



WHAT ARE THE BEST BRANDS MATCH BETWEEN BAGS AND SHOES?

On social media, nothing is ever left to chance when it comes to choosing the item of an outfit. At Heuritech, analyzing each piece that influencers and consumer wear is what we excel at.

The Heuritech visual recognition technology is able to scan every elements of an outfit posted on social media images, from the color of the top to the shape of the bottom. More precisely, this in-house artificial intelligence can recognize more than 200 models of bags and shoes.

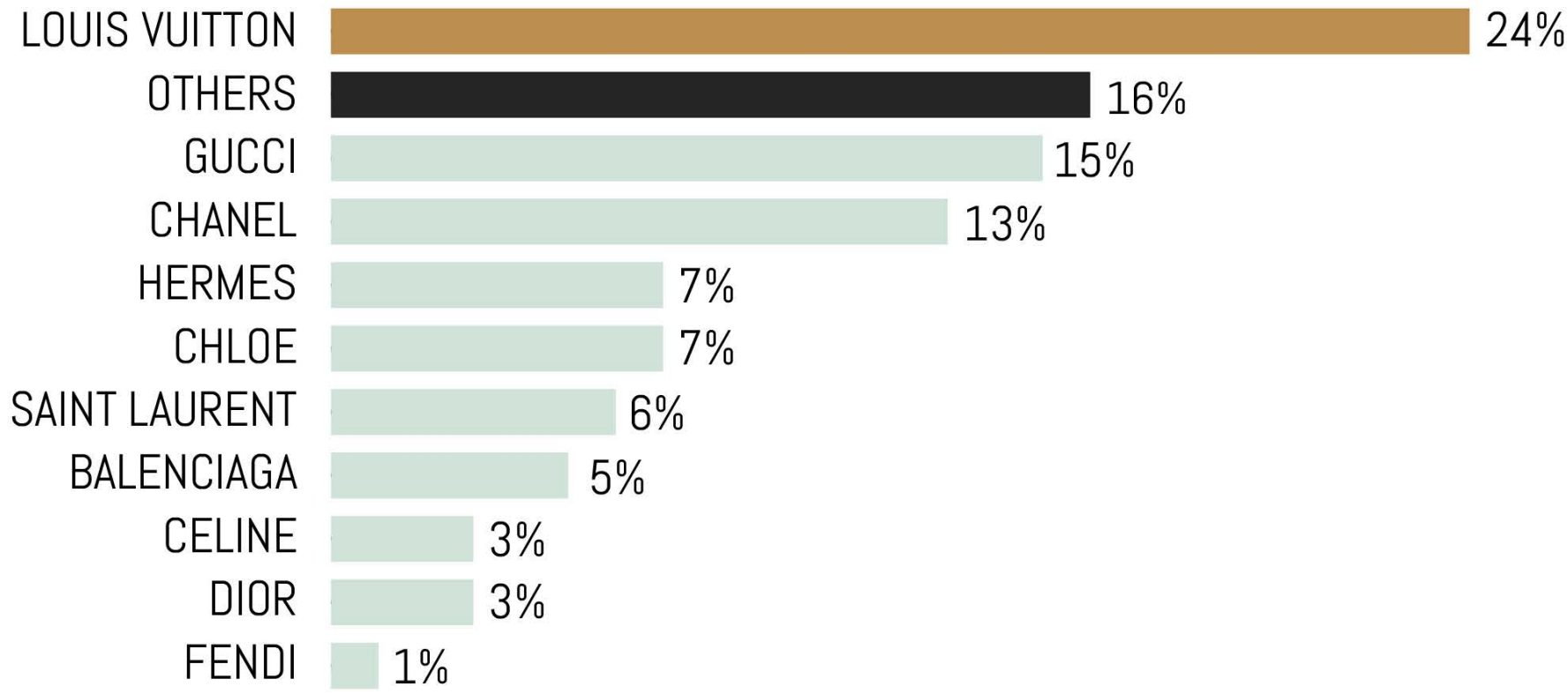
For this study, we asked ourselves the question: which hyped shoes are worn with which hit bag?

Our Data Science team analyzed 4 millions fashion posts on Instagram. We took into accounts the major brands for bag and shoes on Instagram in terms of volume and group the other ones. For each major shoes brand, we looked at the brand of the bag worn with them.

It turns out that luxury shoes aficionados like to wear the brand in total look i.e. wear bag and shoes of the same brands. As for the more at leisure looks, they tend to adopt Louis Vuitton bags to embellish the sneaker powerful trend.

Deep dive into our study highlighting 10 brands.

MOST ASSOCIATED BAG BRANDS WITH VANS SHOES



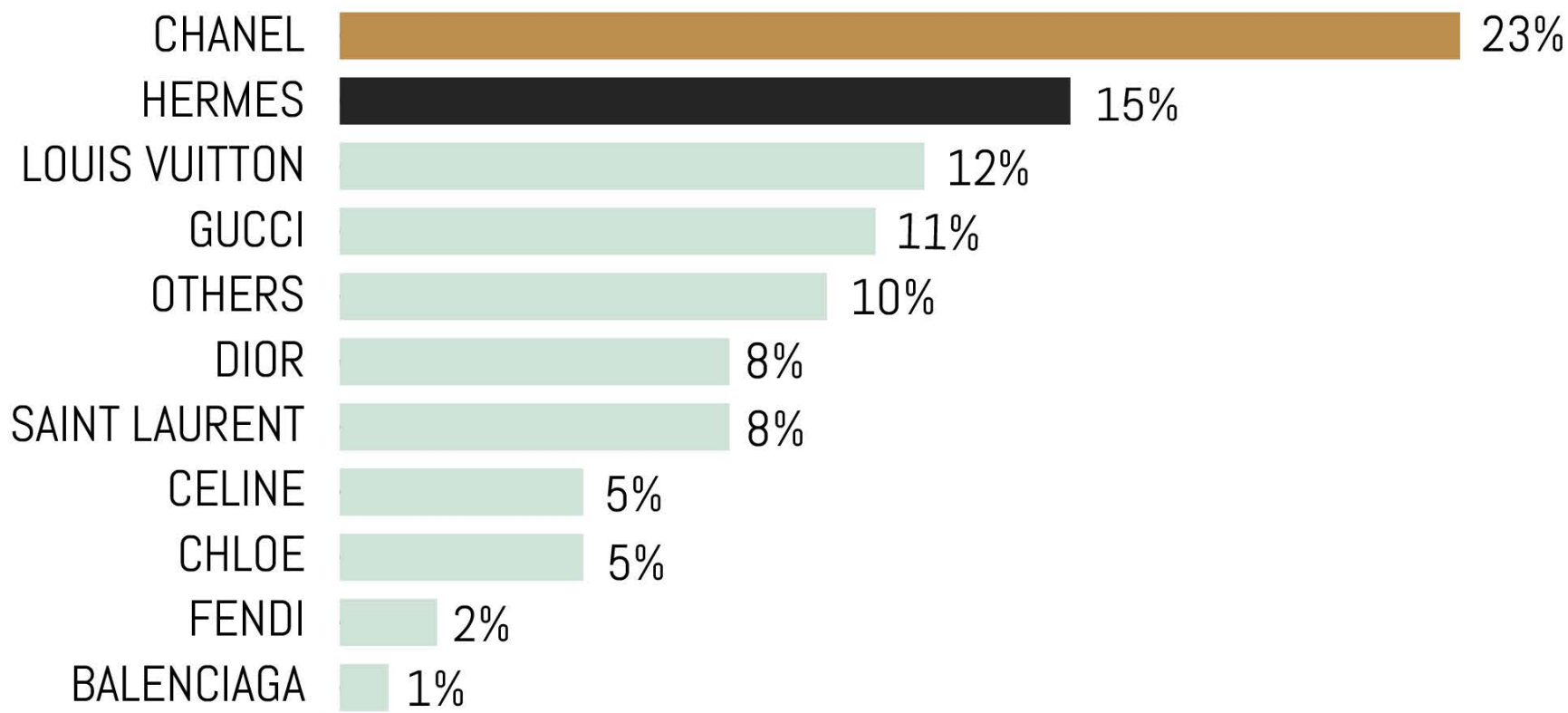
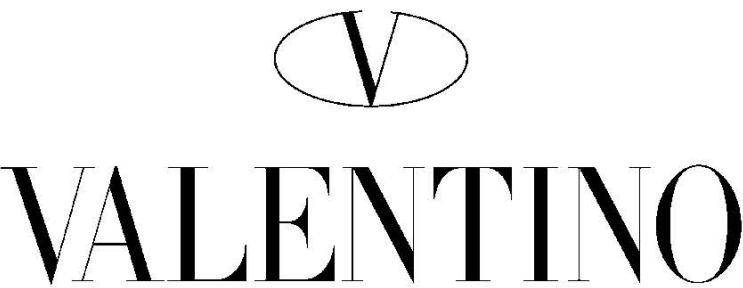
LOUIS VUITTON



OTHERS



MOST ASSOCIATED BAG BRANDS WITH VALENTINO SHOES



CHANEL

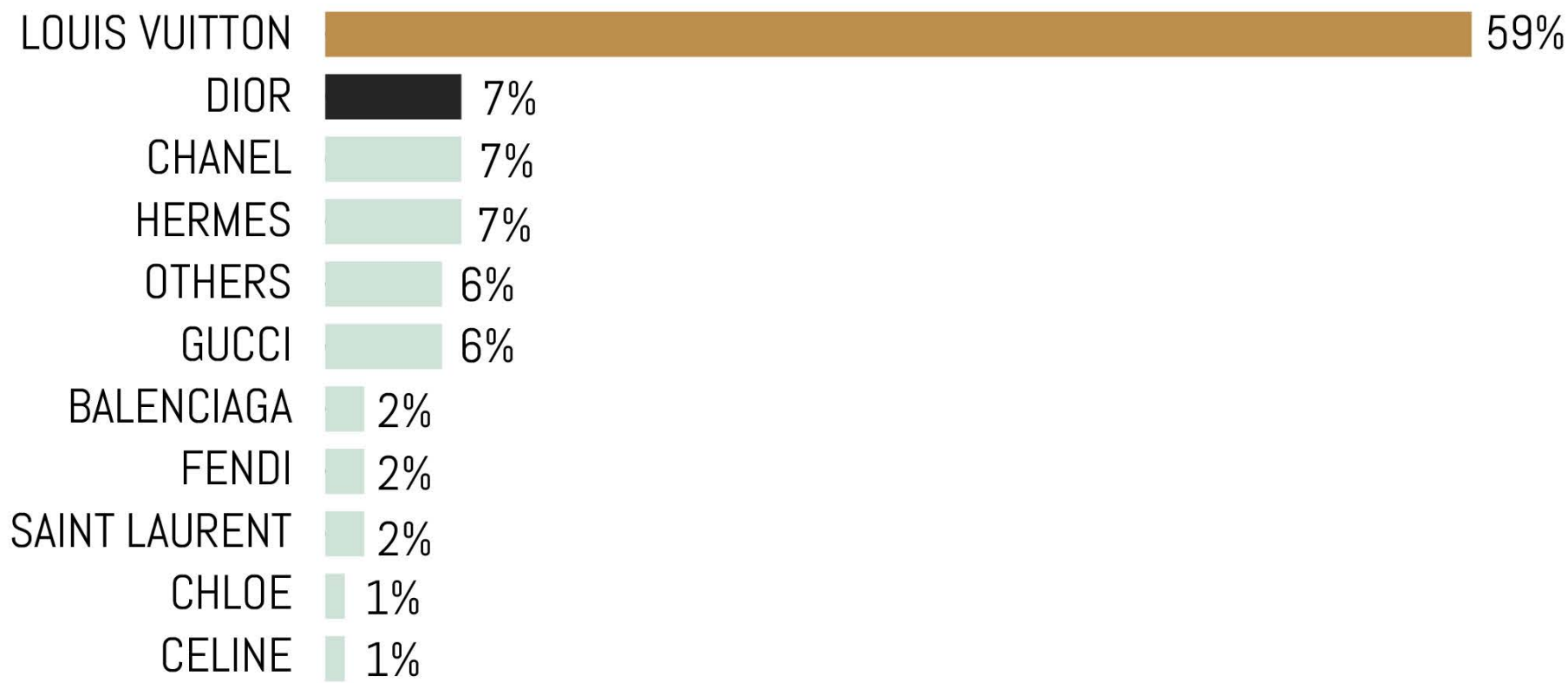


HERMÈS



MOST ASSOCIATED BAG BRANDS WITH LOUIS VUITTON SHOES

LOUIS VUITTON



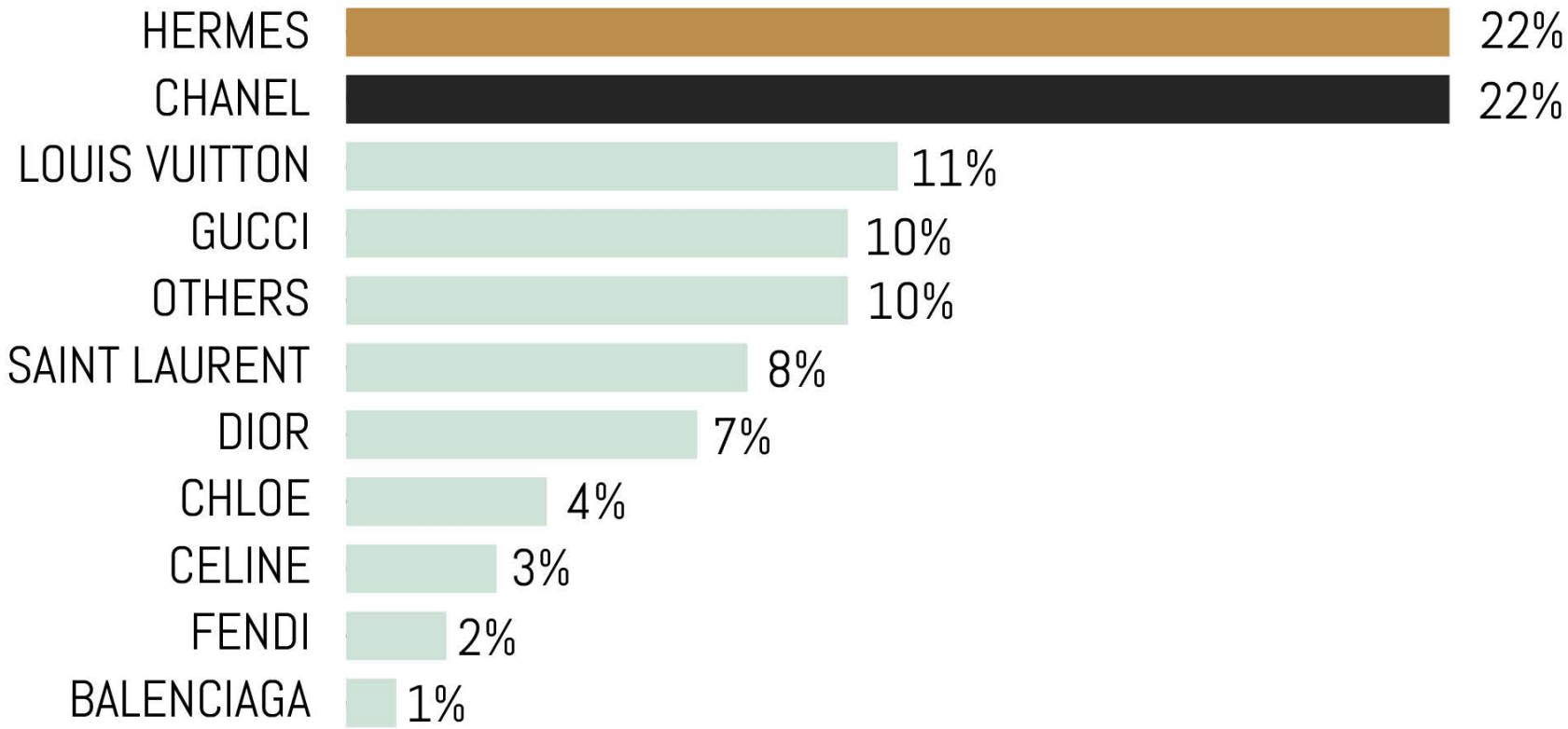
LOUIS VUITTON



DIOR



MOST ASSOCIATED BAG BRANDS WITH LOUBOUTIN SHOES



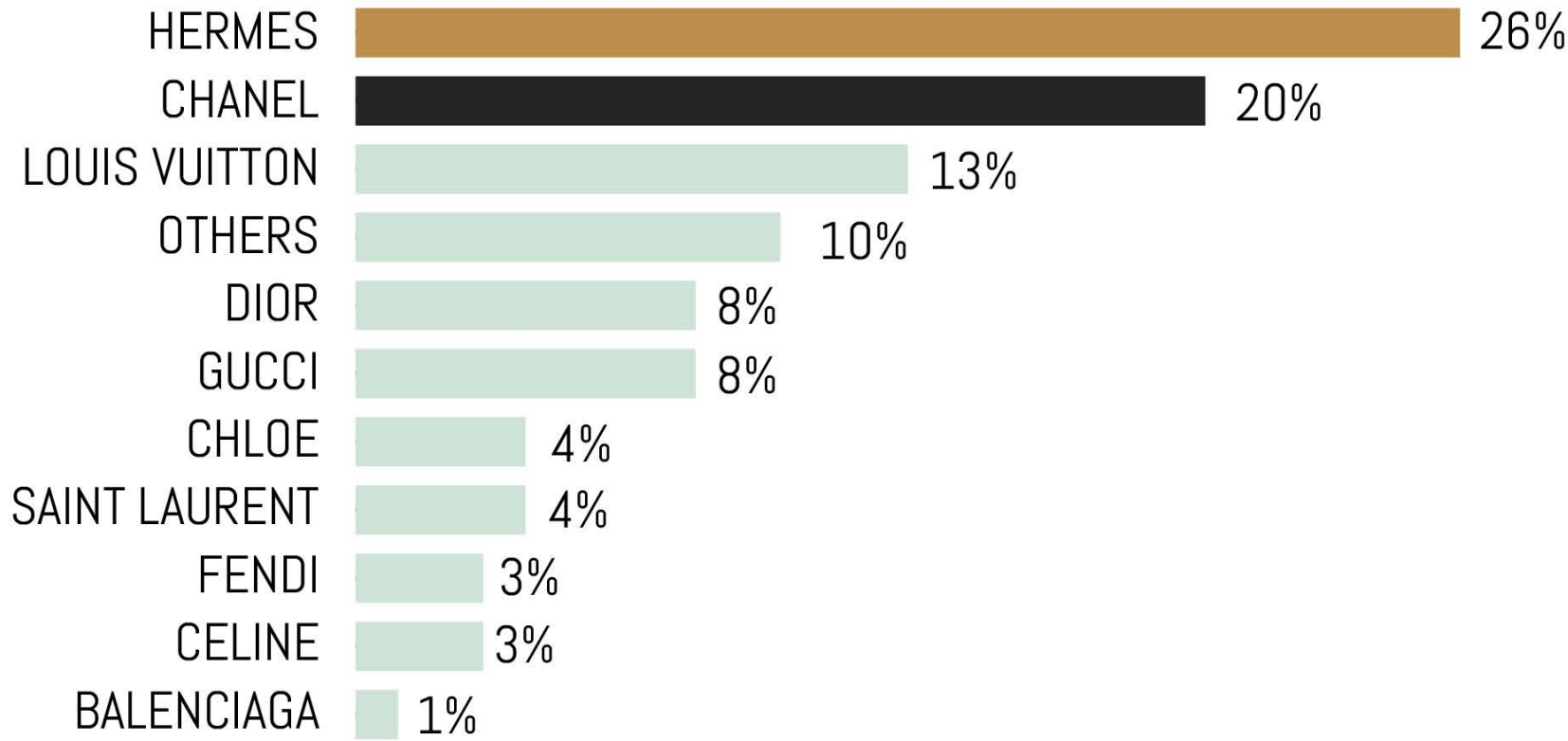
HERMÈS



CHANEL



MOST ASSOCIATED BAG BRANDS WITH HERMÈS SHOES



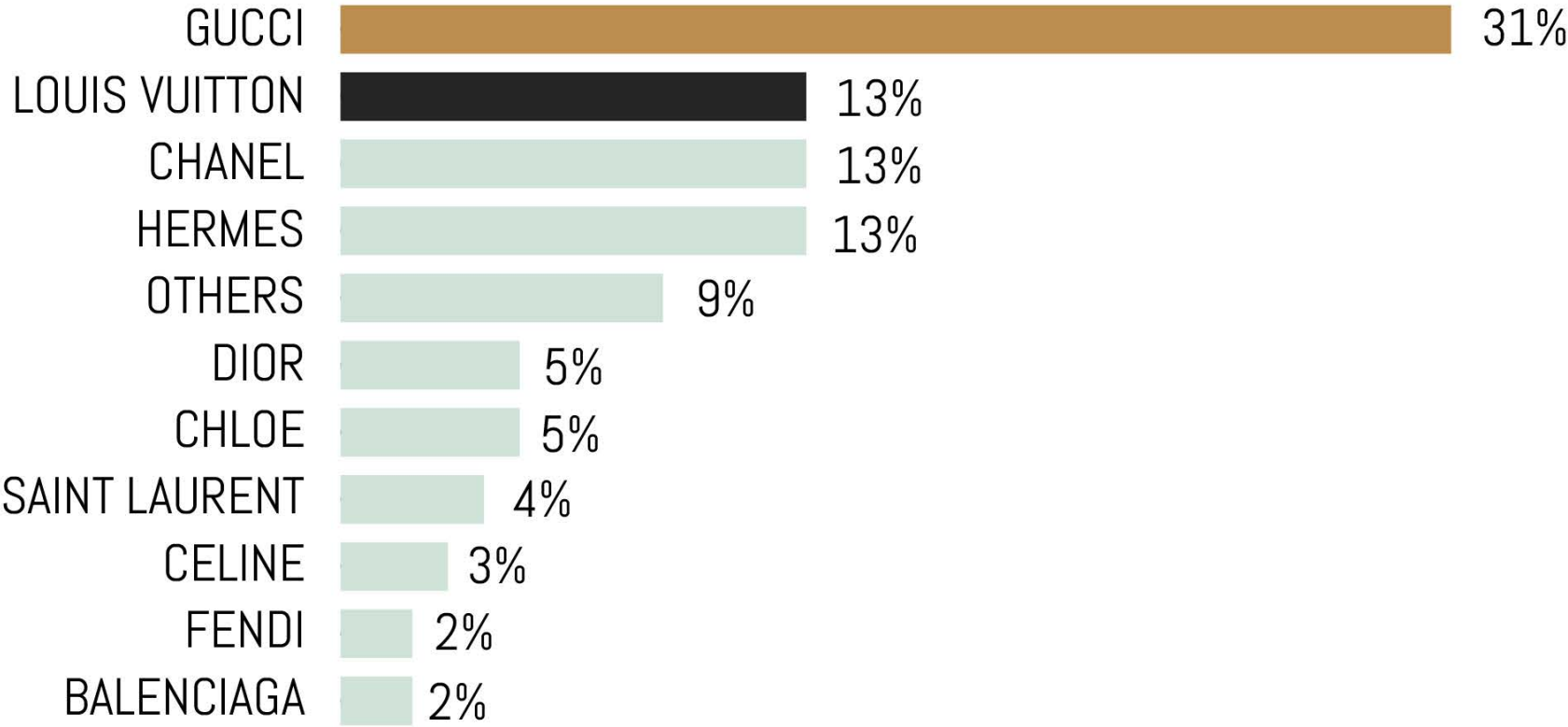
HERMÈS



CHANEL



MOST ASSOCIATED BAG BRANDS WITH GUCCI SHOES



GUCCI

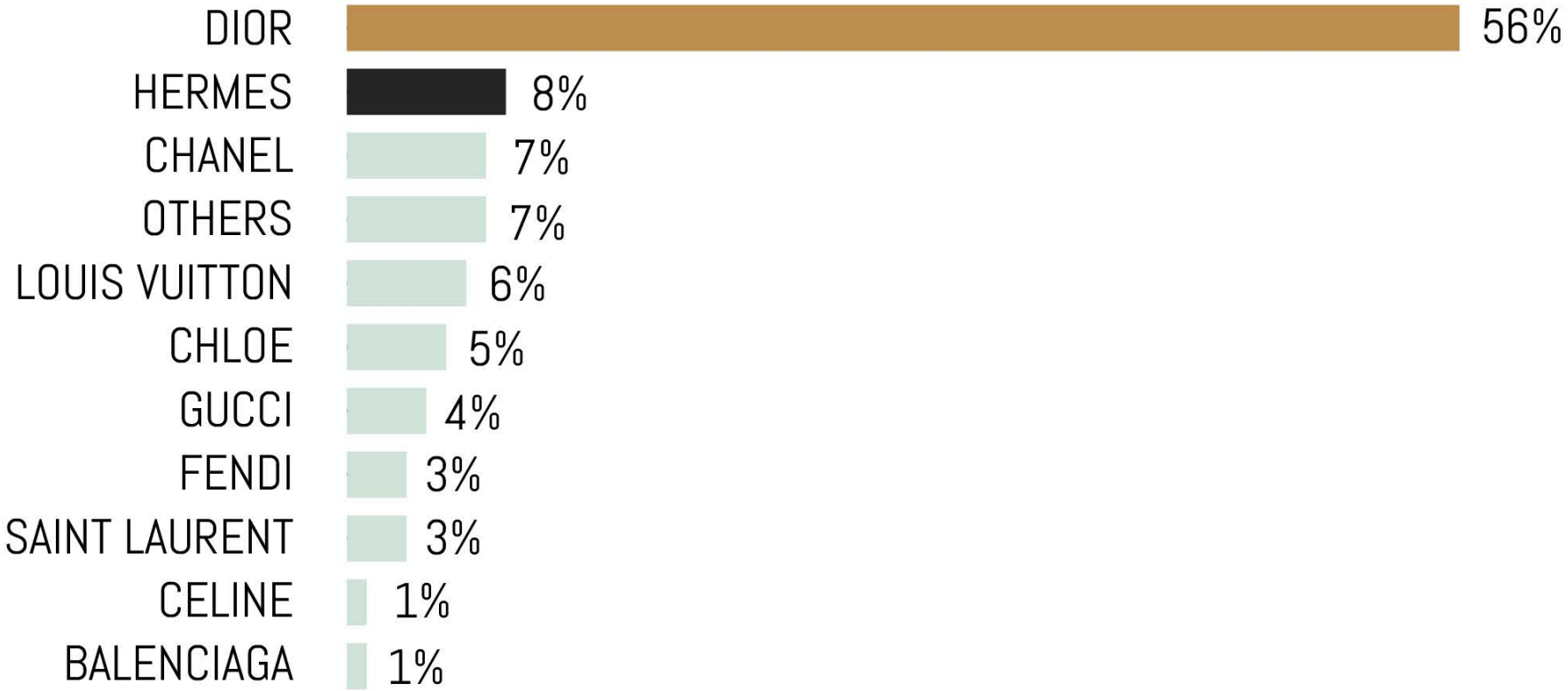


LOUIS VUITTON



MOST ASSOCIATED BAG BRANDS WITH DIOR SHOES

Dior



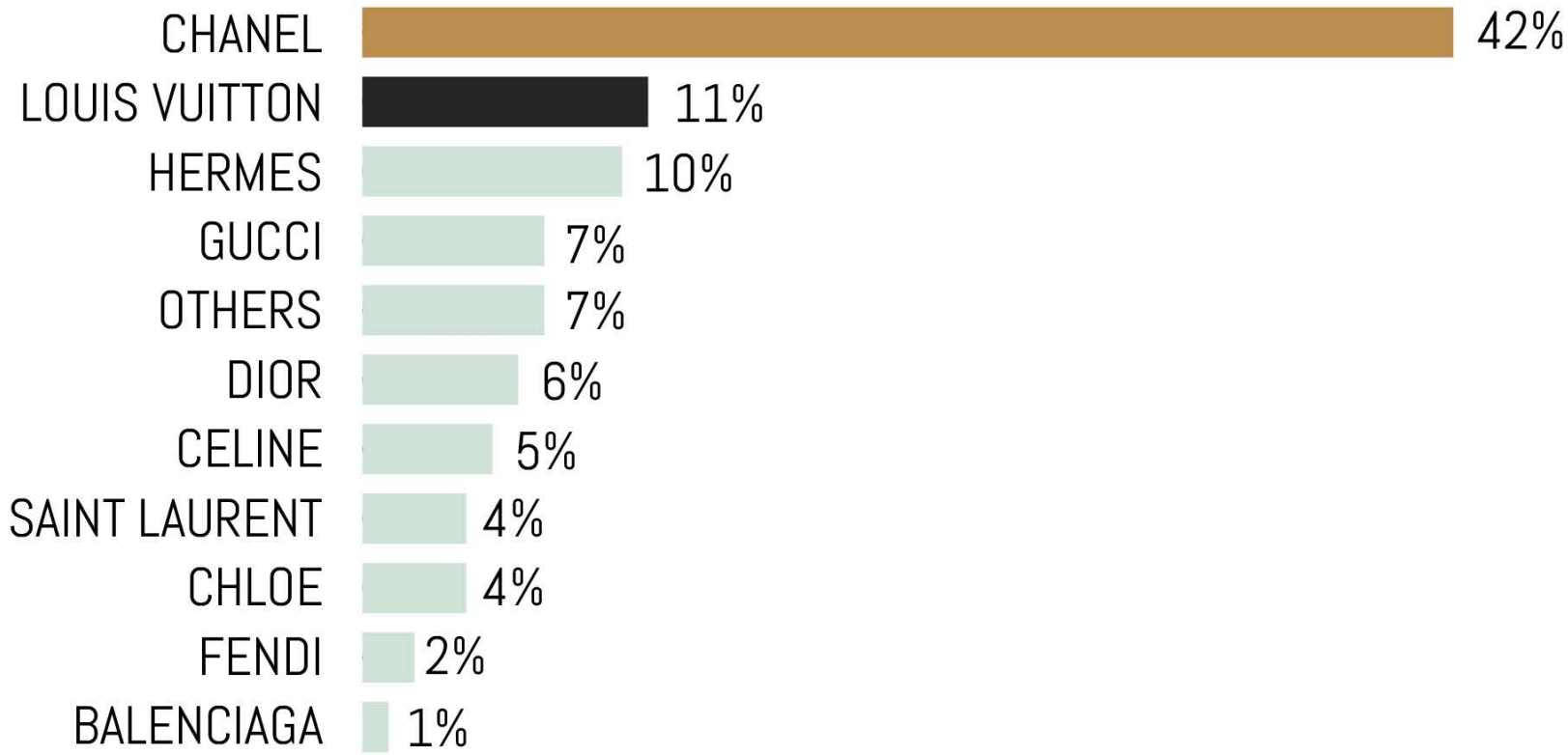
DIOR



HERMES



MOST ASSOCIATED BAG BRANDS WITH CHANEL SHOES



CHANEL

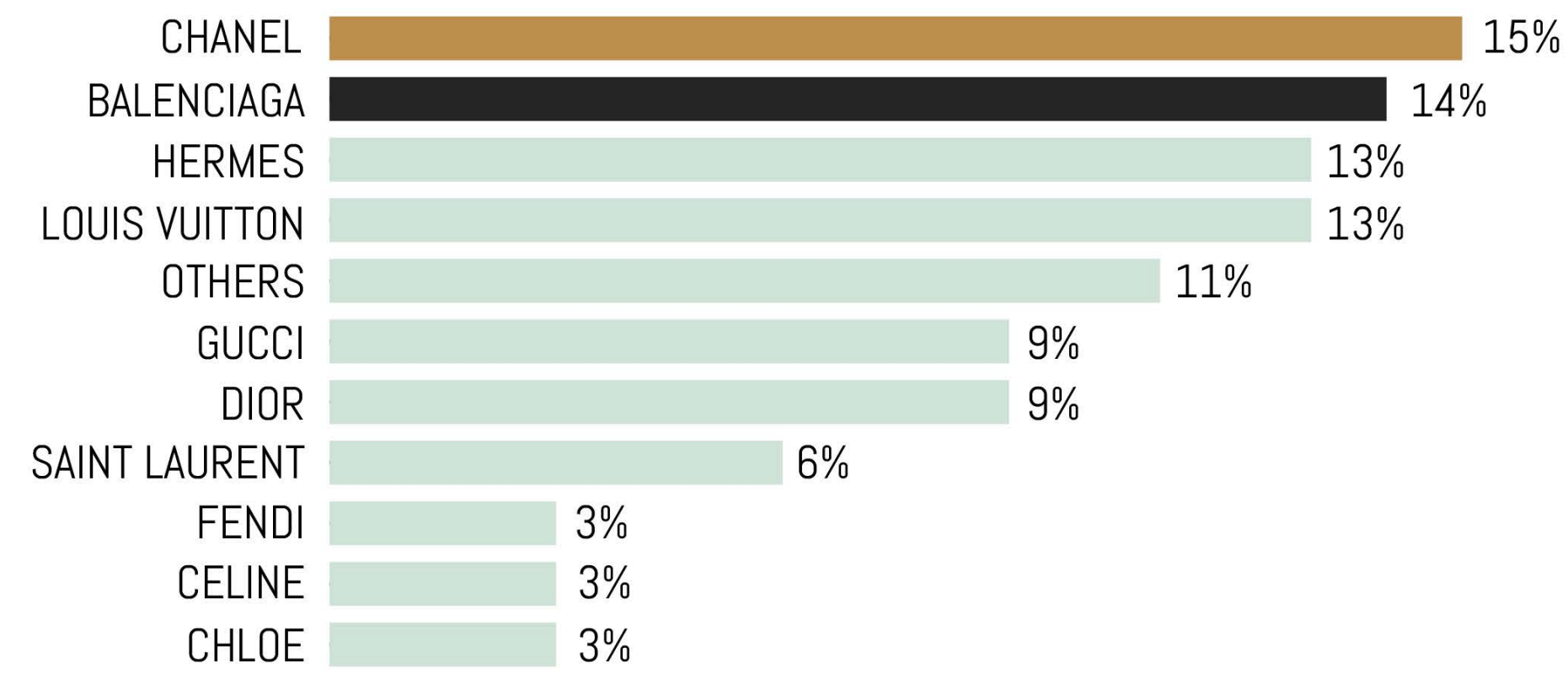


LOUIS VUITTON

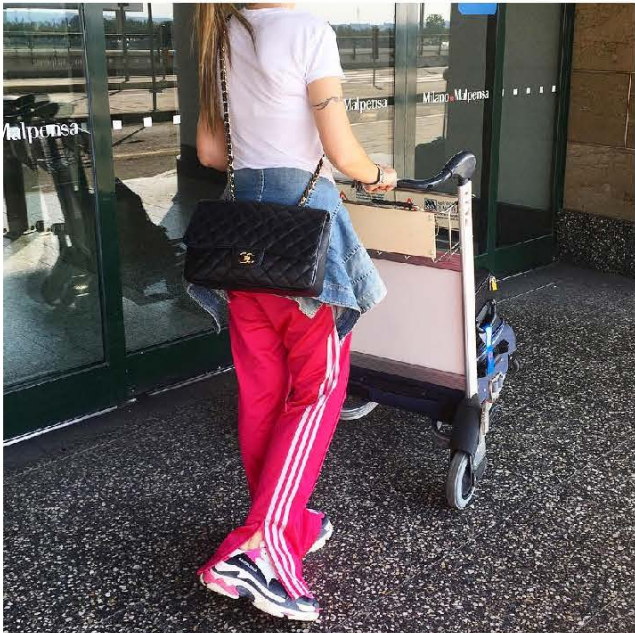


MOST ASSOCIATED BAG BRANDS WITH BALENCIAGA SHOES

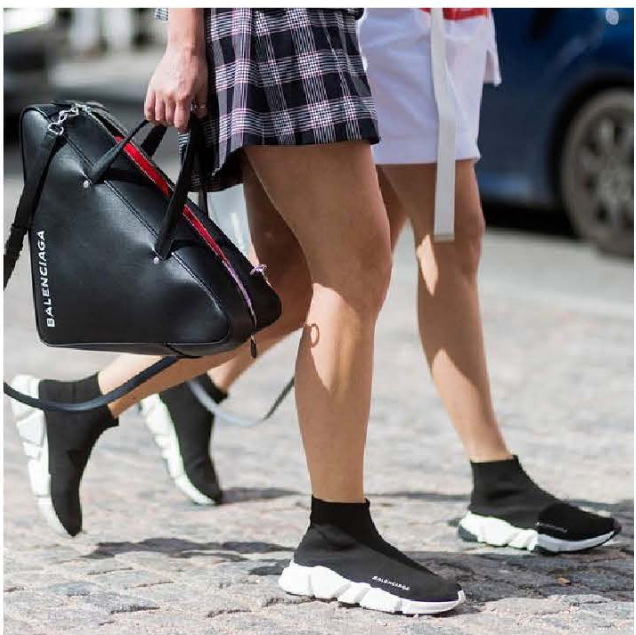
BALENCIAGA



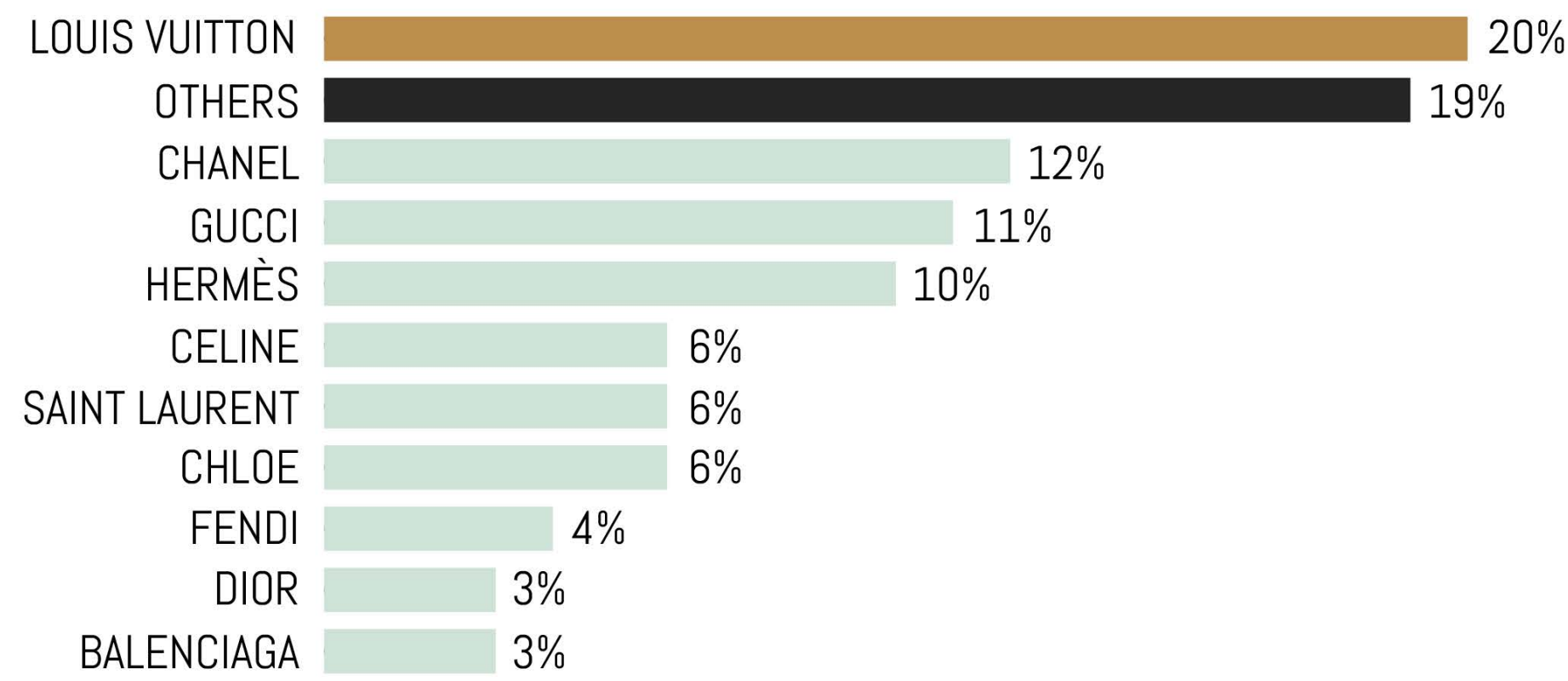
CHANEL



BALENCIAGA



MOST ASSOCIATED BAG BRANDS WITH ADIDAS SHOES



LOUIS VUITTON



OTHERS

