

► 9 août 2025

Daily Mail, Saturday, August 9, 2025

# £775 for new Balenciaga shopping bag? It'd better be for life!

## FEMAIL VERDICT

By **Dinah van Tulleken**  
 Fashion Editor

IF you're someone who uses a single-use plastic shopping bag to carry belongings, you may find that this autumn, you are at the forefront of fashion.

French fashion house Balenciaga has just released a blue tote that looks remarkably like one you had to buy for 10p on your last trip to the supermarket.

It even comes with crinkles so that it appears on its last legs before it has even left the shop.

Only by closely examining the new Marché Packable Tote Bag Medium (available to pre-order as part of the brand's Winter 2025 collection) would you see the Balenciaga logo and addresses of the Paris stores ... and the eye-watering £775 price tag.

It has been met with derision online, but Balenciaga knows exactly what it's doing.

This isn't the first time it has appeared to lampoon its own customers for having more money than sense. The first was in 2017 – a shopper tote tribute to Ikea's popular Frakta shopping bag, but with a price tag of £1,700.

It proved such a hit, Balenciaga followed it with black tie-top bin bags that cost £2,050. And as I write, you can pre-order a clutch online that looks like a crisp packet. For £1,450. In March Lau-



**Tote-al madness: Designer bag, above, Lauren Sanchez's cup clutch, crisp creation and bin bag**

ren Sanchez, now wife of Amazon billionaire Jeff Bezos, was seen with a £4,350 Balenciaga clutch shaped like a takeaway coffee cup.

The bonkers bags all came from the maverick mind of creative director, Demna, who arrived at

Balenciaga a decade ago and has only just left to join Gucci.

The tote is from his swansong collection. Demna, who goes by one name, has never offered an explanation for these projects, but most assume it's an ironic

take on consumer culture. Whether he will work the same magic for Gucci remains to be seen. But one thing's sure – fashion editors will be digging out and carrying their 10p crumpled plastic bags with pride this autumn.

