THE SELL-THROUGH LIST · US HANDBAGS

The 15 handbags *actually* selling in US luxury right now.

We read every women's handbag best-seller list at four top US retailers, tagged every bag, discounted the paid placements and ranked what's really moving.

138
BEST-SELLER SLOTS READ

4
US RETAILERS

15
STYLES RANKED

BLOOMINGDALE'S · NEIMAN MARCUS · SAKS FIFTH AVENUE · SHOPBOP · LISTS READ SEPT 27, 2026

THIS WEEK'S WHITE SPACE

A small leather piece at *$300–750.*

Shoppers are buying phone holders, chain wallets and pouches hard. But 14 of the 29 slots for those pieces belong to one luxury house, all at $750 and up. Between $300 and $750, only three slots go to contemporary brands, and two of those are the same clutch on markdown.



■ ONE LUXURY HOUSE · ■ OTHER LUXURY
● CONTEMPORARY · ○ CONTEMPORARY ON MARKDOWN

1 in 5
Luxury is selling small
Pouches, chain wallets and phone holders take about 1 in 5 weighted slots.

$790
Entry price does the work
Saint Laurent's phone holder is top 10 at Neiman Marcus and Saks.

3 of 4
The shoulder bag everyone carries
Prada Re-Edition 2005, mostly mini nylon.

14
Coach owns under $400
The only brand on all four lists, across eight styles.

11%
Fall is suede and slouch
A $195 suede barrel bag is #1 at Shopbop.

THE SELL-THROUGH LIST · EDITION 01

The 15 styles *moving now.*

Saint Laurent places four styles in the top 11. Coach places three in the top 12.

1	SAINT LAURENT	**Cassandre envelope**	Chain wallet and quilted crossbody	$1,190-1,950
2	PRADA	**Re-Edition 2005**	Mostly mini nylon	$1,390-2,850
3	SAINT LAURENT	**Cassandre phone holder**	#2 at Saks	$790
4	BALENCIAGA	**Rodeo, medium**	#5 at Saks, #7 at Bloomingdale's	$4,590
5	SAINT LAURENT	**Envelope pouches**	Five versions at Neiman Marcus	$750-1,850
6	LONGCHAMP	**Le Pliage**	Seven versions at Bloomingdale's	$120-395
7	COACH	**Chelsea**	#1 at Bloomingdale's (sponsored)	$325
8	COACH	**Kisslock frame bag**	#5 at Shopbop	$350
9	VERONICA BEARD	**Vida hobo**	#2 at Shopbop	$595-695
10	BOTTEGA VENETA	**Notturno pouch**	On three lists	$2,600
11	SAINT LAURENT	**Shopping tote**	#8 at Saks	$1,600
12	COACH	**Brooklyn**	Two sizes	$195-295
13	STAUD	**Shoulder bags**	Eight styles at Shopbop	$250-495
14	ALEX MILL	**Perfect tote**	Canvas, three sizes	$145-195
15	AQUA	**Clutches**	Bloomingdale's exclusive, 25% off	$111

BLOOMINGDALE'S · NEIMAN MARCUS · SAKS · SHOPBOP

SILHOUETTES ARE GENERIC DRAWINGS, NOT THE PRODUCTS

WHAT'S SELLING, BY ATTRIBUTE

Shoulder bags lead, but *small pieces take a fifth.*

Share of all 138 slots, weighted so a #1 counts more than a #30.

BY SIZE



Small 39% Mini 15% Medium 28% Large 17%

BY MATERIAL



Leather 60% Nylon 12% Suede 11% Other 17%

BY PRICE



Under $400 35% $400–1,500 39% $1,500+ 27%

Quilting shows up on 11% of weighted slots, almost all of it Saint Laurent and Tory Burch.

THE TRADE CALLS

Buy, watch, *ease off.*

Buy into

- Small leather goods from the big houses at $750–1,200: phone holders, chain wallets, flat pouches
- Suede shoulder bags and hobos for the holiday reorder
- Mini nylon as a year-round anchor

Watch

- Bottega Veneta Notturno pouch: on three lists at $2,600
- Balenciaga Rodeo: the only style above $4,000 on two lists
- Frame and kisslock shapes, led by Coach
- Embellished evening bags into holiday

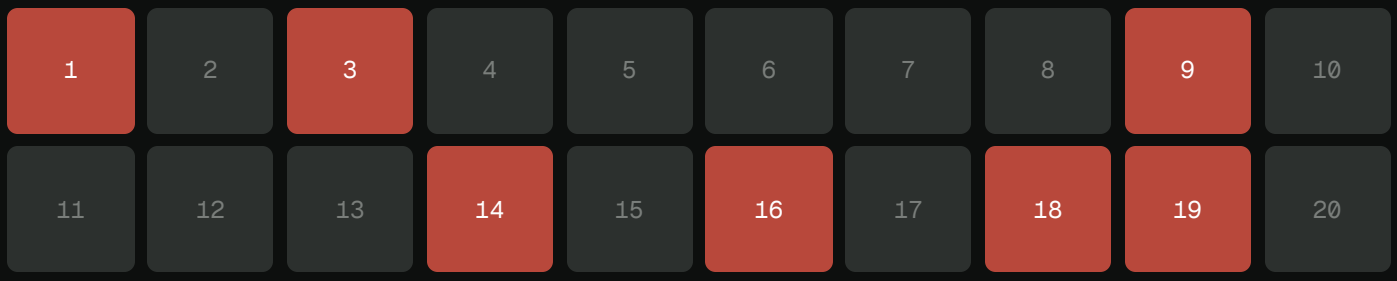
Ease off

- Large structured totes above $1,500. Only the Saint Laurent Shopping tote makes two lists
- Styles that rank only on markdown. Seven listed styles showed 25–50% off

Draft calls from one week of data. They firm up as editions repeat.

CHANNEL WATCH

7 of the top 20 “best sellers” at one US department store were *paid for.*



■ SPONSORED · TOP 20 WOMEN'S HANDBAG BEST SELLERS, ONE US DEPARTMENT STORE

Including #1 and #3. The buyers were mostly accessible brands. A sponsored rank is a spend signal, not a demand signal, so this list counts it at half weight. For brands, the "best seller" shelf is now a retail-media buy.

HOW THE LIST IS BUILT

Sources

Each retailer's public women's handbag best-seller list, US sites, read Sept 27, 2026: Bloomingdale's (40 slots), Neiman Marcus (38), Saks Fifth Avenue (21), Shopbop (39).

Tagging

Each bag tagged for shape, size, material and price. Colorways and sizes of one bag grouped as one style.

Scoring

A style earns 1.0 for #1 on a list, falling evenly to near zero at the bottom. Extra versions on one list add a quarter each, up to two. Sponsored slots count half.

Limits

Retailers order these lists by their own rules; Saks sorts by dollar sales. One week is a snapshot; the next edition adds week-over-week movement. We publish ranks and our own analysis only.

GET IT EVERY TUESDAY, FREE

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The White Space: what's actually selling, what's just advertising, and the low-hanging fruit in luxury. One email a week.

NEXT UP:
MORE CATEGORIES
+ WEEK-OVER-WEEK
MOVEMENT