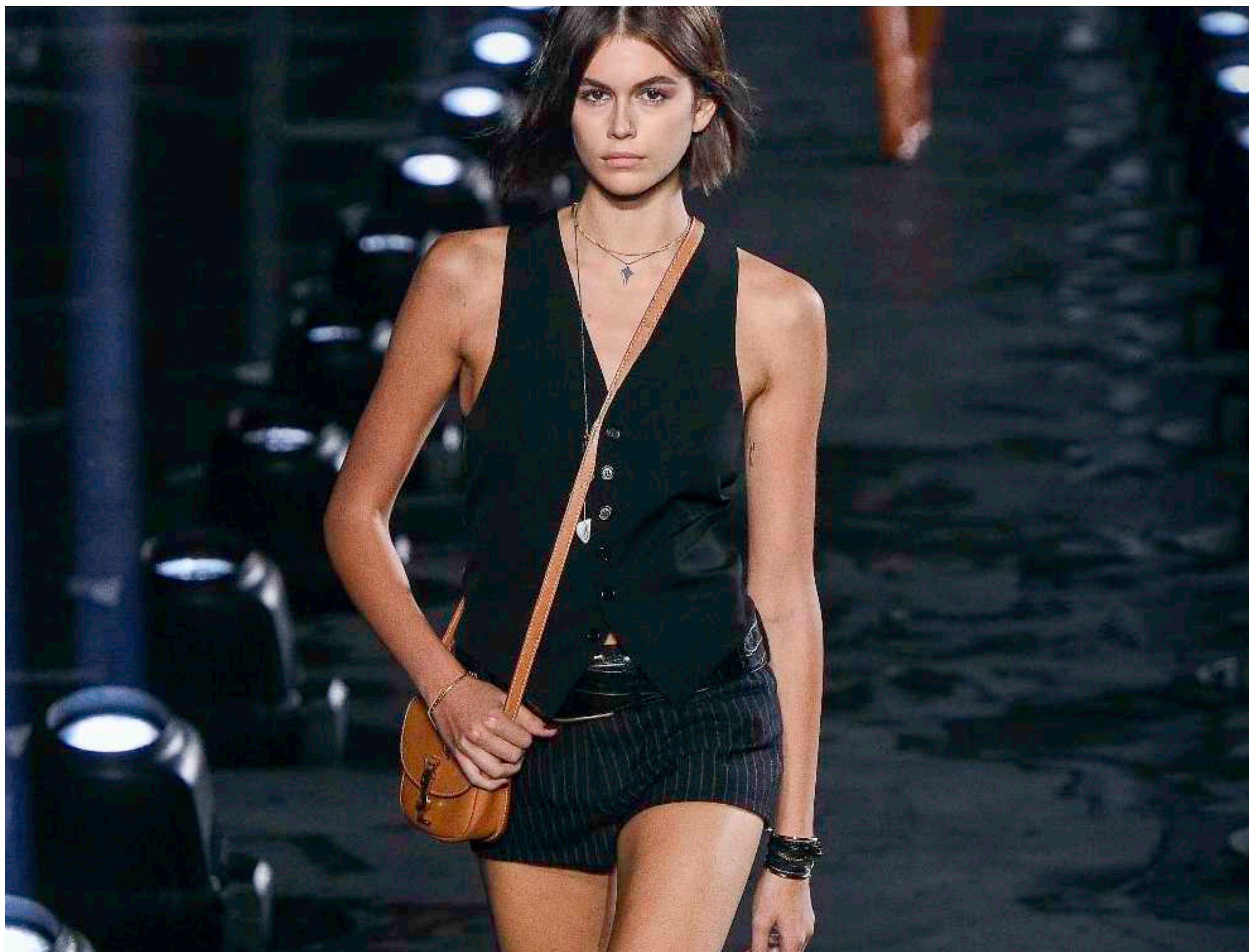
RODARTE
FALL/WINTER 2020



MUGLER
FALL/WINTER 2020

FOCUS ON SAINT LAURENT

SINCE ANTHONY VACARELLO IS AT THE CREATIVE DIRECTION OF SAINT LAURENT (9 SEASONS), ONLY 6 OUT OF 726 WOMENSWEAR LOOKS FEATURED BAGS.



THE LAST BAG, WORN BY **KAIA GERBER** DURING THE SPRING/SUMMER 2020 SHOW, WAS THE **ONLY** BAG OF THE SHOW.

THE SHOW FEATURING **THE MOST BAGS** WAS **SPRING/SUMMER 2019**, INCLUDING **3 BAGS**.

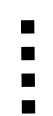
FOCUS ON BOTTEGA VENETA

WHEN DANIEL LEE TOOK OVER THE CREATIVE DIRECTION OF BOTTEGA VENETA, HE **DOUBLED THE SHARE OF BAGS** ON THE FIRST TWO SHOWS, COMPARED TO TOMAS MEIER'S LAST SHOW FOR THE BRAND.



33,3%

FALL/WINTER 2018
TOMAS MEIER



61,4%

FALL/WINTER 2019
DANIEL LEE



64,6%

SPRING/SUMMER 2020
DANIEL LEE



42,4%

FALL/WINTER 2020
DANIEL LEE



INSIGHTS PER BRAND

CHANEL

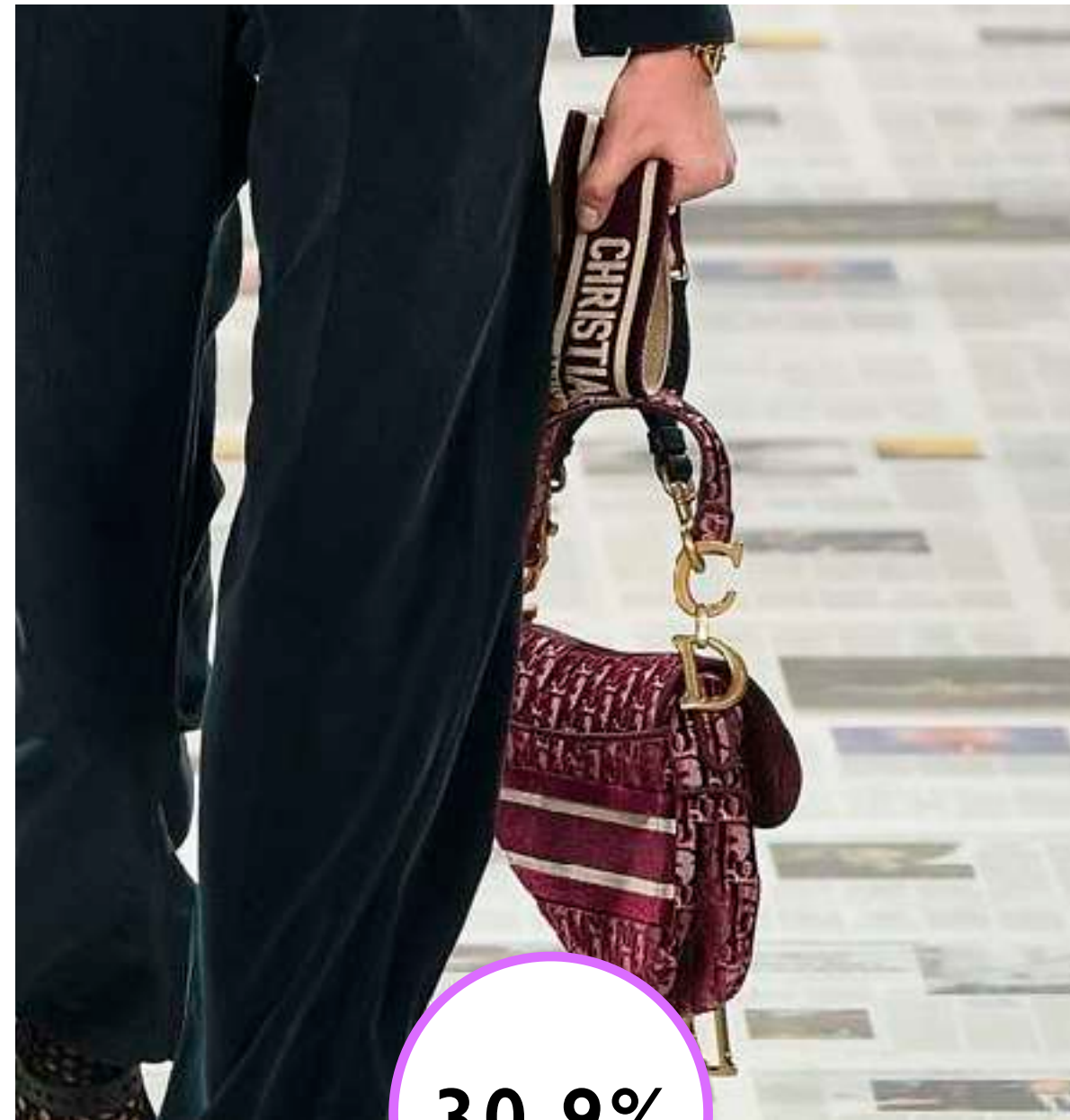


27,8%

20 BAGS OUT OF 72 LOOKS

DURING THE TWO LATEST SEASONS, **27%** OF THE LOOKS WERE WORN WITH A BAG. FROM SS18 TO FW19, CHANEL HAD AN AVERAGE OF **50%** OF LOOKS BY COLLECTION WORN WITH A BAG.

CHRISTIAN DIOR

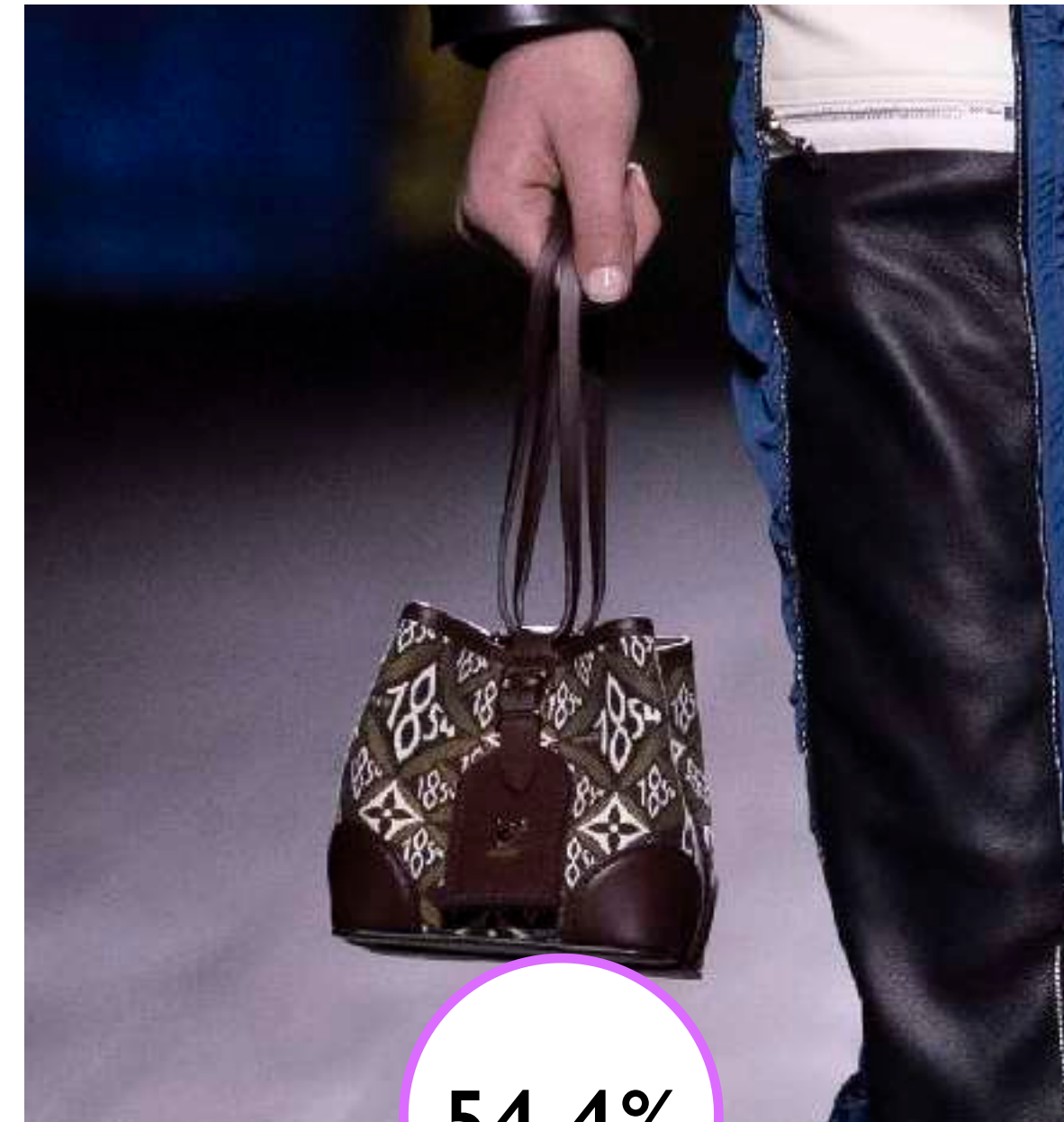


30,9%

26 BAGS OUT OF 84 LOOKS

FOR 3 SEASONS, ON AVERAGE 1 IN 3 LOOKS (**33%**) IS WEARED WITH A BAG

LOUIS VUITTON



54,4%

25 BAGS OUT OF 46 LOOKS

DURING THE TWO LATEST SEASONS, **51%** OF THE LOOKS ARE WEARED WITH A BAG.

GUCCI



60%

36 BAGS OUT OF 60 LOOKS

DURING THE TWO LATEST SEASONS, **59%** OF THE LOOKS ARE WEARED WITH A BAG.

CHAPTER 2

SELECTED TRENDS OF THE SEASON

FOCUS ON
SHOES

DRIES VAN NOTEN - F/W2020



PLATFORM SHOES

7,7% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



ROCHAS
97,3%



DRIES VAN NOTEN
89,2%



VALENTINO
89,2%

MOST VIEWED LOOKS IN FALL/WINTER 2020



GUCCI
LOOK 06



CELINE
LOOK 07



DRIES VAN NOTEN
LOOK 03

OVER THE KNEE BOOTS

5,5% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



VICTORIA BECKHAM

93%



ISABEL MARANT

54,7%



BALMAIN

51,9%

MOST VIEWED LOOKS IN FALL/WINTER 2020



SAINT LAURENT
LOOK 04



VICTORIA BECKHAM
LOOK 17



ACNE STUDIOS
LOOK 15



VALENTINO - F/W2020

FOCUS ON BAGS

BIG BAG

3,4% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



SIES MARJAN

37,8%



BEAUTIFUL PEOPLE

27,8%



DOLCE & GABBANA

15,7%

MOST VIEWED LOOKS IN FALL/WINTER 2020



LOUIS VUITTON
LOOK 01



CHLOÉ
LOOK 16



BOTTEGA VENETA
LOOK 12

MINI BAG

10% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



COACH 1941
81,7%



GCDS
60,7%

MOST VIEWED LOOKS IN FALL/WINTER 2020



CHLOÉ
LOOK 02



GUCCI
LOOK 09



JACQUEMUS
LOOK 01

SHOULDER BAG CARRIED BY HAND

2,3% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



ULLA JOHNSON
28,9%



MSGM
26,1%



VALENTINO
24,7%

MOST VIEWED LOOKS IN FALL/WINTER 2020



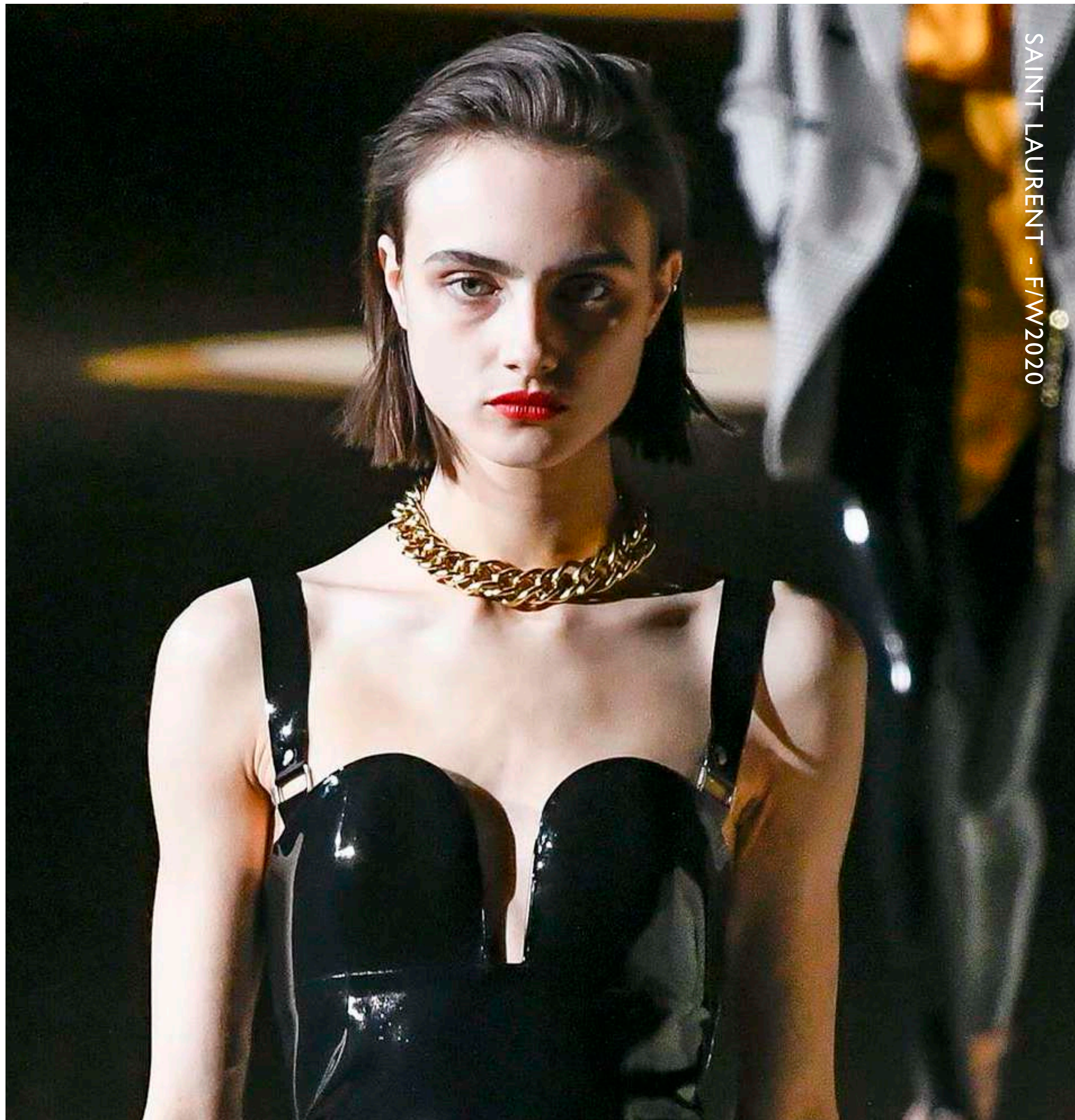
CHLOÉ
LOOK 10



LOUIS VUITTON
LOOK 07



LANVIN
LOOK 41



FOCUS ON
JEWELLERY

CHAIN NECKLACE

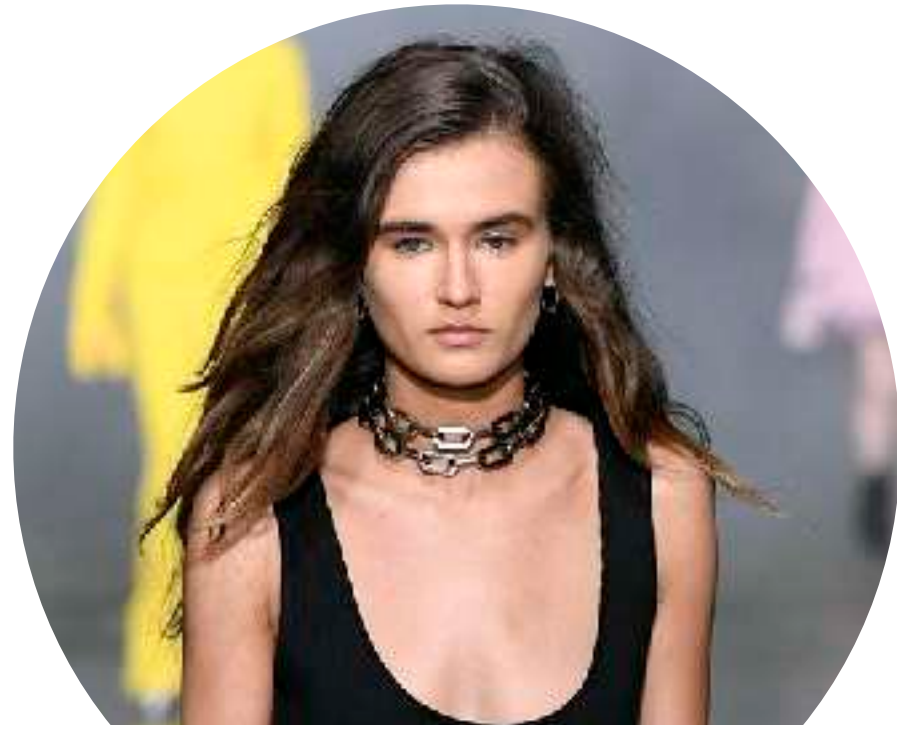
3,7% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



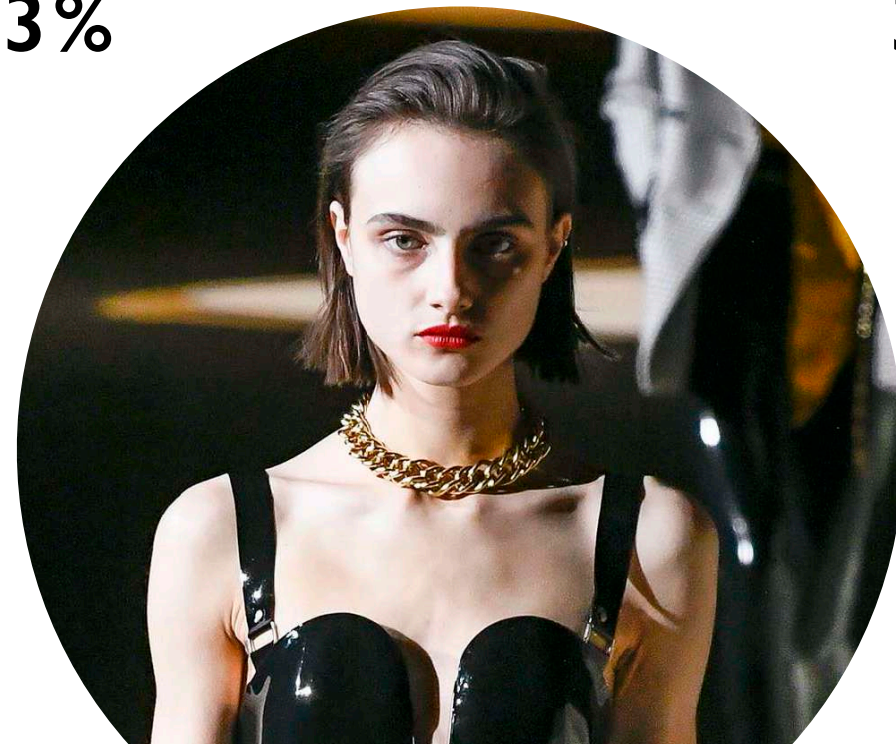
PHILIPP PLEIN

47,3%



MARQUES ALMEIDA

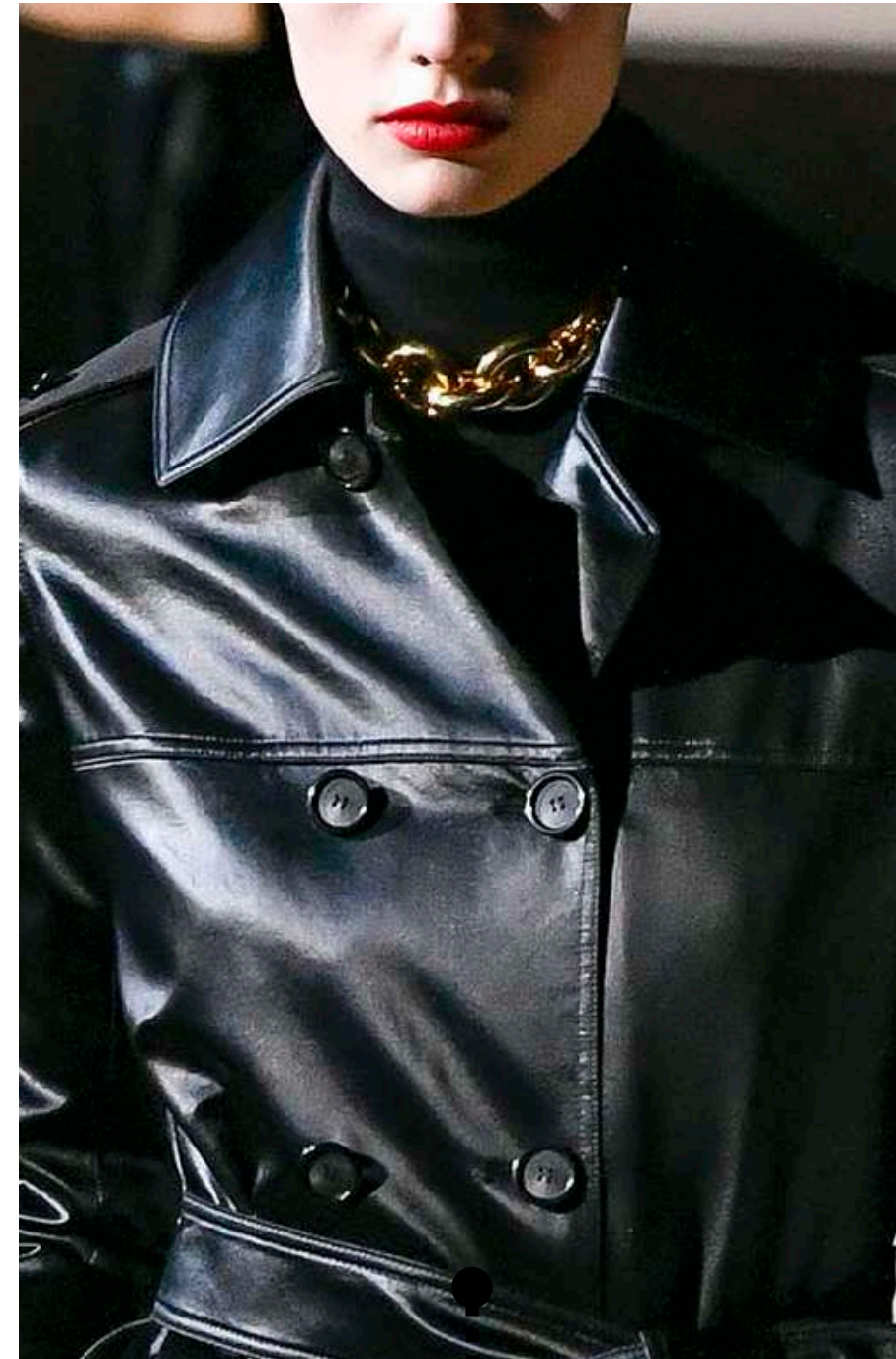
35%



SAINT LAURENT

31,8%

MOST VIEWED LOOKS IN FALL/WINTER 2020



SAINT LAURENT
LOOK 08



CHANEL
LOOK 03



CHRISTIAN DIOR
LOOK 14

PEARLS NECKLACE

2,1% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



PALM ANGELS

80%



MOSCHINO

53%



BORA AKSU

39,3%

MOST VIEWED LOOKS IN FALL/WINTER 2020



CHANEL
LOOK 02



JIL SANDER
LOOK 40



PALM ANGELS
LOOK 02



RODARTE - F/W2020

FOCUS ON OTHER ACCESSORIES

VEIL

1,9% OF LOOKS IN FALL/WINTER 2020

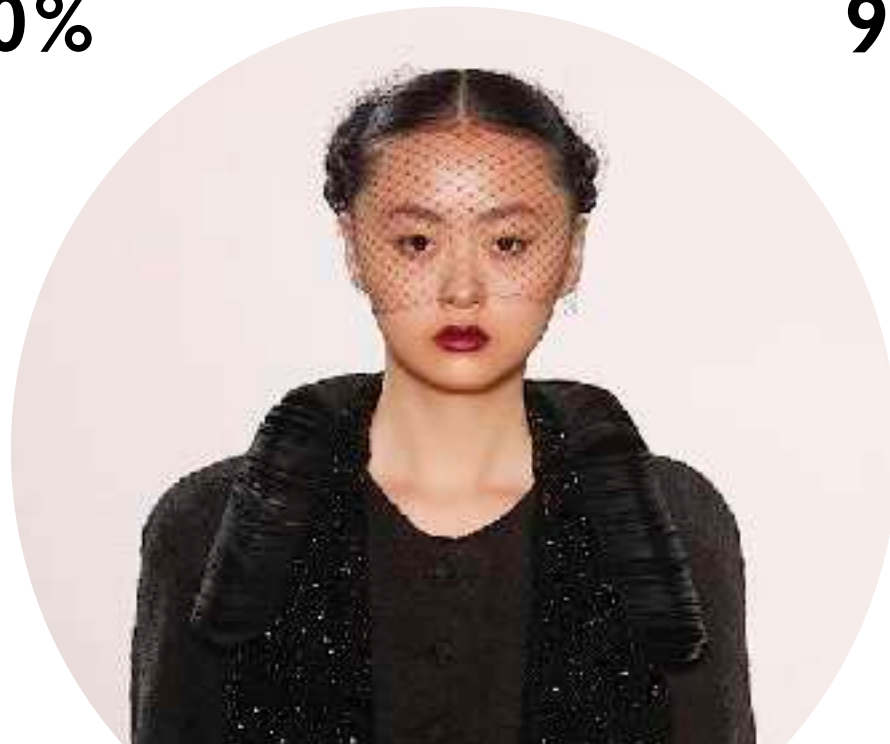
TOP 3 SHOWS



BROCK COLLECTION
100%



ELIE SAAB
96,7%

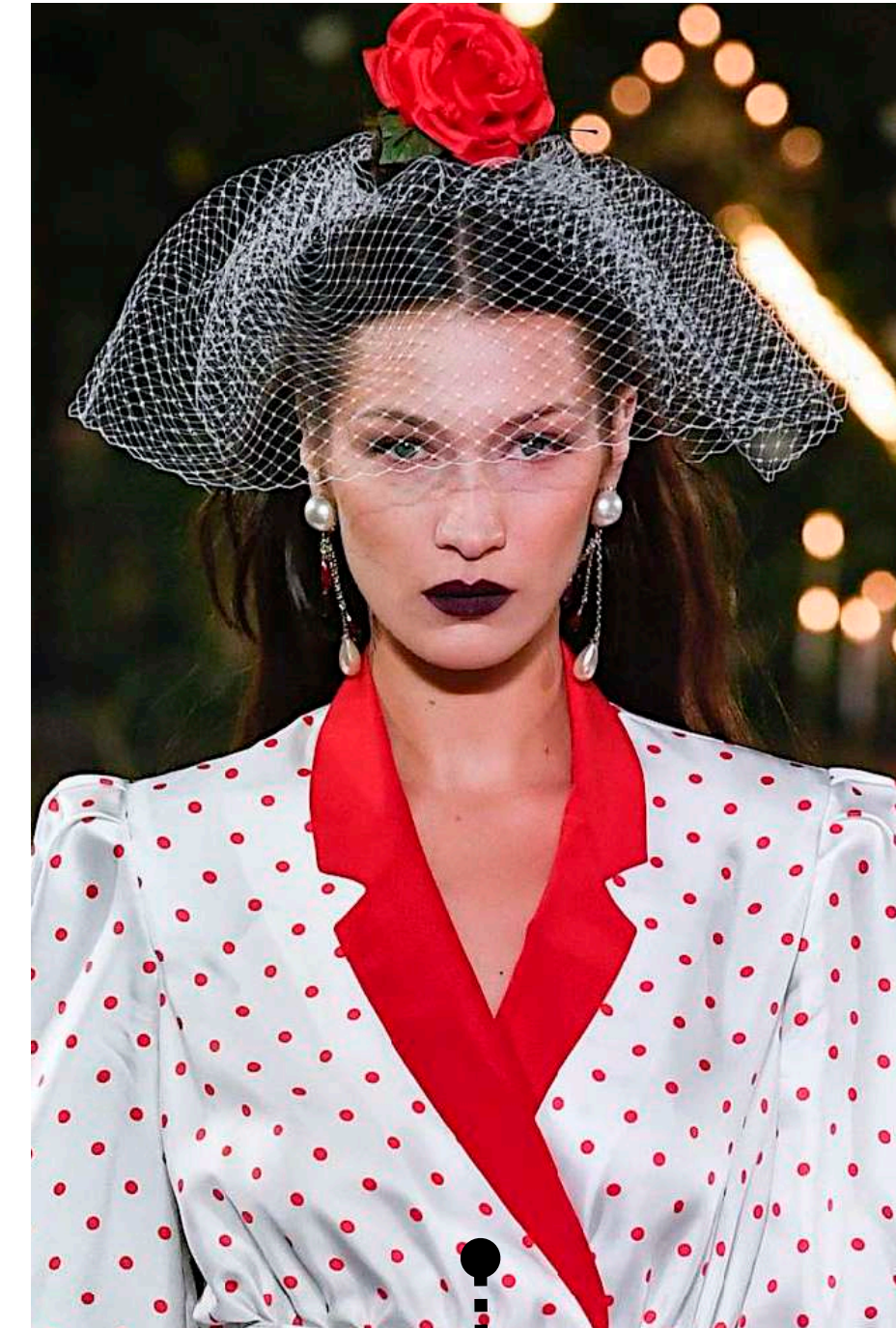


CHOCHENG
96,7%

MOST VIEWED LOOKS IN FALL/WINTER 2020



LOUIS VUITTON
LOOK 27



RODARTE
LOOK 01



MARC JACOBS
LOOK 35

LONG LENGTH GLOVES

3,4% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



VALENTINO

30,3%



GIVENCHY

29,8%



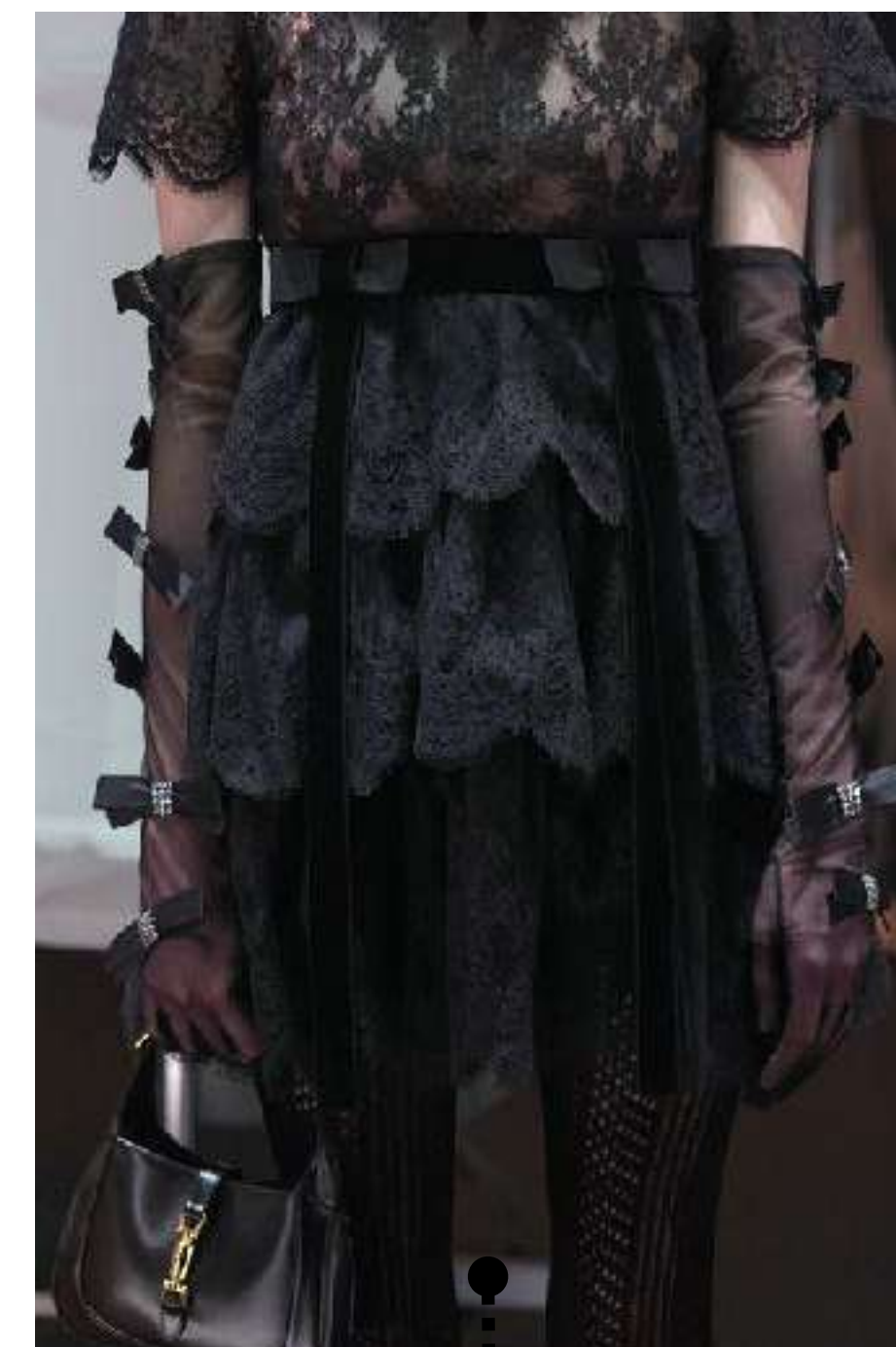
MISSONI

24,2%

MOST VIEWED LOOKS IN FALL/WINTER 2020



SAINT LAURENT
LOOK 50



GUCCI
LOOK 12



FENDI
LOOK 48

SOCKS IN SANDALS

3,1% OF LOOKS IN FALL/WINTER 2020

TOP 3 SHOWS



CLAUDIA LI
93,1%



VERA WANG
64,5%



MSGM
45,7%

MOST VIEWED LOOKS IN FALL/WINTER 2020



JACQUEMUS
LOOK 46



TOM FORD
LOOK 01



MIU MIU
LOOK 32

THANK YOU!

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