

BAG HISTORY TIMELINE

c.1100s-1200	Pouches and purses
c.1300s	The Renaissance begins Girdles with hanging pouches
1400	Florence and Venice become the trading centre in cloth, wool and silk
1420	Skilled craftsmen serving a luxury market devise new techniques in dyeing, weaving and working with silk
1530-1644	Sweet drawstring bags (containing sweet smelling materials to disguise body odour)
1600-1700	Voluminous clothing styles - women wear a pair of pouch pockets beneath their gowns
1675	Silver frame bags and hook attachments
1680-99	Bridal pouches given during the wedding ceremony as a token of commitment
1738	Invention of the Roller Spinning machine industrialising cotton production
1760	Britain's Industrial Revolution begins
c.1700s	Work bags, purses and letter cases
1798-1820	Napoleon's campaigns inspire the development of the neoclassical Empire line, which necessitates the use of reticules/indispensables
1800	Framed bags adopted for security against pickpockets
1806	Vegetable Tanning developed in Tuscany
1828	Chatelaines worn around the waist attached by a hook.
1830	The Bustle becomes the dominant style for women's dress and the lack of pockets lead to a growing market for 'work bags'
1837	Hermes first saddlery workshop https://www.hermes.com/uk/en/content/271366-six-generations-of-artisans
1846	Loewe established for small leathers https://www.lvmh.com/houses/fashion-leather-goods/loewe
1853	Goyard - French trunks and leather goods https://madisonavenuecouture.com/blogs/news/the-history-of-the-iconic-goyard-brand
1854	Louis Vuitton workshop opens making luggage https://uk.louisvuitton.com/eng-gb/magazine/articles/a-legendary-history
1854	Edwin Cole patented the Gladstone bag, named after the UK prime minister William Gladstone. https://victoriancollections.net.au/items/5cc25aca21ea69139898f742
1858	Chrome tanning developed – still the most common way tanning leather.
1859	The term 'Handbag' first appeared in an English dictionary
1863	AZO Dyes, the largest group of synthetic dyes developed
1890-1910	The Art Nouveau movement has a big impact on the ornate style of women's evening bags

- 1892 The first issue of Vogue published and is quickly established as the fashion bible, a status it has retained to date
- 1907 Bakelite the first fully synthetic plastic invented in New York - moulded clutch bags developed
- 1910 Art Deco originated in France - streamline designs inspired by Art Deco appear in bags
- 1913 Baron Adolph de Meyer's first fashion shoot for Condé Nast
<https://www.vogue.com/article/adolph-de-meyer-birthday-vogue-photographer>
- 1913 Coco Chanel opened her first boutique in Deauville
<https://www.chanel.com/gb/fashion/news/2014/08/gabrielle-chanel-and-deauville.html>
- 1914 The First World War begins
- 1914-18 Mobilisation of women into industry created a much wider market for bags as more women entered the work place
- 1914-1918 Mobilization of women into industry
- 1916 British Vogue launched (followed by a French edition in 1920)
- 1917 Zip fastenings patented
- 1918 The First World War ends with 20 million dead
- 1920 Rise of Hollywood and Screen Goddess - screen glamour leads to the popularization of cosmetics
- 1920 Department stores established - bags are now everyday accessory.
- 1920 The Jazz Age and the greater independence of women was a big style influence clutches and evening bags
- 1920 PVC a durable vinyl fabric discovered
- 1920 Metal mesh bags with butterfly motifs and fringing
- 1921 Gucci established - specializing in luxury leather goods
<https://wwd.com/fashion-news/designer-luxury/house-of-gucci-maurizio-gucci-tom-ford-patrizia-reggiani-history-timeline-1234813497/>
- 1923 Tomb of Tutankhamun discovered by Howard Carter started a craze for all things Egyptian
- 1923 Hermes Bolide bag, the first to use a zip fastening
<https://www.sothebys.com/en/articles/complete-history-of-the-hermes-bolide>
- 1925 International Exhibition of Modern Decorative and Industrial Arts, Paris
- 1925-30 Porchettes inspired by Egyptian designs, along with oriental designs inspired by travel
- 1925 Fendi opened a fur and leather shop
<https://www.fendi.com/hr-en/cm/inside-fendi/about-fendi/the-history-of-fendi>
- 1927 Schiaparelli salon established
- 1930s Bags become an essential accessory for working women - daytime practicality is paired with beaded and embroidered evening bags.
- 1930 Schiaparelli works with Salvador Dali on bags
<https://www.schiaparelli.com/en/21-place-vendome/the-story-of-the-house/>
- 1930s Anne Marie French conversational Champagne Bucket bag.
<https://www.sothebys.com/en/buy/auction/2019/fine-jewels-2/suede-purse-anne-marie-of-france-paris-2>

- 1930 Louis Vuitton Speedy bag
<https://uk.louisvuitton.com/eng-gb/products/speedy-30>
- 1932 Louis Vuitton Noa Bag
<https://etoile-luxuryvintage.com/blogs/the-history-of/history-of-the-bag-louis-vuitton-noe>
- 1933 Magnetic clasps introduced
- 1938 Discovery of Rayon - derived from wood fibre, as a silk substitute
- 1939-1945 Second World War - H Waldy & Co 'Waldybag' produce gas masks and containers
- 1940-5 Due to war shortages of raw materials, bag design becomes more austere reflecting the mood of the time - practical bags, backpacks, satchels, and hands-free shoulder bags
- 1940-45 UK Ministry of Information produce 'Make Do and Mend pamphlets - the original recycling movement now being revived as an element of sustainable fashion. Home made drawstring bags from small pieces of recycled garment fabric, also crochet and knitting yarns used to produce bags
<https://www.bl.uk/learning/timeline/item106365.html>
- 1943 New York Fashion Week – Features practical sportswear
Large clutches now called envelope bags and organizer bags
- 1945 New inventions in turn locks and the revival of folding frames
- 1947 Dior's 'New Look'
- 1947 The Gucci Bamboo handle bag
https://www.gucci.com/uk/en_gb/st/capsule/gucci-bamboo-1947
- 1950s Increasing use of pleather (PVC and PU) in handbags - mass production enable cheaper price points for bags
- 1950 Birth of Rock 'n Roll and the modern teenager - youthful influences on novelty bucket bags using new plastics
- 1950s Structured handbags complement tailored outfits with matching gloves, shoes and belts
- 1950 Lucite, a durable acrylic, used for moulded bags
- 1950s Clutches become elongated. Unusual shapes and novelty fun bags proliferate
- 1950s Straw bags and Basket bags
- 1955 The Chanel 2.55 bag
<https://www.chanel.com/gb/fashion/handbags/2-55>
- 1958 Gucci produce the Constance bag, made famous by former US first lady Jackie Kennedy as the Jackie O bag
<https://www.harpersbazaar.com/uk/fashion/a42633911/gucci-jackie-bag>
- 1960 Swinging Sixties – London becomes the centre of youth culture with trendy new boutiques
- 1960 Andre Correges - Space Age fashion
<https://www.formidablemag.com/andre-courreges>
- 1962 Yves St Laurent launches his own fashion house
- 1962 Bonnie Cashin designs the Mutt bag for Coach
<https://www.nytimes.com/2016/05/12/fashion/coach-bonnie-cashin-designer.html>

- 1963 Pucci prints beach bags in psychedelic swirls
<https://www.pucci.com>
- 1966 'Granny Takes A Trip' boutique opens on The Kings Road
- 1966 Bottega Veneta founded
<https://wwd.com/fashion-news/designer-luxury/history-of-bottega-veneta>
- 1967 Louis Vuitton reworks The Papillion Bag
<https://etoile-luxuryvintage.com/blogs/the-history-of/history-of-the-bag-louis-vuitton-papillon>
- 1967 Italian plastic bead totes with matching purses
- 1967 The Hermes Constance bag
<https://www.hermes.com/uk/en/content/186146-constance>
- 1967 Ralph Lauren starts his lifestyle brand
- 1968 YSL Workwear Collection
- 1969 Woodstock - psychedelia, flower power and the Hippie movement inspired interest in the environment, which led to a more craft based trend in bag design
- 1969 Paco Rabanne chain mail bags inspired by Space Age
<https://afternumbernine.com/products/1960s-space-age-chain-mail-interlinked-disc-bag-c-1969>
- 1970s Arts and Crafts leather work, influenced by counter culture
- 1970 Trend Agencies become an integral part of the fashion industry
- 1970 Bottega Veneta Intreccato weave introduced
- 1970 The Longchamp La Pilage bag
<https://www.longchamp.com/gb/en/products/tote-bag-l-L1899089001.html>
- 1971 Mulberry founded by Roger Saul
<https://www.mulberry.com/gb/mulberry-world/about-mulberry/mulberry-story>
- 1973 Premier Vision started by Lyon's silk industry
- 1974 Lesportsac designed bags using ripstop nylon parachute
<https://www.gq.com/story/lesportsac-bags-are-back>
- 1974 Carlos Fralchi disco era – Buffalo bag
<https://www.nytimes.com/2009/10/29/fashion/29FALCHI.html>
- 1975 Li Edelkort created The Trend Union
<https://www.edelkoort.com/lidewij-edelkoort/>
- 1975 Armani by Giorgio Armani
- 1975 Punk Rock
- 1976 Seditonaries store established by Malcolm McLaren and Vivienne Westwood, showcasing her Punk fashion designs
- 1977 The movie 'Saturday Night Fever' and Studio 54 kick off the disco decade
- 1977-79 Studio 54
<https://www.gq-magazine.co.uk/culture/article/studio-54>
- 1976 Herve Chapelier launched bags
<https://www.hervechapelier.com/default/about-herve-chapelier.html>

- 1978 The Gucci Tote bag
- 1980s "To handbag" becomes a verb in English dictionaries, named for the prime minister, Margaret Thatcher's forceful argumentative style
- 1980s Power dressing begins to dominate women's fashion. Handbags become 'It bags' and style statement pieces
- 1981 The first Lineapelle Fair in Milan
- 1982 The first portable laptop manufactured and with it a whole new genre of bags
- 1983 Karl Lagerfeld reworked classic flap bag with a new CC logo
<https://www.sothebys.com/en/articles/the-always-timeless-chanel-classic-flap-bag>
- 1984 The Hermes Birkin bag inspired by Jane Birkin
<https://wwd.com/pop-culture/culture-news/did-jane-birkin-design-the-birkin-bag-1235745565/>
- 1984 Marc Jacobs' first collection
- 1984 Prada designed a black nylon back pack The Vela with poccocone fabric used for parachutes
<https://etoile-luxuryvintage.com/blogs/the-history-of/history-of-the-bag-prada-backpack>
- 1985 Dolce and Gabbana's first women's collection
- 1985 China targets growth in Guangzhou for the fashion industry and quickly become the largest bag manufacturing location in the world
- 1989 The Dior launched the quilted bag
<https://wwd.com/feature/article-1119174-1779683/>
- 1990 The rise of the Supermodel
- 1990 Herve Chapelier Cabot bag
<https://www.vogue.com/article/herve-chapelier-the-nineties-favorite-bag-makes-a-comeback>
- 1991 Launch of the World Wide Web, the birth of the modern Internet which is to become a game changer for fashion retail
- 1994 Tom Ford becomes creative director of Gucci
- 1994 UN Convention on Climate Change inspires the birth of the movement towards sustainable fashion
- 1995 Rework of The Gucci Bamboo Handle bag (first launched 1947)
https://www.gucci.com/uk/en_gb/pr/women/gucci-bamboo-1947
- 1995 Dior Lady D bag named after Princess Diana
https://www.dior.com/en_gb/fashion/bags/iconic-lady-dior
- 1997 Fendi created The Baguette bag, followed by The Croissant bag.
<https://glamobserver.com/the-history-of-the-fendi-baguette>
<https://www.vogue.com/article/fendi-handbags>
- 1997 Marc Jacobs becomes head designer at Louis Vuitton
- 1999 John Galliano debuted the Dior Saddle bag
https://www.dior.com/en_gb/fashion/womens-fashion/bags/saddle

- 2001 The Balenciaga Motorcycle bag
<https://www.harpersbazaar.com/uk/fashion/what-to-wear/a40443203/balenciaga-city-bag>
- 2002 The Mulberry Bayswater bag
<https://www.vogue.co.uk/gallery/mulberry-bayswater-bag-celebrities>
- 2003 Marc Jacobs reworks Louis Vuitton's Monogram Multicolour Speedy bag in collaboration with artists including Takashi Murakami
<https://www.vogue.co.uk/fashion/article/louis-vuitton-murakami>
- 2004 The Chloe Paddington Satchel
<https://www.icon-icon.com/en/the-paddington-a-little-london>
- 2005 Marc Jacobs Stam bag
<https://www.marcjacobs.com/default/re-edition-quilted-leather-stam-bag>
- 2005 YSL Muse bag
<https://www.rebag.com/thevault/saint-laurent-101-a-history>
- 2005 The Fendi Spy Bag
<https://www.vogue.co.uk/fashion/article/fendi-spy-bag-revival>
- 2005 Alexander McQueen's Novak bag - inspired by actress Kim Novak
<https://onlineonly.christies.com/s/luxury-handbags-accessories/russet-brown-leather-novak-bag>
- 2007 Alexander McQueen's Skull box clutch
- 2007 Anya Hindmarch 'I'm not a plastic bag' a collaborative charity project
<https://www.anyahindmarch.com/pages/im-not-a-plastic-bag>
- 2007-8 Worldwide financial crisis creates a return to austerity and a major setback for sustainable fashion
- 2008 Fendi Peekaboo bag
<https://www.fendi.com/gb-en/woman/bags/peekaboo>
- 2008 Econyl regenerated nylon made from ocean and landfill waste
<https://www.econyl.com/>
- 2009 Alexander McQueen's Knuckle box clutch
<https://www.alexandermcqueen.com/en-gb/women/handbags/clutches>
- 2010 The Celine Luggage Tote and Trapeze
<https://luxfy.com/the-history-of-the-celine-trapeze-bag>
- 2011 The Celine Box bag reworking the 1970's original
<https://bagista.co.uk/products/celine-small-classic-box-bag-brand-new>
- 2013 The Chanel Boy bag
<https://www.chanel.com/gb/fashion/handbags/boy-chanel>
- 2013 Mansur Gavril's first collection – The Bucket Bag
<https://www.mansurgavriel.com/collections/view-all-bucket-bags>
- 2013 YSL's Sac de Jour
<https://www.ysl.com/en-gb/top-handles/small-sac-de-jour--in-grained-leather>
- 2013 Cult Gaia's Bamboo Basket bag
<https://www.glamour.com/story/full-story-behind-cult-gaia-ark-bag>
- 2015 Paris Agreement on Climate Change - fashion brands begin working on alternatives to leather, moving

from animal to plant based materials

- 2016 Vegea developing biomaterials for fashion
<https://www.vegeacompany.com>
- 2018 Greta Thunberg - the schools rebellion on climate change – a growing focus on sustainability and the Circular economy
- 2018 Stella McCartney Fabella bag
<https://www.stellamccartney.com/gb/en/women/the-iconic-falabella>
- 2019 Prada relaunches its nylon collection from 1984 using Econyl
Rework of the Chloe Paddington Satchel
<https://www.vogue.co.uk/article/chloes-reworked-paddington-bag-is-the-nostalgic-hit-we-need-this-summer>
- 2019 Launch of Desserto alternative to leather made with nopal (a cactus)
<https://desserto.com.mx>
- 2019 Bottega Veneta Jodie bag
<https://www.bottegaveneta.com/en-gb/shop-women/bags/jodie>
- 2020-22 The COVID pandemic creates a boom in internet shopping but bag sales decline as lockdown prevents people going out