

COMPLETE ILLUSTRATED REPORT

India

Festive 26

Festive made easy



AI-generated original forecast concept. Not a documented runway photograph.

Festive made easy: pre-draped sarees, kurta co-ords, cape and light organza lehengas, velvet and brocade menswear, Kolhapuris.

Current-season editorial assessment | Pricing is indicative, not live market data

110 active details | 8 categories | Full research, palette and development guidance

Prepared for Indian fashion brands, design teams and collection planners.

SEASON AT A GLANCE

Festive made easy

Festive made easy: pre-draped sarees, kurta co-ords, cape and light organza lehengas, velvet and brocade menswear, Kolhapuris.

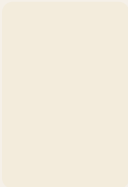
Current-season editorial assessment | Pricing is indicative, not live market data

MERCHANDISING WINDOW

Oct 2026 - Feb 2027 | Dussehra, Diwali, wedding season

Dussehra, Diwali, Bhai Dooj and the winter wedding season

ORIGINAL WORKING PALETTE

								
Emerald #0F6B4F	Sapphire #1F4E9C	Deep wine #6E1F33	Champagne gold #D8C08A	Sage #9FAE8F	Rust #B5522B	Dusty rose #D9A3A6	Indigo #2F3F7A	Ivory #F3ECDC

Digital working colours for sampling, not official textile or colour-authority standards. Approve physical lab dips.

DEVELOPMENT PRIORITY MIX



Emerging: 30 | Rising: 51 | Peaking: 28 | Fading: 1

Qualitative Forecut development assessments, not measured market shares. Emerging: test; Rising: develop; Peaking: core; Fading: reduce newness. Long-range labels are conditional scenarios.

KEY COLOUR STORIES

Festive colour direction

INDIGO

Blue, from deep indigo to blue-and-white, was the most-seen colour story at Lakmé Fashion Week 2026. Use it on denim, handloom kurtas and printed co-ords.

EMERALD

Jewel tones still lead festive wear, but in richer, more refined shades: emerald, sapphire and deep wine, often with champagne or antique gold.

HOW TO USE THIS REPORT

- Start with themes and category actions, then review each detail with its image, design notes, material guidance and lifecycle.
- Use the development calendar to plan sampling; validate costs, quality and customer response before volume orders.
- Images are design references and generated concepts. They do not establish provenance, exact garment specifications or future runway evidence.

REPORT CONTENTS

Inside this season

SEASON STRATEGY

Forecast focus, original palette and development priorities

THEME DIRECTIONS

Product opportunities, construction guidance and commercial actions

CATEGORY OPPORTUNITIES & CALENDAR

Assortment guidance and sampling milestones

COMPLETE DETAIL LIBRARY

110 illustrated detail pages, grouped by category

RESEARCH & METHODOLOGY

Linked sources, evidence limits and review checkpoints

PDF bookmarks navigate the principal sections. Every active detail from this season is included; inactive entries are not silently presented as current recommendations.

THEME 1 / HANDLOOM QUIET LUXURY

Handloom quiet luxury

Craft leads, ornament steps back. Designers showed handloom cotton, Chanderi, handspun khadi and tussar in loose, relaxed shapes with minimal surface work and even raw, unfinished edges.

BUILD THE RANGE

Chanderi, Maheshwari, khadi and tussar in calm colours, with little embellishment and beautiful cloth.

DEVELOPMENT NOTES

Build a calm-colour handloom capsule: kurta sets, sarees and men's kurtas. Swap heavy embroidery for tone-on-tone work at the neckline and cuffs. Tell the weave and cluster story on the label and product page.

COMMERCIAL ACTION

Shoppers want pieces that feel special but can be worn again. Handloom also carries a clear sustainability story, and the government-backed khadi push keeps it visible.

RESEARCH INPUTS**BRAND REFERENCES**

AK|OK by Anamika Khanna: Handloom cotton and Chanderi, loose drapes, raw edges; Péro by Aneeth Arora: Handwoven everyday wear; Kartik Research: Handspun khadi with Rabari embroidery

SOURCE COVERAGE

Free Press Journal and Harper's Bazaar India, Lakmé Fashion Week 2026; Aza Fashions, ethnic trends 2026

INDICATIVE PRICE ARCHITECTURE

Handloom kurta set: INR 1,499-2,999 value / 3,500-8,000 mid / 15,000+ premium; Chanderi or Maheshwari saree: INR 1,999-3,999 value / 5,000-12,000 mid / 25,000+ premium; Linen or khadi men's kurta: INR 999-1,999 value / 2,500-5,000 mid / 9,000+ premium

COST CONSIDERATIONS

Medium - True handloom has longer lead times and minimums. Use handloom for hero pieces and powerloom Chanderi-look or cotton-silk for value ranges.

THEME 2 / INDIGO, BLUE AND WHITE

Indigo, blue and white

Blue ran through Lakmé Fashion Week 2026: indigo denim and crisp tailoring, blue-and-white evening gowns with fine surface work, and whole shows built on indigo.

BUILD THE RANGE

Indigo denim, blue-and-white prints and tailoring were the most-seen colour story on the Indian runway.

DEVELOPMENT NOTES

Add indigo to every category: kurtas, denim, sarees and footwear. Pair indigo with ivory and champagne gold for festive. Try one denim-meets-handloom fusion piece.

COMMERCIAL ACTION

Blue is easy to wear across age groups and works for both festive and everyday. Indigo also links to India's dyeing heritage, so it suits handloom and denim alike.

RESEARCH INPUTS**BRAND REFERENCES**

Payal Pratap: Indigo denim and structured tailoring; AFEW by Rahul Mishra: Blue-and-white eveningwear with surface work; Saim: Silk Chanderi paired with denim

SOURCE COVERAGE

Harper's Bazaar India and Free Press Journal, Lakmé Fashion Week 2026

INDICATIVE PRICE ARCHITECTURE

Indigo kurta or shirt: INR 799-1,499 value / 2,000-4,500 mid / 8,000+ premium; Denim co-ord or jacket: INR 1,499-2,999 value / 3,500-7,000 mid / 12,000+ premium; Blue-white printed saree: INR 1,299-2,499 value / 3,000-7,500 mid / 15,000+ premium

COST CONSIDERATIONS

Low - Indigo dyeing and prints are widely available. Use natural indigo for premium and synthetic indigo for value.

THEME 3 / FESTIVE MADE EASY

Festive made easy

Festive dressing gets easier: ready-to-wear sarees, embroidered kurta co-ords, fusion kaftans, cape lehengas and lighter organza for sangeet, plus fit-and-flare Anarkalis that suit most occasions.

BUILD THE RANGE

Pre-draped sarees, embroidered co-ords, kaftans and light lehengas that look festive without the effort.

DEVELOPMENT NOTES

Offer the hero festive look in a pre-draped or co-ord version. Add capes and organza dupattas as add-ons to sell up. Show three ways to wear each piece across wedding functions.

COMMERCIAL ACTION

Busy schedules and many functions per wedding mean shoppers want looks they can put on in minutes and wear more than once.

RESEARCH INPUTS**BRAND REFERENCES**

Satya Paul: Fluid sarees styled for the office; Abraham & Thakore: Sari-inspired silhouettes, printed co-ords and kaftans; Verandah: Breezy, resort-style separates

SOURCE COVERAGE

Lakmé Fashion Week 2026 coverage; Lashkaraa colour and silhouette trends 2026; Aza Fashions, ethnic trends 2026

INDICATIVE PRICE ARCHITECTURE

Pre-draped saree: INR 1,999-3,999 value / 5,000-12,000 mid / 25,000+ premium; Embroidered kurta co-ord: INR 1,499-2,999 value / 3,500-8,000 mid / 18,000+ premium; Cape or organza lehenga: INR 3,999-7,999 value / 12,000-35,000 mid / 75,000+ premium

COST CONSIDERATIONS

Medium - Stitched drapes and capes add pattern work. Keep embroidery to placement areas and reuse one base silhouette across colours.

THEME 4 / INDIAN CRAFT GOES GLOBAL

Indian craft goes global

Indian crafts are in the global spotlight. Prada showed Kolhapuri-inspired sandals in 7 of 56 Spring/Summer 2026 looks, Rabari embroidery reached the Indian runway, and kantha is moving onto sneakers.

BUILD THE RANGE

Kolhapuris on the Prada runway, mirror work, Rabari and kantha embroidery, block prints and bandhani.

DEVELOPMENT NOTES

Source one GI-tagged hero product and credit the craft cluster. Add mirror or kantha accents to everyday basics. Pair Kolhapuris and juttis with western looks in imagery.

COMMERCIAL ACTION

The Kolhapuri debate made Indian shoppers proud of the original crafts. GI-tagged and artisan-made products now carry real brand value.

RESEARCH INPUTS**BRAND REFERENCES**

Prada (Spring/Summer 2026): Kolhapuri-inspired sandals in 7 of 56 looks; Kartik Research: Rabari embroidery on handspun khadi; Gully Labs: Sneakers with kantha embroidery and Indian colour stories

SOURCE COVERAGE

Global Indian on Prada SS26; Free Press Journal, Lakmé Fashion Week 2026; Gully Labs

INDICATIVE PRICE ARCHITECTURE

Kolhapuri chappals: INR 499-1,299 value / 1,500-3,500 mid / 6,000+ premium; Mirror-work kurta or jacket: INR 1,299-2,499 value / 3,000-7,000 mid / 15,000+ premium; Embroidered juttis: INR 799-1,499 value / 1,800-4,000 mid / 7,500+ premium

COST CONSIDERATIONS

Medium - Hand embroidery is labour-heavy. Use placement embroidery and partner with clusters for authentic GI-tagged pieces.

THEME 5 / GEN Z FUSION

Gen Z fusion

Gen Z mixes ethnic and street: short kurtas over jeans, sarees with sneakers, jackets over lehengas, oversized tees, baggy denim, athleisure co-ords and gender-fluid boxy tailoring.

BUILD THE RANGE

Kurtas with jeans and sneakers, sarees with trainers, oversized fits and co-ords: India's young shoppers mix it all.

DEVELOPMENT NOTES

Style every ethnic hero piece with sneakers and denim in imagery. Launch small, fast drops and watch social signals weekly. Make sure products are listed on quick-commerce and marketplace apps.

COMMERCIAL ACTION

Gen Z makes up 40-45% of India's online shoppers and drove almost half of new orders in 2025. They discover styles on social video and buy fast, often through quick commerce.

RESEARCH INPUTS**BRAND REFERENCES**

Gully Labs: Everyday leather sneakers with Indian colour stories; Payal Pratap and Jubinav: Embroidered jackets and sporty knitwear

SOURCE COVERAGE

Outlook Business on Gen Z and e-retail; Pearl Academy Gen Z trend reports; Lakmé Fashion Week 2026 coverage

INDICATIVE PRICE ARCHITECTURE

Short kurta: INR 499-999 value / 1,200-2,500 mid / 5,000+ premium; Baggy or wide-leg jeans: INR 799-1,499 value / 1,800-3,500 mid / 6,000+ premium; Athleisure co-ord set: INR 999-1,999 value / 2,500-5,000 mid / 9,000+ premium

COST CONSIDERATIONS

Low - Simple shapes and fast fabrics keep costs low. Win on speed, size range and social-ready styling.

CATEGORY OPPORTUNITIES

Build the assortment

WOMEN'S ETHNIC

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear. Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

MEN'S ETHNIC

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear. Cotton silk, linen, raw silk, brocade, velvet and jacquard, with fabric-covered or metal buttons.

INDO-WESTERN

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes. Cotton, linen, Chanderi, denim and modal blends.

WESTERN WEAR (INDIA)

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend. Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

INDIAN FOOTWEAR

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers. Vegetable-tanned leather, suede, fabric uppers with embroidery, leather or TPR soles.

FABRICS & WEAVES

Best across sarees, kurtas, lehengas, menswear and fusion pieces. See the weave notes; source from the named craft clusters.

EMBROIDERY & SURFACE

Best on necklines, cuffs, yokes, borders, dupattas and jackets. Hand or machine embroidery threads, zari, mirrors, sequins and block-print dyes.

TRIMS & ACCESSORIES

Best as finishing details on ethnic and fusion garments, and as add-on accessories. Tassels, piping, metal or fabric buttons, borders, belts and bags.

DEVELOPMENT CALENDAR

From concept to delivery

NOW

In stores now. Reorder proven winners for December-February weddings.

WHAT WOULD CHANGE THIS FORECAST?

- Compare full-price sales, fit returns and replenishment with your own trading data.

DETAIL LIBRARY / WOMEN'S ETHNIC

Women's Ethnic

22 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Pre-draped saree gowns - Rising
- Office-ready fluid sarees - Emerging
- Organza sarees with scalloped borders - Peaking
- Tissue sarees in champagne gold - Rising
- Pastel handloom sarees - Rising
- Sarees with belts and jackets - Rising
- Cape lehengas - Rising
- Ombré and dual-tone lehengas - Rising
- Crop-top lehenga sets - Peaking
- Fish-cut lehenga skirts - Emerging
- Light organza lehengas - Rising
- Fit-and-flare Anarkalis - Peaking
- Embroidered kurta co-ord sets - Rising
- Straight kurtas with palazzos - Peaking
- Festive kaftan kurtas - Rising
- Angrakha wrap kurtas - Emerging
- Corset saree blouses - Rising
- Off-shoulder blouses - Rising
- Collared shirt blouses - Emerging
- Organza dupattas with embroidered borders - Peaking
- Kalidar-cut kurtas - Rising
- Foil-appliqué tulle sarees - Emerging

WOMEN'S ETHNIC / SAREES

Pre-draped saree gowns

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Ready-to-wear sarees with stitched pleats and a fixed pallu, worn in minutes. This is a garment-level idea that can anchor a capsule.

Area: Garment | Sarees

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Use laser finishing for consistent, lower-impact distressing.
- Start with a small capsule and track sell-through.

FABRIC & TRIMS

Fluid crepe, jersey or satin.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / SAREES

Office-ready fluid sarees

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Light printed sarees styled for work, as shown by Satya Paul. A style-level trend that can lead a footwear capsule.

Area: Style | Sarees

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Launch in core colours first, then add seasonal shades.
- Keep the last consistent across the style family.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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WOMEN'S ETHNIC / SAREES

Organza sarees with scalloped borders

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Sheer, structured organza that photographs well. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Sarees

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Use French seams and finish edges cleanly; seams show through sheer fabric.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Organza, chiffon, tulle or recycled mesh.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WOMEN'S ETHNIC / SAREES

Tissue sarees in champagne gold

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Metallic tissue as the base colour, not just the border. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Sarees

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Test metallic finishes for scratching and cracking.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Metallic leather or foil-coated fabric.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / SAREES

Pastel handloom sarees

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Dusty rose, powder blue and lavender on handloom bases. A colour-led detail that is easy to roll across many styles.

Area: Colour | Sarees

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Order early: handloom has longer lead times and small minimums.
- Lab-dip early and approve under daylight and store lighting.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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WOMEN'S ETHNIC / SAREES

Sarees with belts and jackets

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Waist belts and cropped jackets over sarees for a modern drape. Layered construction adds depth and styling value in one piece.

Area: Layer | Sarees

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Cut on the bias for drape and pin-test gathers on the stand.
- Keep layers light so the garment is not bulky.

FABRIC & TRIMS

Fluid crepe, jersey or satin.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / LEHENGAS

Cape lehengas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Lehengas with a cape-style dupatta or overlay. Layered construction adds depth and styling value in one piece.

Area: Layer | Lehengas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Make the cape detachable or attached at the yoke so the base garment sells on its own.
- Keep layers light so the garment is not bulky.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / LEHENGAS

Ombré and dual-tone lehengas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Skirts shading from a deep base into a lighter hem. A colour-led detail that is easy to roll across many styles.

Area: Colour | Lehengas

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Lab-dip early and approve under daylight and store lighting.
- Roll the colour across tops, bottoms and accessories.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WOMEN'S ETHNIC / LEHENGAS

Crop-top lehenga sets

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Shorter blouses with high-waisted skirts. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Lehengas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Check the crop length against high-rise bottoms.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WOMEN'S ETHNIC / LEHENGAS

Fish-cut lehenga skirts

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Fitted through the hip, flaring at the knee for a longer line. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Lehengas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Develop the new block on a core style first, then roll out.
- Fit on at least two sizes before committing to bulk.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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WOMEN'S ETHNIC / LEHENGAS

Light organza lehengas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Airy organza lehengas for sangeet and day functions. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Lehengas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Use French seams and finish edges cleanly; seams show through sheer fabric.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Organza, chiffon, tulle or recycled mesh.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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WOMEN'S ETHNIC / SUITS & KURTAS

Fit-and-flare Anarkalis

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Flattering, comfortable Anarkalis that suit most occasions. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Suits & kurtas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Cut the flare from the empire line and line it so it swirls without clinging.
- Use a fabric with enough weight and drape so the leg falls cleanly.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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WOMEN'S ETHNIC / SUITS & KURTAS

Embroidered kurta co-ord sets

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Matching kurta and trousers with coordinated embroidery. This is a garment-level idea that can anchor a capsule.

Area: Garment | Suits & kurtas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Place embroidery on flat areas; use backing to avoid puckering.
- Start with a small capsule and track sell-through.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / SUITS & KURTAS

Straight kurtas with palazzos

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Straight-cut suits with wide palazzos for comfort. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Suits & kurtas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Use a fabric with enough weight and drape so the leg falls cleanly.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WOMEN'S ETHNIC / SUITS & KURTAS

Festive kaftan kurtas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Kaftans with Indian prints and embroidery, worn to festive events. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Suits & kurtas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Use laser finishing for consistent, lower-impact distressing.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / SUITS & KURTAS

Angrakha wrap kurtas

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Overlapping wrap fronts tied at the side. The closure changes how the garment opens, fits and is styled.

Area: Closure | Suits & kurtas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Add a hidden inner tie or snap so the wrap stays closed when worn.
- Test closures for ease of use and stress points at fit stage.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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WOMEN'S ETHNIC / BLOUSES & DUPATTAS

Corset saree blouses

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Structured corset blouses as a modern alternative. Bodice shaping defines the fit of the whole dress.

Area: Bodice | Blouses & dupattas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Fit bodice on a live model for movement.
- Use lining or stays to keep shape.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WOMEN'S ETHNIC / BLOUSES & DUPATTAS

Off-shoulder blouses

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Off-shoulder blouses for sarees and lehengas. Changing the neckline is one of the cheapest ways to update a proven block.

Area: Neckline | Blouses & dupattas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Check neck opening against head circumference on pull-on styles.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WOMEN'S ETHNIC / BLOUSES & DUPATTAS

Collared shirt blouses

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Crisp collared blouses for a tailored saree look. It frames the face, so it reads instantly on the hanger and in product imagery.

Area: Collar | Blouses & dupattas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Grade collar size with the body so it stays in proportion across sizes.
- Use a firm fusible or interlining so the collar holds its shape after washing.

FABRIC & TRIMS

Cotton silk, Chanderi, georgette, organza and raw silk, with gota, zari or tone-on-tone trims.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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WOMEN'S ETHNIC / BLOUSES & DUPATTAS

Organza dupattas with embroidered borders

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Sheer dupattas framed with an embroidered edge. Trims give an instant seasonal update to proven styles.

Area: Trim | Blouses & dupattas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use French seams and finish edges cleanly; seams show through sheer fabric.
- Place embroidery on flat areas; use backing to avoid puckering.
- Check trim care is compatible with the main fabric.

FABRIC & TRIMS

Organza, chiffon, tulle or recycled mesh.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WOMEN'S ETHNIC / SUITS & KURTAS

Kalidar-cut kurtas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Kurtas built from many flared panels (kalis) for swing without heavy gathers; seen in Max Fashion Festive 2026. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Suits & kurtas

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Use a fabric with enough weight and drape so the leg falls cleanly.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Fluid crepe, jersey or satin.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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WOMEN'S ETHNIC / SAREES

Foil-appliqué tulle sarees

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Metallic foil or faux-leather pieces cut into shapes and stitched onto sheer tulle, as shown by Sameer Madan. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Sarees

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Use leather or a high-quality alternative; keep seams minimal to show off the surface.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Lamb or cow nappa, split suede, or bio-based and recycled leather alternatives.

WHERE TO USE IT

Best on sarees, lehengas, Anarkalis, kurta sets and blouses for festive, wedding and everyday wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Not tracked	Festive 27 Emerging	Summer 28 Not tracked	Festive 28 Rising
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DETAIL LIBRARY / MEN'S ETHNIC

Men's Ethnic

16 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Straight kurta with band collar - Peaking
- Linen kurta sets - Rising
- Short kurtas with jeans - Rising
- Asymmetric-hem kurtas - Rising
- Pathani suits - Rising
- Neckline and cuff embroidery - Rising
- Brocade and Chanderi Nehru jackets - Peaking
- Contrast-piped Nehru jackets - Emerging
- Tone-on-tone bandhgalas - Rising
- Velvet bandhgalas - Rising
- Collar brooches on bandhgalas - Rising
- Ivory and pastel sherwanis - Peaking
- Fluid draped menswear - Emerging
- Tussar and Kanjeevaram menswear - Emerging
- Straight trousers over churidars - Rising
- Dhoti pants and cowl trousers - Rising

MEN'S ETHNIC / KURTAS & SETS

Straight kurta with band collar

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Straight kurtas with a Nehru (band) collar and churidar or straight trousers. It frames the face, so it reads instantly on the hanger and in product imagery.

Area: Collar | Kurtas & sets

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Grade collar size with the body so it stays in proportion across sizes.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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MEN'S ETHNIC / KURTAS & SETS

Linen kurta sets

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Breathable linen and cotton-silk for relaxed celebrations. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Kurtas & sets

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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MEN'S ETHNIC / KURTAS & SETS

Short kurtas with jeans

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Hip-length kurtas worn with denim for everyday wear. Length shifts are simple to apply across existing blocks.

Area: Length | Kurtas & sets

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Approve wash and finish on bulk fabric; set clear shade bands.
- Update length on existing blocks rather than new patterns.

FABRIC & TRIMS

Cotton silk, linen, raw silk, brocade, velvet and jacquard, with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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MEN'S ETHNIC / KURTAS & SETS

Asymmetric-hem kurtas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Angled or layered hems for a modern kurta. The hem finish changes the mood of a piece with minimal pattern work.

Area: Hem | Kurtas & sets

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Add silicone tape or internal stays so the garment stays in place.
- Test hem finish after washing for twisting or fraying.

FABRIC & TRIMS

Cotton silk, linen, raw silk, brocade, velvet and jacquard, with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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MEN'S ETHNIC / KURTAS & SETS

Pathani suits

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Collared Pathani kurtas with salwar, in solid tones. This is a garment-level idea that can anchor a capsule.

Area: Garment | Kurtas & sets

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Keep the jacket and trousers in the same cloth so they sell as a set.
- Start with a small capsule and track sell-through.

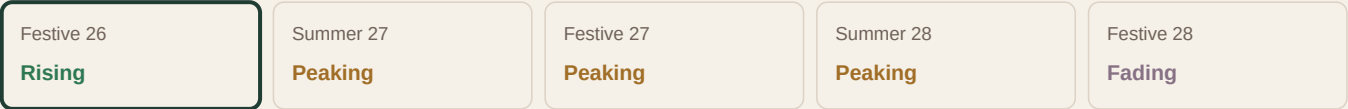
FABRIC & TRIMS

Cotton silk, linen, raw silk, brocade, velvet and jacquard, with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS



MEN'S ETHNIC / KURTAS & SETS

Neckline and cuff embroidery

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Subtle embroidery placed only at the neckline and cuffs. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Kurtas & sets

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.
- Keep embellishment away from friction areas like underarms.

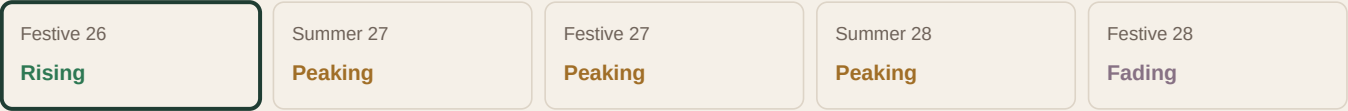
FABRIC & TRIMS

Cotton silk, linen, raw silk, brocade, velvet and jacquard, with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS



MEN'S ETHNIC / JACKETS & BANDHGALAS

Brocade and Chanderi Nehru jackets

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Nehru jackets over kurtas or shirts, in brocade, Chanderi or jacquard. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Jackets & bandhgalas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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MEN'S ETHNIC / JACKETS & BANDHGALAS

Contrast-piped Nehru jackets

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Contrast piping on the collar and edges. Trims give an instant seasonal update to proven styles.

Area: Trim | Jackets & bandhgalas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Use contrast to highlight the shape; check colour fastness between shades.
- Check trim care is compatible with the main fabric.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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MEN'S ETHNIC / JACKETS & BANDHGALAS

Tone-on-tone bandhgalas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Bandhgala (Jodhpuri) suits with tonal embroidery instead of heavy work. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Jackets & bandhgalas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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MEN'S ETHNIC / JACKETS & BANDHGALAS

Velvet bandhgalas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Velvet bandhgalas in bottle green, navy and burgundy for winter weddings. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Jackets & bandhgalas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Fading	Festive 27 Peaking	Summer 28 Fading	Festive 28 Peaking
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MEN'S ETHNIC / JACKETS & BANDHGALAS

Collar brooches on bandhgalas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

A brooch or decorative button at the bandhgala collar. An accessory-led detail that adds styling value at low cost.

Area: Accessory | Jackets & bandhgalas

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Size buttons to the garment weight; use shanks on thick fabrics.
- Make accessories detachable where possible.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Peaking
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MEN'S ETHNIC / OCCASION & WEDDING

Ivory and pastel sherwanis

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Ivory, mint and powder shades for day weddings. A colour-led detail that is easy to roll across many styles.

Area: Colour | Occasion & wedding

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Lab-dip early and approve under daylight and store lighting.
- Roll the colour across tops, bottoms and accessories.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Peaking
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MEN'S ETHNIC / OCCASION & WEDDING

Fluid draped menswear

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Relaxed drapes and soft tailoring, as shown by AK|OK. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Occasion & wedding

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Cut on the bias for drape and pin-test gathers on the stand.
- Grade extra ease carefully so smaller sizes do not swamp.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Fluid crepe, jersey or satin.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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MEN'S ETHNIC / OCCASION & WEDDING

Tussar and Kanjeevaram menswear

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Silks usually reserved for women, cut for men by Vivek Karunakaran. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Occasion & wedding

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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MEN'S ETHNIC / BOTTOMS

Straight trousers over churidars

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Straight trousers replacing fitted churidars under kurtas. Leg shape is the key fit signal in bottoms each season.

Area: Leg | Bottoms

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Check rise and hip ease when the leg width changes.
- Show the leg shape full-length in product imagery.

FABRIC & TRIMS

Cotton silk, linen, raw silk, brocade, velvet and jacquard, with fabric-covered or metal buttons.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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MEN'S ETHNIC / BOTTOMS

Dhoti pants and cowl trousers

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Draped dhoti pants for sangeet and mehendi. Leg shape is the key fit signal in bottoms each season.

Area: Leg | Bottoms

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Cut on the bias for drape and pin-test gathers on the stand.
- Check rise and hip ease when the leg width changes.
- Show the leg shape full-length in product imagery.

FABRIC & TRIMS

Fluid crepe, jersey or satin.

WHERE TO USE IT

Best on kurta sets, Nehru jackets, bandhgalas, sherwanis and pathani suits for festive and wedding wear.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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DETAIL LIBRARY / INDO-WESTERN

Indo-Western

12 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Sarees with sneakers - Rising
- Jackets over lehengas - Rising
- Printed fusion kaftans - Rising
- Draped dhoti skirts - Emerging
- Indo-western blazer sets - Emerging
- Kurta-shirt hybrids - Emerging
- Kurtas with jeans and sneakers - Peaking
- Chanderi with denim - Emerging
- Indigo denim with handloom - Rising
- Embroidered denim jackets - Emerging
- Zari-embroidered denim eveningwear - Emerging
- Modular organza occasion separates - Emerging

INDO-WESTERN / WOMEN

Sarees with sneakers

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Sarees worn with clean sneakers for day events. A styling idea that changes how existing pieces are worn and shot.

Area: Styling | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Use laser finishing for consistent, lower-impact distressing.
- Show the styling clearly in campaign and product imagery.

FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDO-WESTERN / WOMEN

Jackets over lehengas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Cropped or denim jackets layered over lehengas. Layered construction adds depth and styling value in one piece.

Area: Layer | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Approve wash and finish on bulk fabric; set clear shade bands.
- Keep layers light so the garment is not bulky.

FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDO-WESTERN / WOMEN

Printed fusion kaftans

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Kaftans with Indian print and embroidery for festive brunches. This is a garment-level idea that can anchor a capsule.

Area: Garment | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Place embroidery on flat areas; use backing to avoid puckering.
- Start with a small capsule and track sell-through.
- Build two price tiers of the idea.

FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDO-WESTERN / WOMEN

Draped dhoti skirts

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Dhoti-inspired draped skirts with crop tops or shirts. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Cut on the bias for drape and pin-test gathers on the stand.
- Check the crop length against high-rise bottoms.
- Develop the new block on a core style first, then roll out.

FABRIC & TRIMS

Fluid crepe, jersey or satin.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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INDO-WESTERN / MEN

Indo-western blazer sets

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Bandhgala-collar blazers with matching trousers. This is a garment-level idea that can anchor a capsule.

Area: Garment | Men

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Add stitching on the shaft and a stacked heel.
- Start with a small capsule and track sell-through.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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INDO-WESTERN / MEN

Kurta-shirt hybrids

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Gender-fluid shirts with kurta length and band collars. This is a garment-level idea that can anchor a capsule.

Area: Garment | Men

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Start with a small capsule and track sell-through.
- Build two price tiers of the idea.

FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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INDO-WESTERN / EVERYDAY

Kurtas with jeans and sneakers

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

The everyday Gen Z mix of kurta, denim and sneakers. A styling idea that changes how existing pieces are worn and shot.

Area: Styling | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Approve wash and finish on bulk fabric; set clear shade bands.
- Show the styling clearly in campaign and product imagery.

FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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INDO-WESTERN / EVERYDAY

Chanderi with denim

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Silk Chanderi paired with denim, as shown by Saim. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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INDO-WESTERN / EVERYDAY

Indigo denim with handloom

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Indigo denim teamed with handloom pieces. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Approve wash and finish on bulk fabric; set clear shade bands.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDO-WESTERN / EVERYDAY

Embroidered denim jackets

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Denim jackets with Indian embroidery. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Approve wash and finish on bulk fabric; set clear shade bands.
- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.

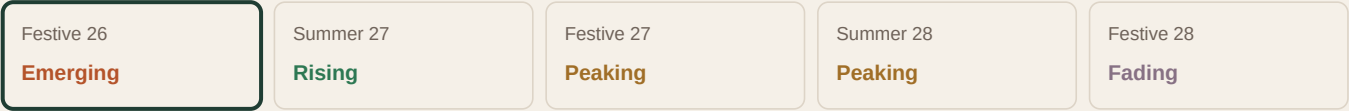
FABRIC & TRIMS

Cotton, linen, Chanderi, denim and modal blends.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS



INDO-WESTERN / EVENING FUSION

Zari-embroidered denim eveningwear

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Denim and Tencel lifted to evening with zari embroidery, as shown by Spacelines. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Evening fusion

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Use placement work at necklines and borders to control cost and weight.
- Approve wash and finish on bulk fabric; set clear shade bands.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Metallic zari threads, gota ribbon and sequins.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Not tracked	Festive 27 Rising	Summer 28 Not tracked	Festive 28 Rising
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INDO-WESTERN / WARDROBE SYSTEMS

Modular organza occasion separates

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Occasion pieces in organza, silk and washed denim that mix and re-pair across events, as shown by Nachiket Barve. A construction change that affects both look and make.

Area: Construction | Wardrobe systems

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Approve wash and finish on bulk fabric; set clear shade bands.
- Confirm the factory has the right machinery.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best on short kurtas, kaftans, jackets, co-ords and drapes that mix Indian and western codes.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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DETAIL LIBRARY / WESTERN WEAR (INDIA)

Western Wear (India)

10 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Baby tees and low-rise denim - Emerging
- Breezy resort dresses - Emerging
- Monochrome co-ords - Rising
- Boxy blazers and straight trousers - Rising
- Cargo and utility pants - Peaking
- Varsity jackets - Rising
- Baggy and wide-leg jeans - Peaking
- Oversized tees and shirts - Peaking
- Athleisure co-ord sets - Rising
- Quiet-luxury basics - Rising

WESTERN WEAR (INDIA) / WOMEN

Baby tees and low-rise denim

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Soft Y2K: baby tees with low or mid-rise jeans. A style-level trend that can lead a footwear capsule.

Area: Style | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Approve wash and finish on bulk fabric; set clear shade bands.
- Launch in core colours first, then add seasonal shades.
- Keep the last consistent across the style family.

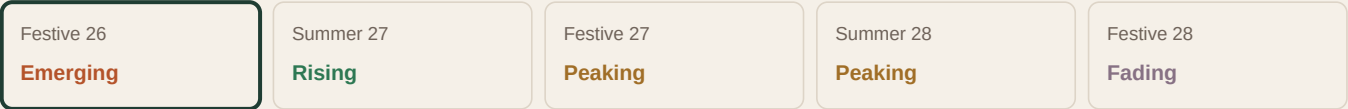
FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS



WESTERN WEAR (INDIA) / WOMEN

Breezy resort dresses

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Easy, resort-style dresses for city daytime, as shown by Verandah. This is a garment-level idea that can anchor a capsule.

Area: Garment | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Start with a small capsule and track sell-through.
- Build two price tiers of the idea.

FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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WESTERN WEAR (INDIA) / WOMEN

Monochrome co-ords

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Matching tops and trousers in one colour. This is a garment-level idea that can anchor a capsule.

Area: Garment | Women

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Test metallic finishes for scratching and cracking.
- Start with a small capsule and track sell-through.
- Build two price tiers of the idea.

FABRIC & TRIMS

Metallic leather or foil-coated fabric.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WESTERN WEAR (INDIA) / MEN

Boxy blazers and straight trousers

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Relaxed, gender-fluid tailoring for internships and work. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Men

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Grade extra ease carefully so smaller sizes do not swamp.
- Develop the new block on a core style first, then roll out.
- Fit on at least two sizes before committing to bulk.

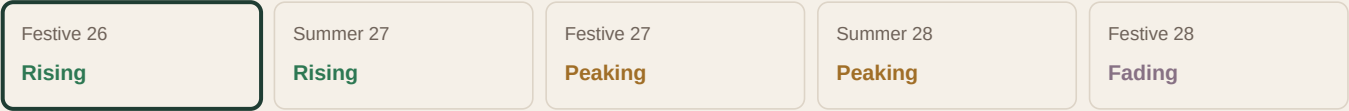
FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS



WESTERN WEAR (INDIA) / MEN

Cargo and utility pants

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Cargo pants and workwear jackets with street details. Pockets add function and visual interest, and are easy to vary across a range.

Area: Pocket | Men

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep utility pockets flat and tidy for city wear; avoid too much bulk.
- Reinforce pocket corners with bar tacks.
- Check pocket placement against hand position on the fit model.

FABRIC & TRIMS

Cotton ripstop, gabardine or nylon twill with snap or Velcro closures.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WESTERN WEAR (INDIA) / MEN

Varsity jackets

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Retro varsity jackets for campus wear. This is a garment-level idea that can anchor a capsule.

Area: Garment | Men

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Start with a small capsule and track sell-through.
- Build two price tiers of the idea.

FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WESTERN WEAR (INDIA) / UNISEX

Baggy and wide-leg jeans

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Relaxed, wide denim for comfort. Leg shape is the key fit signal in bottoms each season.

Area: Leg | Unisex

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Approve wash and finish on bulk fabric; set clear shade bands.
- Use a fabric with enough weight and drape so the leg falls cleanly.
- Check rise and hip ease when the leg width changes.

FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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WESTERN WEAR (INDIA) / UNISEX

Oversized tees and shirts

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Roomy tees and boyfriend shirts. This is a silhouette change, so it needs new blocks and fit sessions.

Area: Shape | Unisex

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Grade extra ease carefully so smaller sizes do not swamp.
- Develop the new block on a core style first, then roll out.
- Fit on at least two sizes before committing to bulk.

FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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WESTERN WEAR (INDIA) / UNISEX

Athleisure co-ord sets

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Matching jogger and sweat sets for hybrid campus days. This is a garment-level idea that can anchor a capsule.

Area: Garment | Unisex

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Start with a small capsule and track sell-through.
- Build two price tiers of the idea.

FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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WESTERN WEAR (INDIA) / UNISEX

Quiet-luxury basics

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Crisp shirts, neutral trousers and clean sneakers. A style-level trend that can lead a footwear capsule.

Area: Style | Unisex

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Launch in core colours first, then add seasonal shades.
- Keep the last consistent across the style family.

FABRIC & TRIMS

Cotton jersey, denim, twill, poplin and stretch blends suited to Indian heat.

WHERE TO USE IT

Best on denim, tees, shirts, co-ords and casual tailoring for campus, office and weekend.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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DETAIL LIBRARY / INDIAN FOOTWEAR

Indian Footwear

11 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Kolhapuri chappals - Rising
- Embellished wedding juttis - Peaking
- Pointed juttis with bandhgalas - Peaking
- Block-heel juttis - Rising
- Mojari with kurta sets - Peaking
- Mirror-work flats - Rising
- Retro gum-sole sneakers - Rising
- Handcrafted leather sneakers - Emerging
- Kantha-embroidered sneakers - Emerging
- Wide lasts for Indian feet - Emerging
- Sneakers for the groom - Rising

INDIAN FOOTWEAR / ETHNIC

Kolhapuri chappals

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

GI-tagged Kolhapuris, back in focus after Prada's Spring/Summer 2026 show. A style-level trend that can lead a footwear capsule.

Area: Style | Ethnic

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Credit the GI-tagged Kolhapur cluster and keep the hand-plaited strap construction.
- Launch in core colours first, then add seasonal shades.
- Keep the last consistent across the style family.

FABRIC & TRIMS

Vegetable-tanned leather from the Kolhapur cluster.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDIAN FOOTWEAR / ETHNIC

Embellished wedding juttis

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Juttis with zari, beads and mirror work for weddings. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Ethnic

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Pad the footbed and soften the heel counter; juttis rub at the heel in long wear.
- Use flat-backed mirrors and secure stitching; keep them off friction areas.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Leather uppers with zari or thread embroidery, leather soles with anti-slip patches.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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INDIAN FOOTWEAR / ETHNIC

Pointed juttis with bandhgalas

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Pointed juttis as the correct shoe for bandhgalas. Toe shape is the first thing that dates a shoe, so it signals newness fast.

Area: Toe | Ethnic

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Pad the footbed and soften the heel counter; juttis rub at the heel in long wear.
- Develop a new last for the toe shape; check fit across widths.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Peaking
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INDIAN FOOTWEAR / ETHNIC

Block-heel juttis

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Juttis on a low block heel for comfort at long events. Heel height and shape set the occasion and comfort level of the shoe.

Area: Heel | Ethnic

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Pad the footbed and soften the heel counter; juttis rub at the heel in long wear.
- Check heel width for stability and comfort.
- Test heel stability and attachment strength.

FABRIC & TRIMS

Leather uppers with zari or thread embroidery, leather soles with anti-slip patches.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDIAN FOOTWEAR / ETHNIC

Mojaris with kurta sets

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Classic mojaris for festive kurta looks. A style-level trend that can lead a footwear capsule.

Area: Style | Ethnic

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Pad the footbed and soften the heel counter; juttis rub at the heel in long wear.
- Launch in core colours first, then add seasonal shades.

FABRIC & TRIMS

Leather uppers with zari or thread embroidery, leather soles with anti-slip patches.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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INDIAN FOOTWEAR / ETHNIC

Mirror-work flats

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Mirror embellishment moving onto shoes. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Ethnic

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use flat-backed mirrors and secure stitching; keep them off friction areas.
- Keep embellishment away from underarms and seams; check washability.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Shisha mirrors with cotton or silk thread.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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INDIAN FOOTWEAR / SNEAKERS

Retro gum-sole sneakers

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Vintage trainers with suede overlays and gum soles. Sole units drive both comfort and trend; check lead times with suppliers.

Area: Sole | Sneakers

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use leather or a high-quality alternative; keep seams minimal to show off the surface.
- Use a gum rubber sole for a retro look.
- Check sole weight and flexibility.

FABRIC & TRIMS

Lamb or cow nappa, split suede, or bio-based and recycled leather alternatives.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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INDIAN FOOTWEAR / SNEAKERS

Handcrafted leather sneakers

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Full-grain leather sneakers made in India. Material choice drives both look and price point for this detail.

Area: Material | Sneakers

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use leather or a high-quality alternative; keep seams minimal to show off the surface.
- Test material for wear, flex and colour fastness.
- Check certifications for leather and synthetics.

FABRIC & TRIMS

Lamb or cow nappa, split suede, or bio-based and recycled leather alternatives.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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INDIAN FOOTWEAR / SNEAKERS

Kantha-embroidered sneakers

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Suede sneakers with kantha embroidery. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Sneakers

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Partner with women's artisan groups and keep the running stitch visible.
- Use leather or a high-quality alternative; keep seams minimal to show off the surface.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Cotton or silk with hand embroidery threads.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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INDIAN FOOTWEAR / SNEAKERS

Wide lasts for Indian feet

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Broader lasts shaped for Indian foot widths. A construction change that affects both look and make.

Area: Construction | Sneakers

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Confirm the factory has the right machinery.
- Sample early to test make time and cost.

FABRIC & TRIMS

Vegetable-tanned leather, suede, fabric uppers with embroidery, leather or TPR soles.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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INDIAN FOOTWEAR / SNEAKERS

Sneakers for the groom

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Embellished or clean sneakers for sangeet and mehendi. A styling idea that changes how existing pieces are worn and shot.

Area: Styling | Sneakers

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep embellishment away from underarms and seams; check washability.
- Show the styling clearly in campaign and product imagery.
- Train store and online teams on how to style it.

FABRIC & TRIMS

Recycled sequins, glass beads or heat-set stones.

WHERE TO USE IT

Best on juttis, mojaris, Kolhapuris, festive flats and everyday sneakers.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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DETAIL LIBRARY / FABRICS & WEAVES

Fabrics & Weaves

16 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Chanderi - Peaking
- Maheshwari - Rising
- Jamdani - Rising
- Handspun khadi - Emerging
- Banarasi brocade - Peaking
- Reworked vintage Banarasi - Emerging
- Kanjeevaram silk - Peaking
- Tussar silk - Rising
- Bhagalpur silk - Emerging
- Raw silk - Peaking
- Organza - Peaking
- Tissue - Rising
- Cotton silk - Peaking
- Linen - Rising
- Natural-dyed fabrics - Emerging
- Crushed tissue - Rising

FABRICS & WEAVES / HANDLOOM

Chanderi

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Light, sheer Madhya Pradesh weave for kurtas, sarees and jackets. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Handloom

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Organza, chiffon, tulle or recycled mesh.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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FABRICS & WEAVES / HANDLOOM

Maheshwari

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Fine cotton-silk handloom with reversible borders. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Handloom

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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FABRICS & WEAVES / HANDLOOM

Jamdani

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Hand-woven motifs on fine cotton. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Handloom

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.
- Lock fabric minimums early; specialist fabrics have longer lead times.

FABRIC & TRIMS

See the weave notes; source from the named craft clusters.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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FABRICS & WEAVES / HANDLOOM

Handspun khadi

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Khadi in silk, wool, linen and cotton, shown at the Navdhara Khadi showcase. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Handloom

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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FABRICS & WEAVES / SILKS

Banarasi brocade

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Rich woven brocade for weddings and Nehru jackets. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Order early: handloom has longer lead times and small minimums.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

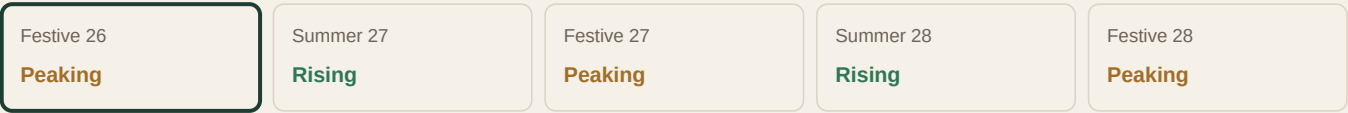
FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS



FABRICS & WEAVES / SILKS

Reworked vintage Banarasi

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Vintage Banarasi cut into structured eveningwear, as by Amit Aggarwal. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.
- Lock fabric minimums early; specialist fabrics have longer lead times.

FABRIC & TRIMS

See the weave notes; source from the named craft clusters.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Emerging	Festive 27 Emerging	Summer 28 Emerging	Festive 28 Emerging
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FABRICS & WEAVES / SILKS

Kanjeevaram silk

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Heavy South Indian silk for weddings, now also in menswear. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Peaking
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FABRICS & WEAVES / SILKS

Tussar silk

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Textured, natural-gold wild silk. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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FABRICS & WEAVES / SILKS

Bhagalpur silk

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Bihar silk used for structured gowns. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Order early: handloom has longer lead times and small minimums.
- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

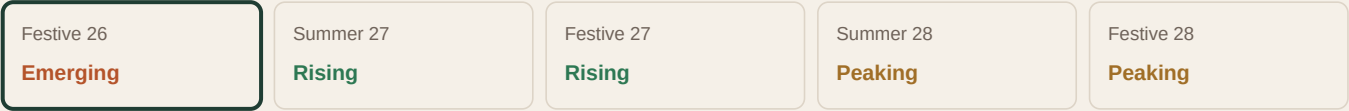
FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS



FABRICS & WEAVES / SILKS

Raw silk

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Textured, earthy silk for bandhgalas and lehengas. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep the can-can light and add a side zip and adjustable drawstring for fit.
- Interface the band collar firmly and grade it carefully so it sits flat on every size.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Peaking
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FABRICS & WEAVES / SHEERS & METALLICS

Organza

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Sheer, structured and photogenic. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Sheers & metallics

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use French seams and finish edges cleanly; seams show through sheer fabric.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.
- Lock fabric minimums early; specialist fabrics have longer lead times.

FABRIC & TRIMS

Organza, chiffon, tulle or recycled mesh.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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FABRICS & WEAVES / SHEERS & METALLICS

Tissue

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Metallic sheen for evening functions. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Sheers & metallics

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Test metallic finishes for scratching and cracking.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.
- Lock fabric minimums early; specialist fabrics have longer lead times.

FABRIC & TRIMS

Metallic leather or foil-coated fabric.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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FABRICS & WEAVES / EVERYDAY

Cotton silk

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Comfortable, breathable everyday ethnic fabric. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Cut with care; pile and sheen change with direction, so lay all pieces one way.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.
- Lock fabric minimums early; specialist fabrics have longer lead times.

FABRIC & TRIMS

Viscose velvet, satin-back crepe or washable silk-feel polyester.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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FABRICS & WEAVES / EVERYDAY

Linen

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Breathable linen for summer kurtas and co-ords. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Pre-wash linen to control shrinkage and soften the handle.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Linen or linen-cotton blends.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Rising	Summer 28 Peaking	Festive 28 Rising
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FABRICS & WEAVES / EVERYDAY

Natural-dyed fabrics

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Plant dyes and slow processes. A colour-led detail that is easy to roll across many styles.

Area: Colour | Everyday

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Lab-dip early and approve under daylight and store lighting.
- Roll the colour across tops, bottoms and accessories.

FABRIC & TRIMS

See the weave notes; source from the named craft clusters.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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FABRICS & WEAVES / SILKS & METALLICS

Crushed tissue

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Crinkled metallic tissue with a soft, broken shine, used for festive suits and sarees, as shown in Soch Festive 2026. The fabric story carries this detail, so sampling and handle are key.

Area: Fabric | Silks & metallics

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Keep the jacket and trousers in the same cloth so they sell as a set.
- Request hand-feel swatches and test for pilling, shrinkage and colour fastness.

FABRIC & TRIMS

Metallic leather or foil-coated fabric.

WHERE TO USE IT

Best across sarees, kurtas, lehengas, menswear and fusion pieces.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Rising
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DETAIL LIBRARY / EMBROIDERY & SURFACE

Embroidery & Surface

13 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Mirror work - Rising
- Chikankari - Peaking
- Zardozi - Peaking
- Tone-on-tone embroidery - Rising
- Rabari embroidery - Emerging
- Kantha - Emerging
- Gota patti - Peaking
- Block print - Peaking
- Bandhani - Rising
- Ikat - Rising
- Patchwork and layered textures - Emerging
- All-over heavy sequins - Fading
- Tile-inspired layered prints - Emerging

EMBROIDERY & SURFACE / HAND EMBROIDERY

Mirror work

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Mirror work on garments, dupattas, bags and shoes. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use flat-backed mirrors and secure stitching; keep them off friction areas.
- Test metallic finishes for scratching and cracking.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Shisha mirrors with cotton or silk thread.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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EMBROIDERY & SURFACE / HAND EMBROIDERY

Chikankari

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Lucknow white-on-white embroidery for summer and festive. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use fine cotton or georgette and keep the work white-on-white or tonal.
- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Fine cotton, mul or georgette from Lucknow.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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EMBROIDERY & SURFACE / HAND EMBROIDERY

Zardozi

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Metal-thread embroidery for weddings. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use placement work at necklines and borders to control cost and weight.
- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Metallic zari threads, gota ribbon and sequins.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Not tracked	Festive 27 Peaking	Summer 28 Not tracked	Festive 28 Peaking
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EMBROIDERY & SURFACE / HAND EMBROIDERY

Tone-on-tone embroidery

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Embroidery in the fabric colour for quiet luxury. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.
- Keep embellishment away from friction areas like underarms.

FABRIC & TRIMS

Hand or machine embroidery threads, zari, mirrors, sequins and block-print dyes.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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EMBROIDERY & SURFACE / HAND EMBROIDERY

Rabari embroidery

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Kutch Rabari embroidery, shown by Kartik Research. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Partner with women's artisan groups and keep the running stitch visible.
- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Cotton or silk with hand embroidery threads.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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EMBROIDERY & SURFACE / HAND EMBROIDERY

Kantha

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Running-stitch embroidery from Bengal. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Partner with women's artisan groups and keep the running stitch visible.
- Place embroidery on flat areas; use backing to avoid puckering.
- Test embellishment for snagging and washing.

FABRIC & TRIMS

Cotton or silk with hand embroidery threads.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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EMBROIDERY & SURFACE / HAND EMBROIDERY

Gota patti

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Rajasthani ribbon appliqué in gold and silver. Trims give an instant seasonal update to proven styles.

Area: Trim | Hand embroidery

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use placement work at necklines and borders to control cost and weight.
- Place embroidery on flat areas; use backing to avoid puckering.
- Check trim care is compatible with the main fabric.

FABRIC & TRIMS

Metallic zari threads, gota ribbon and sequins.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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EMBROIDERY & SURFACE / PRINTS & DYES

Block print

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Hand block prints from Bagru and Sanganer. A print-led update that refreshes existing silhouettes.

Area: Print | Prints & dyes

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Approve strike-offs for colour and register; handmade irregularity is part of the appeal.
- Scale the print for small and large sizes.
- Check print placement at seams.

FABRIC & TRIMS

Cotton or silk with hand block, tie-dye or ikat processes.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Rising	Summer 28 Peaking	Festive 28 Rising
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EMBROIDERY & SURFACE / PRINTS & DYES

Bandhani

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Tie-dye dots from Gujarat and Rajasthan. A pattern-led update that refreshes existing silhouettes.

Area: Pattern | Prints & dyes

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Approve strike-offs for colour and register; handmade irregularity is part of the appeal.
- Scale dots for the garment; check placement at the bust and hem.
- Match pattern at centre front and key seams.

FABRIC & TRIMS

Cotton or silk with hand block, tie-dye or ikat processes.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Rising	Summer 28 Rising	Festive 28 Rising
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EMBROIDERY & SURFACE / PRINTS & DYES

Ikat

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Resist-dyed yarns woven into blurred patterns. A pattern-led update that refreshes existing silhouettes.

Area: Pattern | Prints & dyes

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Approve strike-offs for colour and register; handmade irregularity is part of the appeal.
- Match pattern at centre front and key seams.
- Plan extra fabric for pattern matching.

FABRIC & TRIMS

Cotton or silk with hand block, tie-dye or ikat processes.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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EMBROIDERY & SURFACE / PRINTS & DYES

Patchwork and layered textures

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Patchwork and layered textures, as shown by Kartik Research. Panelling allows colour and fabric blocking from existing materials.

Area: Panel | Prints & dyes

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use panels to block colour from existing fabrics.
- Check shade matching across panels in bulk.

FABRIC & TRIMS

Hand or machine embroidery threads, zari, mirrors, sequins and block-print dyes.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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EMBROIDERY & SURFACE / EMBELLISHMENT

All-over heavy sequins

FADING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Head-to-toe sequins giving way to placement work. Embellishment lifts price perception and suits occasion and gifting drops.

Area: Embellishment | Embellishment

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Keep embellishment away from underarms and seams; check washability.
- Test embellishment for snagging and washing.
- Keep embellishment away from friction areas like underarms.

FABRIC & TRIMS

Recycled sequins, glass beads or heat-set stones.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Fading	Summer 27 Fading	Festive 27 Fading	Summer 28 Fading	Festive 28 Fading
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EMBROIDERY & SURFACE / PRINTS & DYES

Tile-inspired layered prints

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Repeating tile and jaali motifs printed in overlapping layers on kurtas and sets, as shown in Soch Festive 2026. A pattern-led update that refreshes existing silhouettes.

Area: Pattern | Prints & dyes

Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Match pattern at centre front and key seams.
- Plan extra fabric for pattern matching.

FABRIC & TRIMS

Hand or machine embroidery threads, zari, mirrors, sequins and block-print dyes.

WHERE TO USE IT

Best on necklines, cuffs, yokes, borders, dupattas and jackets.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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DETAIL LIBRARY / TRIMS & ACCESSORIES

Trims & Accessories

10 active details | Festive 26

Illustrated design references, full development notes, material guidance and lifecycle for every active detail in this category.

- Latkans and tassels - Peaking
- Contrast piping - Rising
- Potli and fabric-covered buttons - Rising
- Scalloped and cutwork borders - Peaking
- Raw, unfinished edges - Emerging
- Potli bags - Peaking
- Belts over sarees and kurtas - Rising
- Mirror-work bags - Rising
- Statement brooches - Rising
- Enamel clasps and closures - Emerging

TRIMS & ACCESSORIES / TRIMS

Latkans and tassels

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Decorative tassels on blouses, dupattas and drawstrings. Trims give an instant seasonal update to proven styles.

Area: Trim | Trims

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Match tassel and bag trims to the garment palette for a set look.
- Use flat cord or elastic with branded tips for a premium look.
- Check trim care is compatible with the main fabric.

FABRIC & TRIMS

Tassels, piping, metal or fabric buttons, borders, belts and bags.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Peaking
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TRIMS & ACCESSORIES / TRIMS

Contrast piping

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Piping on collars, cuffs and edges of kurtas and jackets. Trims give an instant seasonal update to proven styles.

Area: Trim | Trims

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Use contrast to highlight the shape; check colour fastness between shades.
- Check trim care is compatible with the main fabric.

FABRIC & TRIMS

Tassels, piping, metal or fabric buttons, borders, belts and bags.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Rising	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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TRIMS & ACCESSORIES / TRIMS

Potli and fabric-covered buttons

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Small round buttons as a crafted finish. Trims carry a lot of perceived value for a small cost increase.

Area: Hardware | Trims

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Match tassel and bag trims to the garment palette for a set look.
- Size buttons to the garment weight; use shanks on thick fabrics.
- Specify hardware finish and test for corrosion and nickel content.

FABRIC & TRIMS

Horn-effect, corozo, metal or mother-of-pearl effect buttons.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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TRIMS & ACCESSORIES / TRIMS

Scalloped and cutwork borders

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Scalloped edges on sarees, dupattas and sleeves. Edge finishing is a low-cost way to signal quality.

Area: Edge | Trims

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Bind or overlock edges cleanly; check after washing.
- Contrast edges can highlight the shape.

FABRIC & TRIMS

Tassels, piping, metal or fabric buttons, borders, belts and bags.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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TRIMS & ACCESSORIES / TRIMS

Raw, unfinished edges

EMERGING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Deliberately unfinished edges, as shown by AK|OK. Edge finishing is a low-cost way to signal quality.

Area: Edge | Trims

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Stop fraying with a stitch line set in from the edge so it stays controlled after washing.
- Bind or overlock edges cleanly; check after washing.
- Contrast edges can highlight the shape.

FABRIC & TRIMS

Tassels, piping, metal or fabric buttons, borders, belts and bags.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Rising	Festive 27 Rising	Summer 28 Peaking	Festive 28 Peaking
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TRIMS & ACCESSORIES / ACCESSORIES

Potli bags

PEAKING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Drawstring pouch bags for festive looks. An accessory-led detail that adds styling value at low cost.

Area: Accessory | Accessories

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Match tassel and bag trims to the garment palette for a set look.
- Use flat cord or elastic with branded tips for a premium look.
- Make accessories detachable where possible.

FABRIC & TRIMS

Tassels, piping, metal or fabric buttons, borders, belts and bags.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Peaking	Summer 27 Rising	Festive 27 Peaking	Summer 28 Rising	Festive 28 Peaking
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TRIMS & ACCESSORIES / ACCESSORIES

Belts over sarees and kurtas

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Embellished or leather belts to define the waist. An accessory-led detail that adds styling value at low cost.

Area: Accessory | Accessories

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Make accessories detachable where possible.

FABRIC & TRIMS

Lamb or cow nappa, split suede, or bio-based and recycled leather alternatives.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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TRIMS & ACCESSORIES / ACCESSORIES

Mirror-work bags

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Bags with mirror embellishment. An accessory-led detail that adds styling value at low cost.

Area: Accessory | Accessories

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Use flat-backed mirrors and secure stitching; keep them off friction areas.
- Keep embellishment away from underarms and seams; check washability.
- Make accessories detachable where possible.

FABRIC & TRIMS

Shisha mirrors with cotton or silk thread.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Fading	Summer 28 Fading	Festive 28 Not tracked
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TRIMS & ACCESSORIES / ACCESSORIES

Statement brooches

RISING | FORECUT ASSESSMENT



DETAIL OVERVIEW

Brooches on bandhgalas, kurtas and saree pallus. An accessory-led detail that adds styling value at low cost.

Area: Accessory | Accessories

Forecut design reference image; not future runway evidence.

DESIGN NOTES

- Offer pre-stitched pleats or a pre-draped version alongside the classic drape.
- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Make accessories detachable where possible.

FABRIC & TRIMS

Raw silk, brocade, jacquard or velvet with fabric-covered or metal buttons.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Rising	Summer 27 Peaking	Festive 27 Peaking	Summer 28 Peaking	Festive 28 Fading
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TRIMS & ACCESSORIES / TRIMS

Enamel clasps and closures

EMERGING | FORECUT ASSESSMENT

DETAIL OVERVIEW

Small enamelled clasps used as a crafted closure on kurtas and accessories, as shown by AMPM. Trims carry a lot of perceived value for a small cost increase.

Area: Hardware | Trims



Illustrative silhouette reference; sample construction separately.

DESIGN NOTES

- Offer straight and A-line cuts in three lengths; finish side slits with facings.
- Specify hardware finish and test for corrosion and nickel content.
- Order trims early; hardware often sets the critical path.

FABRIC & TRIMS

Tassels, piping, metal or fabric buttons, borders, belts and bags.

WHERE TO USE IT

Best as finishing details on ethnic and fusion garments, and as add-on accessories.

LIFECYCLE ACROSS INDIA SEASONS

Festive 26 Emerging	Summer 27 Not tracked	Festive 27 Rising	Summer 28 Not tracked	Festive 28 Rising
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RESEARCH & METHODOLOGY

Evidence, with context

Forecut editorial forecasts synthesise public Indian designer interviews, international SS27 show notes, textile-trade coverage and brand collections. Runway presence is not sell-through. Lifecycle labels are qualitative development priorities, not measured market shares. 2028 entries are conditional scenarios; no 2028 runway or sales evidence is claimed. Palettes are original Forecut working colours, not an official colour authority forecast. Festival groupings are merchandising windows, not verified religious dates; Eid timing requires a separate calendar check.

PUBLISHED FESTIVE 26 SOURCE BASIS

India trends summarise public coverage of Lakmé Fashion Week x FDCI 2026 (Harper's Bazaar India, Free Press Journal), Aza Fashions festive and ethnic trend guides, Lashkaraa colour and silhouette trends 2026, Pearl Academy Gen Z trend reports, Gully Labs, Global Indian (Prada SS26 Kolhapuri-inspired sandals) and Outlook Business (Gen Z and e-retail).

IMAGE PROVENANCE

Season cover: original AI-generated Forecut concept art, October 2026. Detail pages: existing Forecut reference imagery. New propositions use an explicitly labeled related silhouette where an exact image is unavailable. No generated image is presented as a designer runway photograph.

REVIEW DATE

Research reviewed 15 October 2026. This is a dated report, not a live market feed. Religious dates, prices and supplier availability require separate checks.