

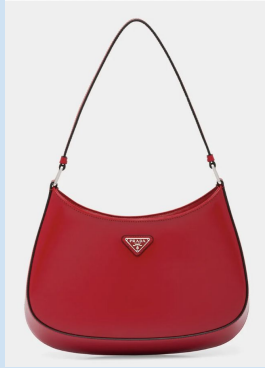
CLASSIFICATIONS

BERGDORF
GOODMAN

Sivan & Orie

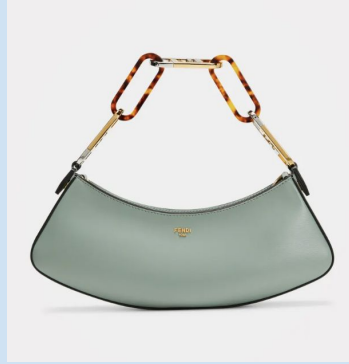
SHOULDER BAGS

HOBO



PRADA

BAGUETTE

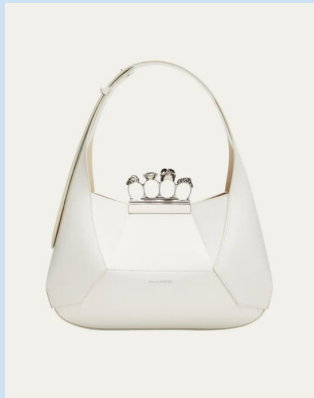


FENDI

TOP HANDLE



GIVENCHY



ALEXANDER MCQUEEN



BOTTEGA VENETA



BOTTEGA VENETA

CROSSBODY

POUCH BAGS

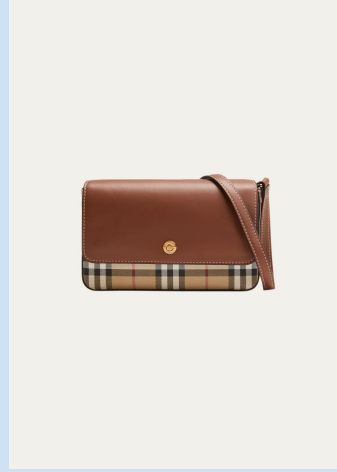


PROENZA SCHOULER

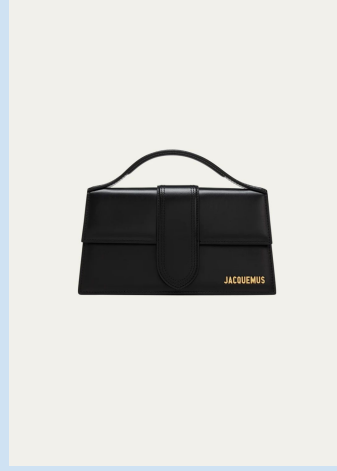


AKRIS

FLAP TOP BAGS



BURBERRY



JACQUEMUS

BUCKET BAGS



ULLA JOHNSON



ALEXANDER MCQUEEN

TOTE BAGS

TOP HANDLE



EUGENIA KIM



GIVENCHY

CROSSBODY



JIL SANDERS

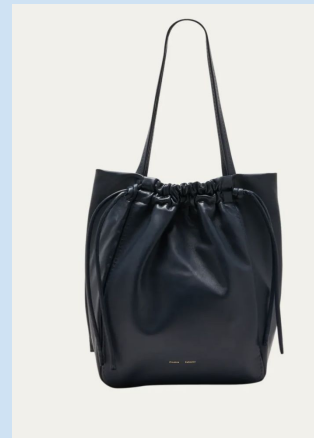


SAINT LAURENT

DRAWSTRING



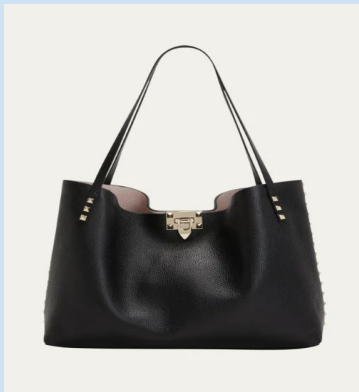
BRUNELLO CUCINELLI



PROENZA SCHOULER

KEY ITEMS

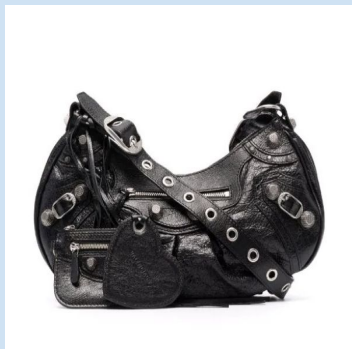
VALENTINO
ROCKSTUD
LEATHER TOTE



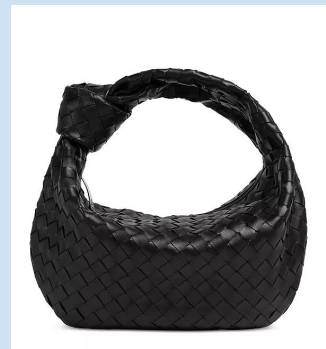
YSL FLAP
POUCH



YSL LOU CAMERA
SHOULDER BAG



BALENCIAGA LA
CAGOLE SHOULDER
BAG



BOTTEGA VENETA
NAPA SHOULDER
BAG

Retailer - <u> </u> Bergdorf Goodman					
Department of Business - <u> </u> Women's Handbags					
order of operation	#1	#3	#4	#5	#2
<u>Classification name</u>		<u>Total Planned Dollar Sales by class</u>	<u>Average Unit Retail per classification</u>	<u>Unit Sales by classification</u>	<u>Classification % to total Sales volume</u>
1. <u> </u> Shoulder Bags		\$ 3,000,000.0	\$2,800.00	1071	30.0%
2. <u> </u> Tote Bags		\$ 2,500,000.0	\$2,200.00	1136	25.0%
3. <u> </u> Crossbody		\$ 2,000,000.0	\$1,700.00	1176	20.0%
4. <u> </u> Backpacks		\$ 1,500,000.0	\$1,500.00	1000	15.0%
5. <u> </u> Clutch Bags		\$ 1,000,000.0	\$1,200.00	833	10.0%
Total sales \$					
10,000,000					

#1	#2	#3	#5	#4
Classification Name	\$ Sales (from 1st chart)	Subclassification Name	\$ Sales	% to classification
1 Shoulder Bags	\$ 3,000,000.0			
		Hobo Bag	\$ 699,000.0	23.3%
		Bagguete	\$ 1,500,000.0	50.0%
		Top Handle	\$ 801,000.0	26.7%
2 Crossbody	\$ 2,000,000.0			
		Flap Top	\$ 800,000.0	40.0%
		Bucket	\$ 600,000.0	30.0%
		Pouch	\$ 600,000.0	30.0%
3 Tote Bags	\$ 2,500,000.0			
		Top Handle	\$ 1,000,000.0	40.0%
		Crossbody	\$ 875,000.0	35.0%
		Draw String	\$ 625,000.0	25.0%

Key Item									
order of operation	#1	#2	#5	#6	#7	#4	#3		
A		B. Name of	C. Item unit	D. Key item	E. Item total	F.what % does item	Class total sales		
Name of Key Item		Classification assigned to	retail price	units	\$ retail	represent to Class			
1.Balenciaga La Cagole		Shoulder Bags	\$ 2,150.00	161	\$346,150.00	11.5%	\$ 3,000,000.0		
2.Bottega Veneta Napa Shoulder		Shoulder Bags	\$ 3,500.00	107	\$374,500.00	12.5%	\$ 3,000,000.0		
3.YSL Flap Pouch		Clutch Bags	\$ 775.00	86	\$66,650.00	6.7%	\$ 1,000,000.0		
4.Valentino Rockstud Leather Tote		Tote Bags	\$ 2,250.00	171	\$384,750.00	15.4%	\$ 2,500,000.0		
5.YSL Lou Camera Shoulder Bag		Crossbody Bags	\$ 1,690.00	129	\$218,010.00	10.9%	\$ 2,000,000.0		

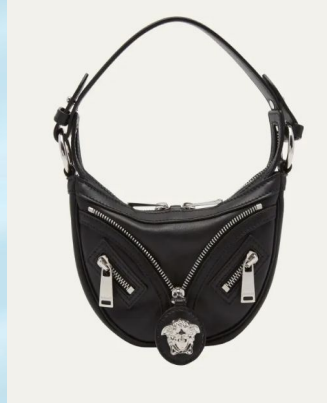
UPCOMING TRENDS

PILLOW



D&G

PUNK

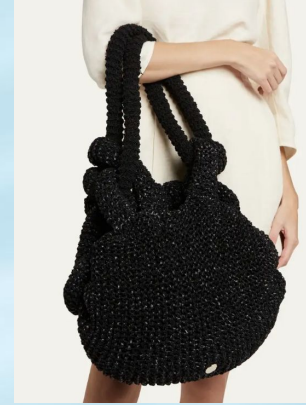


VERSACE



ALAIA

OVERSIZED TOTES



CHLOE



CHRISTIAN
LOUBOUTIN

MAISON MARGIELA



FOR SPRING 24' WE WILL SEE MANY TRENDS COME FORTH SUCH AS: PUNK BAGS, SUPERSIZED TOTES, AND "PILLOWED" SHAPED BAGS. AS SEEN IN *WWD* AND *COSMOPOLITAN* THESE EMERGING TRENDS WERE TAKEN INTO CONSIDERATION WHEN CHOOSING OUR ASSORTMENT.

REFERENCES

These 8 bag trends will be everywhere in 2023. Cosmopolitan. (2023, January 30). Retrieved February 19, 2023, from <https://www.cosmopolitan.com/style-beauty/fashion/g42289021/2023-bag-trends/>

Bergdorfgoodman.com. Bergdorf Goodman. (n.d.). Retrieved February 19, 2023, from https://www.bergdorfgoodman.com/c/handbags-handbags-tote-bags-cat207303?navpath=cat000000_cat257221_cat428607_cat207303