

INDEPENDENT SEASON REPORT

India / Festive 26

Festive made easy



Original AI-generated Forecut concept. Not a designer 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

20 selected development details / 4 new concepts / Prices, offers, designer stories and innovations

Complete curated edition. Earlier extended reference editions remain available at forecut.in.

REPORT GUIDE

Plan, develop, validate.

WINDOW

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

HOW TO USE

Read direction and palette, choose details suited to your customer, cost the range, then sample and validate. A forecast is a planning input, not a guarantee of demand.

INSIDE THIS REPORT

Four collection directions; 20 illustrated details with materials, construction and commercial notes; price architecture; retailer snapshots; three offer concepts; three documented collection stories; three innovation opportunities; development calendar and research sources.

IMAGE AND EVIDENCE KEY

New concept images are AI-generated original Forecut proposals. Existing reference images illustrate design vocabulary and are not evidence of future runway adoption. Documented observations and supplier claims are identified separately from Forecut recommendations.

PRICES AND OFFERS

Original Forecut indicative India retail planning bands, not designer quotations or guaranteed future prices. Fabric and handwork require separate supplier costing. Offer ideas below are proposed merchandising tests for your brand. They are not active Forecut or designer discounts.

LIFECYCLE LABELS

Rising and Peaking are qualitative editorial development assessments, not measured market shares. Watch is a conditional prototype direction. 2028 remains a scenario.

REVIEW DATE

15 October 2026. Prices, availability and supplier readiness may change; verify before purchase or production.

COLOUR DIRECTION

A working colour story.

Original Forecut palette. Approve physical lab dips; digital colours are not textile standards.



Emerald / #0F6B4F



Sapphire / #1F4E9C



Deep wine / #6E1F33



Champagne gold / #D8C08A



Sage / #9FAE8F

DIRECTION 1

Handloom quiet luxury

Forecut proposes a restrained festive capsule in which cloth, weave and fit carry the value. Treat maker attribution and reliable finishing as part of the product story.

PRODUCT OPPORTUNITY

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

DEVELOPMENT ACTION

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 ROLE

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.

FDCI | Best couture becomes an heirloom: Jayanti Reddy

DIRECTION 2

Indigo, blue and white

Use an indigo-to-ivory story as an original Forecut range-building direction. Compare tonal surface work with a single metallic accent; validate customer response before extending the palette.

PRODUCT OPPORTUNITY

Indigo kurta sets, blue-and-ivory sarees, a restrained Nehru jacket and a coordinated occasion accessory.

DEVELOPMENT ACTION

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 ROLE

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.

FDCI | Kunal Rawal, India Couture Week 2026

DIRECTION 3

Festive made easy

Translate occasion dressing into coordinated separates and lighter layers. Prioritise secure drapes, comfortable linings and practical movement, with every closure tested on the intended wearer.

PRODUCT OPPORTUNITY

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

DEVELOPMENT ACTION

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 ROLE

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

FDCI | Kunal Rawal, India Couture Week 2026

FDCI | Aisha Rao, Preyasi

DIRECTION 4

Indian craft, contemporary placement

Place craft where it is visible and comfortable: a border, cuff, yoke or accessory. Develop this as an original Forecut styling direction with maker credit, cost transparency and aftercare.

PRODUCT OPPORTUNITY

Artisan-made footwear, small-scale mirror or kantha accents and carefully placed bandhani or block-printed panels.

DEVELOPMENT ACTION

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 ROLE

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

FDCI | Arpita Mehta, India Couture Week 2026

DETAIL STUDIO

20 selected details.

A season-specific edit with unique imagery. Each detail has a development brief, construction validation, material direction and indicative price architecture.

Pre-draped saree gowns / Women's Ethnic

Cape lehengas / Women's Ethnic

Embroidered kurta co-ord sets / Women's Ethnic

Organza dupattas with embroidered borders / Women's Ethnic

Tone-on-tone bandhgalas / Men's Ethnic

Velvet bandhgalas / Men's Ethnic

Ivory and pastel sherwanis / Men's Ethnic

Jackets over lehengas / Indo-Western

Embellished wedding juttis / Indian Footwear

Pointed juttis with bandhgalas / Indian Footwear

Banarasi brocade / Fabrics & Weaves

Tissue / Fabrics & Weaves

Mirror work / Embroidery & Surface

Zardozi / Embroidery & Surface

Potli bags / Trims & Accessories

Latkans and tassels / Trims & Accessories

Concealed-pleat occasion saree / Women's Ethnic

Tonal velvet evening bandhgala / Men's Ethnic

Light champagne cape lehenga / Women's Ethnic

Coordinated occasion accessory set / Trims & Accessories

DETAIL 1 / WOMEN'S ETHNIC

Pre-draped saree gowns

Develop / Forecut design reference



Ready-to-wear sarees with stitched pleats and a fixed pallu, worn in minutes.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop pre-draped saree gowns in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Sample the drape on two heights; test pleat retention, walking clearance and blouse coverage. Stabilise the pallu attachment without pulling the body cloth.

MATERIALS

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

COMMERCIAL ROLE

Offer the drape with an adjustable blouse option and document the wearing method; approve a wash-care sample before repeat orders.

Indicative price: Value 2,499-4,999 / Mid 6,000-18,000 / Premium 25,000+

DETAIL 2 / WOMEN'S ETHNIC

Cape lehengas

Develop / Forecut design reference



Lehengas with a cape-style dupatta or overlay.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop cape lehengas in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Measure finished hem sweep and garment weight. Grade the waist adjustment, reinforce zip ends and keep decorative work clear of the sitting zone.

MATERIALS

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

COMMERCIAL ROLE

Sell the skirt as a separate with two compatible tops. Check fit across sizes before committing to a deep colour run.

Indicative price: Value 2,499-4,999 / Mid 6,000-18,000 / Premium 25,000+

DETAIL 3 / WOMEN'S ETHNIC

Embroidered kurta co-ord sets

Develop / Forecut design reference



Matching kurta and trousers with coordinated embroidery.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop embroidered kurta co-ord sets in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Balance front and back lengths after washing; reinforce side slits and pockets. Test arm movement, neckline recovery and opacity in daylight.

MATERIALS

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

COMMERCIAL ROLE

Develop one proven block in the season palette before adding decoration; review fit returns and repeat demand before extending colours.

Indicative price: Value 2,499-4,999 / Mid 6,000-18,000 / Premium 25,000+

DETAIL 4 / WOMEN'S ETHNIC

Organza dupattas with embroidered borders

Core / Forecut design reference



Sheer dupattas framed with an embroidered edge.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop organza dupattas with embroidered borders in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Check block balance and movement on the target wearer. Test seams, pockets and closures after washing, and record finished measurements for grading.

MATERIALS

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

COMMERCIAL ROLE

Keep a repeatable base block with one seasonal fabric story. Test the full outfit and separates at the planned ticket before scaling quantities.

Indicative price: Value 2,499-4,999 / Mid 6,000-18,000 / Premium 25,000+

DETAIL 5 / MEN'S ETHNIC

Tone-on-tone bandhgalas

Develop / Forecut design reference



Bandhgala (Jodhpuri) suits with tonal embroidery instead of heavy work.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop tone-on-tone bandhgalas in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Grade collar stand and shoulder balance carefully. Test seated comfort, pocket access and lining movement; fuse a trial panel before production.

MATERIALS

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

COMMERCIAL ROLE

Use a shared block with separately costed fabric and embellishment upgrades; offer a coordinated lower rather than multiplying jacket styles.

Indicative price: Value 1,499-3,999 / Mid 4,500-12,000 / Premium 18,000+

DETAIL 6 / MEN'S ETHNIC

Velvet bandhgalas

Develop / Forecut design reference



Velvet bandhgalas in bottle green, navy and burgundy for winter weddings.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop velvet bandhgalas in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Grade collar stand and shoulder balance carefully. Test seated comfort, pocket access and lining movement; fuse a trial panel before production.

MATERIALS

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

COMMERCIAL ROLE

Use a shared block with separately costed fabric and embellishment upgrades; offer a coordinated lower rather than multiplying jacket styles.

Indicative price: Value 1,499-3,999 / Mid 4,500-12,000 / Premium 18,000+

DETAIL 7 / MEN'S ETHNIC

Ivory and pastel sherwanis

Core / Forecut design reference



Ivory, mint and powder shades for day weddings.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop ivory and pastel sherwanis in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Grade collar stand and shoulder balance carefully. Test seated comfort, pocket access and lining movement; fuse a trial panel before production.

MATERIALS

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

COMMERCIAL ROLE

Use a shared block with separately costed fabric and embellishment upgrades; offer a coordinated lower rather than multiplying jacket styles.

Indicative price: Value 1,499-3,999 / Mid 4,500-12,000 / Premium 18,000+

DETAIL 8 / INDO-WESTERN

Jackets over lehengas

Develop / Forecut design reference



Cropped or denim jackets layered over lehengas.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop jackets over lehengas in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Measure finished hem sweep and garment weight. Grade the waist adjustment, reinforce zip ends and keep decorative work clear of the sitting zone.

MATERIALS

Cotton, linen, Chanderi, denim and modal blends.

COMMERCIAL ROLE

Sell the skirt as a separate with two compatible tops. Check fit across sizes before committing to a deep colour run.

Indicative price: Value 1,999-4,499 / Mid 5,000-12,000 / Premium 20,000+

DETAIL 9 / INDIAN FOOTWEAR

Embellished wedding juttis

Core / Forecut design reference



Juttis with zari, beads and mirror work for weddings.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop embellished wedding juttis in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Trial the last on the target customer, test heel rubbing and sole grip, then run flex and abrasion checks. Validate the attachment of all raised decoration.

MATERIALS

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

COMMERCIAL ROLE

Begin with a controlled size run and collect fit feedback. Cost sole, footbed and upper separately; retain an aftercare route for components.

Indicative price: Value 799-1,799 / Mid 2,000-4,500 / Premium 7,500+

DETAIL 10 / INDIAN FOOTWEAR

Pointed juttis with bandhgalas

Core / Forecut design reference



Pointed juttis as the correct shoe for bandhgalas.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop pointed juttis with bandhgalas in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Grade collar stand and shoulder balance carefully. Test seated comfort, pocket access and lining movement; fuse a trial panel before production.

MATERIALS

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

COMMERCIAL ROLE

Use a shared block with separately costed fabric and embellishment upgrades; offer a coordinated lower rather than multiplying jacket styles.

Indicative price: Value 799-1,799 / Mid 2,000-4,500 / Premium 7,500+

DETAIL 11 / FABRICS & WEAVES

Banarasi brocade

Core / Forecut design reference



Rich woven brocade for weddings and Nehru jackets.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop banarasi brocade in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Approve a physical swatch for handle, opacity and drape. Record GSM, width, shrinkage, colour fastness and batch variation; sample seams before bulk cutting.

MATERIALS

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

COMMERCIAL ROLE

Reserve material after the trial garment passes wear and care checks. Obtain a current per-metre quotation and confirm minimums, lead time and maker attribution.

Indicative price: Value Price by metre and composition / Mid Obtain supplier quotation / Premium Cost craft separately

DETAIL 12 / FABRICS & WEAVES

Tissue

Develop / Forecut design reference



Metallic sheen for evening functions.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop tissue in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Approve a physical swatch for handle, opacity and drape. Record GSM, width, shrinkage, colour fastness and batch variation; sample seams before bulk cutting.

MATERIALS

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

COMMERCIAL ROLE

Reserve material after the trial garment passes wear and care checks. Obtain a current per-metre quotation and confirm minimums, lead time and maker attribution.

Indicative price: Value Price by metre and composition / Mid Obtain supplier quotation / Premium Cost craft separately

DETAIL 13 / EMBROIDERY & SURFACE

Mirror work

Develop / Forecut design reference



Mirror work on garments, dupattas, bags and shoes.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop mirror work in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Approve a stitched strike-off showing coverage, backing and edge finish. Test snagging, flex, perspiration and cleaning; record the labour minutes per panel.

MATERIALS

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

COMMERCIAL ROLE

Concentrate the technique on one visible zone and cost it by coverage. Credit the maker and keep a plain companion product for range balance.

Indicative price: Value Price by coverage / Mid Confirm labour hours / Premium Trial before commitment

DETAIL 14 / EMBROIDERY & SURFACE

Zardozi

Core / Forecut design reference



Metal-thread embroidery for weddings.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop zardozi in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Approve a stitched strike-off showing coverage, backing and edge finish. Test snagging, flex, perspiration and cleaning; record the labour minutes per panel.

MATERIALS

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

COMMERCIAL ROLE

Concentrate the technique on one visible zone and cost it by coverage. Credit the maker and keep a plain companion product for range balance.

Indicative price: Value Price by coverage / Mid Confirm labour hours / Premium Trial before commitment

DETAIL 15 / TRIMS & ACCESSORIES

Potli bags

Core / Forecut design reference



Drawstring pouch bags for festive looks.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop potli bags in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Measure attachment strength and colour transfer against pale cloth. Remove sharp edges; keep the trim accessible for replacement and repair.

MATERIALS

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

COMMERCIAL ROLE

Coordinate this accent with one hero garment, with a separate accessory price. Check labour time and reject rates before introducing more variants.

Indicative price: Value 499-1,499 / Mid 1,800-4,000 / Premium 6,000+

DETAIL 16 / TRIMS & ACCESSORIES

Latkans and tassels

Core / Forecut design reference



Decorative tassels on blouses, dupattas and drawstrings.

SEASON DEVELOPMENT

For the winter wedding and festive edit, develop latkans and tassels in the emerald and sapphire palette. Compare one restrained everyday version with one occasion sample; validate weight, fit and cost before extending the range.

CONSTRUCTION & VALIDATION

Measure attachment strength and colour transfer against pale cloth. Remove sharp edges; keep the trim accessible for replacement and repair.

MATERIALS

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

COMMERCIAL ROLE

Coordinate this accent with one hero garment, with a separate accessory price. Check labour time and reject rates before introducing more variants.

Indicative price: Value 499-1,499 / Mid 1,800-4,000 / Premium 6,000+

DETAIL 17 / WOMEN'S ETHNIC

Concealed-pleat occasion saree

Develop / New AI-generated Forecut concept



Build a reliable pre-pleated waist with a secure internal fastening and an independent pallu.

SEASON DEVELOPMENT

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

CONSTRUCTION & VALIDATION

Trial seated fit, waist adjustment and pallu security.

MATERIALS

Silk or silk blend with a narrow woven border.

COMMERCIAL ROLE

Pilot this specific product with the intended customer before expanding depth; cost the proposed feature separately.

Indicative price: Value 2,499-4,999 / Mid 6,000-18,000 / Premium 25,000+

DETAIL 18 / MEN'S ETHNIC

Tonal velvet evening bandhgala

Develop / New AI-generated Forecut concept



Keep the statement in the surface and proportion, with tonal detailing and a light internal build.

SEASON DEVELOPMENT

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

CONSTRUCTION & VALIDATION

Compare collar recovery, pile marking and long seated wear.

MATERIALS

Cotton or silk-mix velvet with a comfortable lining.

COMMERCIAL ROLE

Pilot this specific product with the intended customer before expanding depth; cost the proposed feature separately.

Indicative price: Value 1,499-3,999 / Mid 4,500-12,000 / Premium 18,000+

DETAIL 19 / WOMEN'S ETHNIC

Light champagne cape lehenga

Develop / New AI-generated Forecut concept



Reduce bulk in the skirt and make the cape useful as a separate occasion layer.

SEASON DEVELOPMENT

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

CONSTRUCTION & VALIDATION

Check transparency, fastening access and movement.

MATERIALS

Light organza over an opaque cotton-silk or silk-blend base.

COMMERCIAL ROLE

Pilot this specific product with the intended customer before expanding depth; cost the proposed feature separately.

Indicative price: Value 2,499-4,999 / Mid 6,000-18,000 / Premium 25,000+

DETAIL 20 / TRIMS & ACCESSORIES

Coordinated occasion accessory set

Develop / New AI-generated Forecut concept



Use a controlled material story across a potli and padded occasion shoes.

SEASON DEVELOPMENT

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

CONSTRUCTION & VALIDATION

Test heel rubbing, drawcord strength and trim snagging.

MATERIALS

Embroidered fabric, soft leather and smooth internal finishes.

COMMERCIAL ROLE

Pilot this specific product with the intended customer before expanding depth; cost the proposed feature separately.

Indicative price: Value 499-1,499 / Mid 1,800-4,000 / Premium 6,000+

PRICE ARCHITECTURE

Build a viable range.

Original Forecut indicative India retail planning bands, not designer quotations or guaranteed future prices. Fabric and handwork require separate supplier costing.

WOMEN'S ETHNIC

Value: 2,499-4,999 | Mid: 6,000-18,000 | Premium: 25,000+

MEN'S ETHNIC

Value: 1,499-3,999 | Mid: 4,500-12,000 | Premium: 18,000+

INDO-WESTERN

Value: 1,999-4,499 | Mid: 5,000-12,000 | Premium: 20,000+

WESTERN WEAR (INDIA)

Value: 999-2,499 | Mid: 3,000-7,000 | Premium: 10,000+

INDIAN FOOTWEAR

Value: 799-1,799 | Mid: 2,000-4,500 | Premium: 7,500+

FABRICS & WEAVES

Value: Price by metre and composition | Mid: Obtain supplier quotation | Premium: Cost craft separately

EMBROIDERY & SURFACE

Value: Price by coverage | Mid: Confirm labour hours | Premium: Trial before commitment

TRIMS & ACCESSORIES

Value: 499-1,499 | Mid: 1,800-4,000 | Premium: 6,000+

RETAIL SNAPSHOTS

A current price reference.

Inspected 15 October 2026. These are current listing snapshots, not promised future season prices or offers.

NICOBAR

Classic Shirt - Black

LISTED PRICE

INR 5,750 MRP

LISTED OFFER / TERMS

Free shipping above INR 1,000 on the inspected page; terms apply.

Nicobar | Classic Shirt - Black

AACHHO

Helia Smocked Cotton Dress

LISTED PRICE

INR 1,954; displayed original INR 6,513

LISTED OFFER / TERMS

Listing labeled 70% off at review. Sizes and stock can change; this is not a future-season offer.

Aachho | Preyasi collection retail snapshot

Verify stock, size, price and all conditions directly at the retailer before using the benchmark.

MERCHANDISING OFFERS

Reasons to buy.

Offer ideas below are proposed merchandising tests for your brand. They are not active Forecut or designer discounts.

OCCASION COMPLETE

Offer garment, footwear and potli as transparent separately priced choices; compare bundle attachment with full-price singles.

FIT APPOINTMENT

Test an included alteration appointment on selected premium pieces; price the labour before making the offer.

WEDDING-FUNCTION EDIT

Style one hero piece for two functions and offer the second layer as an add-on instead of discounting the whole look.

DESIGNER COLLECTION STORY 1

Kunal Rawal

India Couture Week 2026

DOCUMENTED OBSERVATION

Functional linings, contemporary drapes and tonal craft appear in the designer's account of occasion dressing.

COLLECTION STORY

Comfort is part of the luxury proposition: an occasion garment must work through movement, sitting and a long celebration.

FORECUT TRANSLATION

Develop an original lightweight layer, fit it in motion and make the construction benefit visible in product information. Do not copy a proprietary fastening.

This translation is a Forecut proposal, not a designer announcement for this forecast season.

FDCI | Kunal Rawal, India Couture Week 2026

DESIGNER COLLECTION STORY 2

Arpita Mehta

India Couture Week 2026

DOCUMENTED OBSERVATION

The FDCI interview describes nuanced Bandhani, fluid fabric bases and reinterpretations of familiar textile techniques.

COLLECTION STORY

A familiar craft can feel contemporary through scale, placement and restrained colour rather than more surface coverage.

FORECUT TRANSLATION

Test a single craft on one hero piece and simpler matching coordinates. Build the artisan schedule into the delivery plan.

This translation is a Forecut proposal, not a designer announcement for this forecast season.

FDCI | Arpita Mehta, India Couture Week 2026

DESIGNER COLLECTION STORY 3

Jayanti Reddy

India Couture Week 2026

DOCUMENTED OBSERVATION

The FDCI interview discusses lighter base fabrics, strategic embroidery and the value of tailoring.

COLLECTION STORY

An heirloom proposition can depend on balance and wearability as much as ornament.

FORECUT TRANSLATION

Place craft where it matters visually, retain alteration allowance and document care so the piece can be worn again.

This translation is a Forecut proposal, not a designer announcement for this forecast season.

FDCI | Best couture becomes an heirloom: Jayanti Reddy

INNOVATION RADAR 1

Light construction with controlled coverage

Ready to prototype**DOCUMENTED SIGNAL**

Public SS27 fabric and runway inputs favour lightness and fluid layers.

COLLECTION APPLICATION

Cotton-silk inners, half-lined kurtas and light occasion overlays.

VALIDATION GATE

Compare opacity, seam slippage, shrinkage and perspiration marking on actual garment samples.

Première Vision | SS27 fabric decoding

INNOVATION RADAR 2

Craft capacity as a product innovation

Operational development

DOCUMENTED SIGNAL

Indian designer interviews emphasise material development and maker timelines.

COLLECTION APPLICATION

One repeatable placed-craft code, documented across a small range.

VALIDATION GATE

Approve stitch standards, labour hours, batch tolerances and payment terms with the maker before the production calendar is fixed.

FDCI | Arpita Mehta, India Couture Week 2026

INNOVATION RADAR 3

Repairable ornament and removable components

Design-system prototype

DOCUMENTED SIGNAL

Current couture aftercare and material experimentation provide a useful premium reference.

COLLECTION APPLICATION

Replaceable trims, independent capes and spare embellishment kits.

VALIDATION GATE

Cost repair labour; test attachment security and safe storage. Avoid promising a service without capacity.

FDCI | Rimzim Dadu, India Couture Week 2026

COLLECTION DEVELOPMENT

From concept to delivery.

OCTOBER-NOVEMBER 2026

Deliver proven occasionwear; track size availability, fit returns and replenishment.

DECEMBER 2026-FEBRUARY 2027

Reorder only demonstrated winners and stage winter wedding layers by region.

WHAT WOULD CHANGE THIS FORECAST?

- Validate garment weight, alteration access and full-price sales against your own trading data.

RESEARCH & METHODOLOGY

Evidence with context.

Sources support the observations stated in the report. Product directions, price bands and merchandising concepts are original Forecut editorial proposals. Retailer snapshots are dated. Supplier claims require independent sampling and documentation. Nothing here guarantees future adoption or sales.

IMAGE PROVENANCE

Season cover and four detail concepts: original AI-generated Forecut concepts, October 2026. Sixteen reference images selected for this season only in this curated edition. Illustrations do not establish an exact construction specification.

EARLIER REFERENCE EDITION

The original extended detail catalogue and its PDF remain available separately. This PDF contains the full curated season page, including all 20 selected details and commercial research sections.

Source register follows. Links are clickable.

AACHHO | PREYASI COLLECTION RETAIL SNAPSHOT

Reviewed 15 October 2026

Observed listing: Helia Smocked Cotton Dress INR 1,954 against displayed INR 6,513, labeled 70% off. Aferdita Tier Cotton Dress INR 1,614 against INR 6,456, labeled 75% off. Sizes, stock and terms can change.

Aachho | Preyasi collection retail snapshot

FDCI | AISHA RAO, PREYASI

2026-07-31

Textile appliqué, lighter occasion silhouettes and practical pockets provide a useful wedding-guest development reference.

FDCI | Aisha Rao, Preyasi

FDCI | ARPITA MEHTA, INDIA COUTURE WEEK 2026

2026-07-28

Pastel Bandhani on fluid bases and reinterpretations of Patola and Kantha. Supports craft experimentation, not a mass-market adoption claim.

FDCI | Arpita Mehta, India Couture Week 2026

FDCI | KUNAL RAWAL, INDIA COUTURE WEEK 2026

2026-07-28

Designer interview: functional linings, wearable drapes and tonal craft in menswear. An occasionwear input, not measured retail demand.

FDCI | Kunal Rawal, India Couture Week 2026

SOURCE REGISTER / CONTINUED**FDCI | RIMZIM DADU, INDIA COUTURE WEEK 2026**

2026-07-28

Mother-of-pearl and metal-cord couture, with an emphasis on aftercare. A premium experimental signal rather than a volume direction.

*FDCI | Rimzim Dadu, India Couture Week 2026***FDCI | BEST COUTURE BECOMES AN HEIRLOOM: JAYANTI REDDY**

2026-07-31

ICW 2026 interview covers balancing lighter bases, tailoring and placed embroidery.

*FDCI | Best couture becomes an heirloom: Jayanti Reddy***NICOBAR | CLASSIC SHIRT - BLACK**

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Official product page: 100% linen shirt MRP INR 5,750; free shipping above INR 1,000. Current benchmark only; verify availability and terms at purchase.

*Nicobar | Classic Shirt - Black***PREMIÈRE VISION | SS27 FABRIC DECODING**

2026-02-13

Public trade coverage supports light natural blends, fluid shirting, textured weaves and sheer layers. Supplier availability must be verified.

Première Vision | SS27 fabric decoding