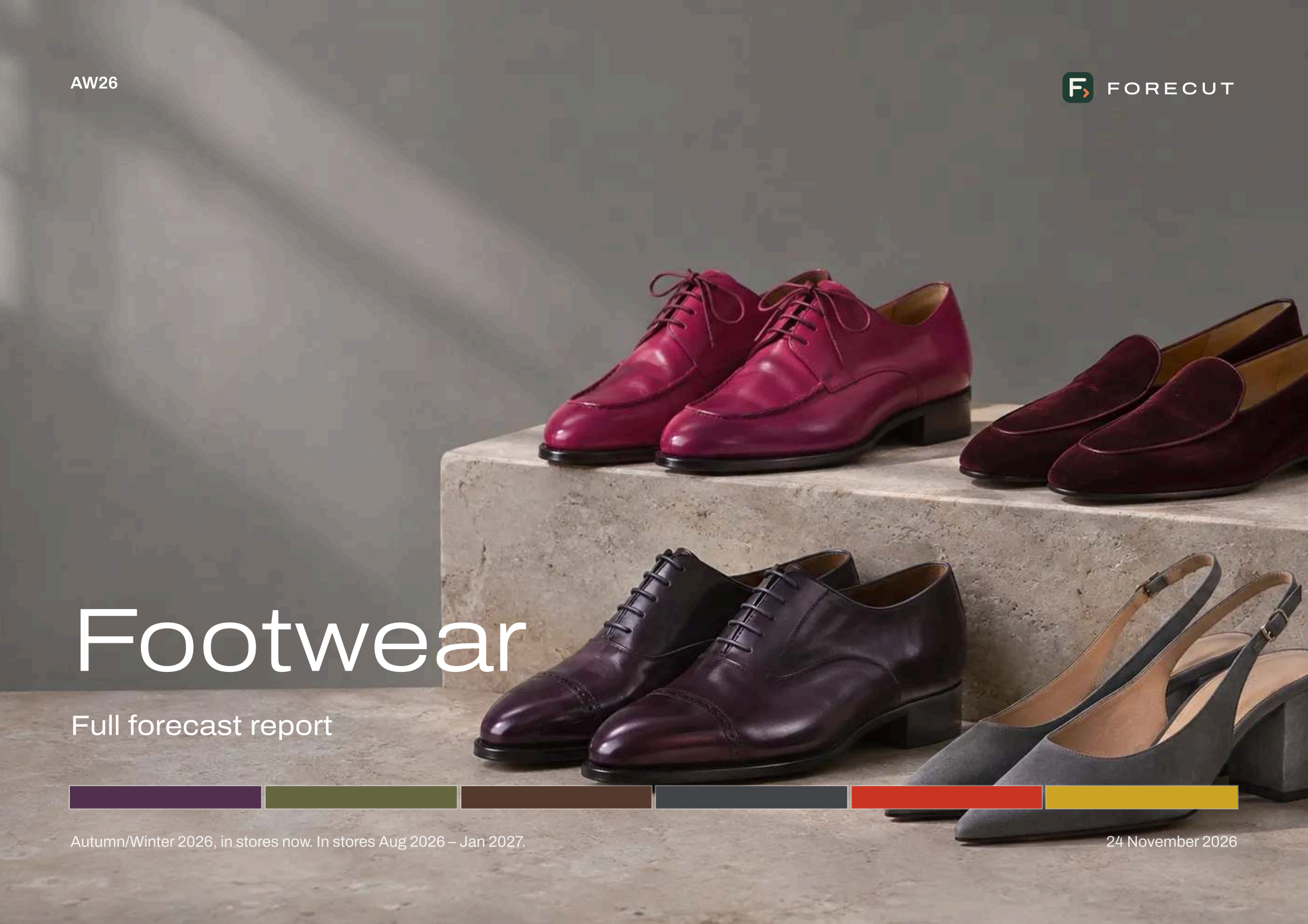
AW26

FORECUT



Footwear

Full forecast report

Autumn/Winter 2026, in stores now. In stores Aug 2026 – Jan 2027.

24 November 2026

Contents

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About this report

Heels, flats, boots, men's shoes and sneakers.

Rich, maximal and tactile. Big outerwear, sharp tailoring and heavy embellishment, with 1920s glamour running through evening and footwear.

How to read the stages

Emerging new, test in small quantities

Rising growing, build into the range

Peaking at its height, sell through

Fading moving out, reduce or rework

Overview

Build around Apron-toe derbies, Belgian loafers and Black oxfords.

Rich, maximal and tactile. Big outerwear, sharp tailoring and heavy embellishment, with 1920s glamour running through evening and footwear.

Build into the range

Apron-toe derbies, Belgian loafers, Black oxfords, Block-heel slingbacks and Brogue perforations are rising and keep growing into SS27.

Test in small quantities

Raffia wedge sandals, Studded and ruffled Mary Jane clogs, Sun-bleached distressed sneakers, Tonal suede low-profile sneakers and Ballet-sneaker hybrids are new ideas to try.

Sell through

Ballet flats, Cap-toe oxfords, Crepe-sole desert boots and Football terrace trainers are at their height. Do not add depth.

Reduce or rework

Chunky dad sneakers, Chunky sneakers with suits and Lug-sole Chelseas are moving out.



Inspiration

Preppy sport

School and playing-field references: rugby shirts, cricket cables, varsity jackets and oversized statement collars and cuffs.

Why now

Heritage sportswear feels familiar and gift-friendly, and collars and cuffs update basics at low cost.

Seen at

Polo Ralph Lauren: Sporty prep and timeless knitwear; Willy Chavarria: Sports prep on the runway; Statement collars and cuffs: Named a top menswear runway trend

Key pieces

Rugby stripes, Cable knits, Big collars; rugby stripes, short plackets.

19-6050 TCX, #264D3A and 11-0103 TCX, #EFE9DC

Source: Trendalytics, top menswear runway trends FW26; Who What Wear, AW26 trends



Inspiration

Big outerwear

Oversized, protective outerwear: shearling, big fur collars, leather bombers and sculptural cocoon coats.

Why now

Outerwear is a high-value hero category, and leather bombers are growing fast.

Seen at

Acne Studios: Fur accents on outerwear; Leather bombers (market): Up 28% year on year; Harrods menswear edit: Leather jacket as the hero piece

Key pieces

Shearling, Fur trims, Leather; fur and shearling collars.

18-0933 TCX, #7A5A3E and 11-0110 TCX, #EFE1CC

Source: Trendalytics, top menswear runway trends FW26; Harrods, AW26 menswear trends; Who What Wear



Inspiration

Fully loaded

Embellishment moves from evening onto everyday pieces: sequinned jeans, beaded knits, feathers and sheer layers over heavier fabrics.

Why now

Social media rewards texture and shine, and embellishment makes basics feel special.

Key pieces

Sequins, Beadwork, Sheer layers; sequin and chainmail minis.

19-2045 TCX, #A3245F and 13-2806 TCX, #F3C6DA

Source: Who What Wear, AW26 trends (the source describes the trend without naming brands)



Inspiration

Roaring Twenties

1920s flapper glamour returns. Drop waists, swinging fringe, beading and long pearls lead evening, and the same codes cross into daywear through T-bar heels, velvet and pleated skirts.

Why now

Party-season demand meets nostalgia for glamour. Drop waists are easier to wear than bodycon, which helps them sell beyond evening.

Seen at

Chanel: Fringed silks and beaded sequins; Fendi: Drop-waist dresses and 1920s evening codes; Rabanne: Chainmail and sequin minis

Key pieces

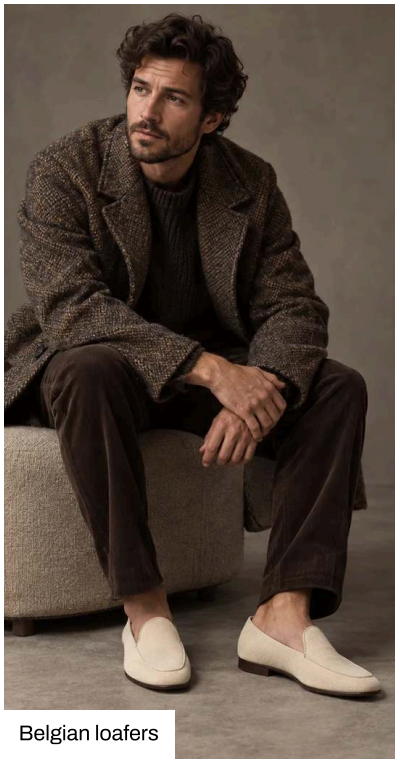
Drop waist, Fringe, T-bar heels; drop waist with pleated skirt.

19-1724 TCX, #5E1F24 and 15-0751 TCX, #C9A227

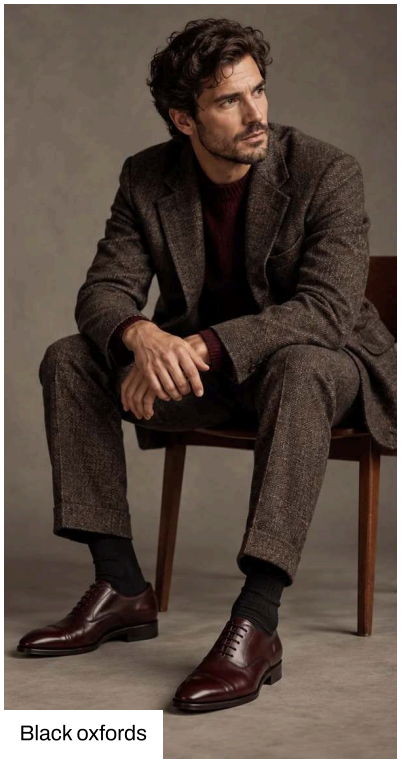
Source: Who What Wear, Autumn/Winter 2026 trends

Moodboard





Belgian loafers



Black oxfords



Block-heel slingbacks







How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Apron-toe derbies	Rising	Rising	Rising	Peaking	
Belgian loafers	Rising	Rising	Rising	Rising	Peaking
Black oxfords	Rising	Rising	Rising	Peaking	Fading
Block-heel slingbacks	Rising	Rising	Rising	Peaking	Fading
Brogue perforations	Rising	Rising	Peaking		Fading
Buckled ankle boots	Rising	Rising	Rising	Peaking	Fading
Cap-toe kitten slingbacks	Rising	Rising	Rising	Peaking	Fading
Chelsea ankle boots	Rising	Rising	Rising	Peaking	Fading
Cupsole derbies	Rising	Rising	Rising	Rising	Peaking
Derby boots	Rising	Rising	Rising	Peaking	Fading
Embellished flats	Rising	Rising	Peaking	Fading	
Flat suede knee boots	Rising	Rising	Rising	Rising	Peaking

What happens in SS27

Apron-toe derbies
Rising now, rising in SS27

Belgian loafers
Rising now, rising in SS27

Black oxfords
Rising now, rising in SS27

Block-heel slingbacks
Rising now, rising in SS27

Brogue perforations
Rising now, rising in SS27

Buckled ankle boots
Rising now, rising in SS27

Emerging in AW26



Raffia wedge sandals

Footwear, Heels & Flats, material

Woven raffia wedges and heels in metallic gold, chocolate, cinnamon and natural; Monday Swimwear x Billini launched 16 raffia styles in Oct 2026 for the southern summer.

Emerging next: emerging



Studded and ruffled Mary Jane clogs

Footwear, Sneakers & Casual, upper

Mary Janes, Boston clogs and Arizona sandals reworked with gold studs, leather ruffles and shearling in black, lilac, sandstone and chutney; Birkenstock 1774 Pont des Arts (Nov 2026).

Emerging next: rising



Sun-bleached distressed sneakers

Footwear, Sneakers & Casual, finish

Trainers made in deliberately distressed, sun-bleached fabrics on a cushioned retro sole; Puma x JiyongKim Cell Geo, Seoul (Korea Herald, 15 Nov 2026).

Emerging next: rising



Tonal suede low-profile sneakers

Footwear, Sneakers & Casual, material

Slim, low-profile sneakers in a single tone of leather or suede; Jil Sander x Puma reworked the Speedcat in all-black, all-white and white suede (on sale Oct 2026).

Emerging next: rising



Ballet-sneaker hybrids

Footwear, Sneakers & Casual, hybrid

Mesh ballet shapes on sneaker soles.

Emerging next: rising



Bow-trim flats

Footwear, Heels & Flats, trim

Flats finished with a small bow.

Emerging next: emerging



Check-trimmed loafers

Footwear, Men's Shoes, trim

Tartan trims on loafers.

Emerging



Chelsea boots for tailoring

Footwear, Men's Shoes, style

Sleek Chelseas worn with suits.

Emerging next: rising

Emerging in AW26



Clear PVC heels

Footwear, Heels & Flats, material

Transparent pumps and jelly shoes.

Emerging next: rising



Curved sculptural heels

Footwear, Heels & Flats, heel

Curved, shaped heel blocks.

Emerging next: rising



Embroidered and silk boots

Footwear, Boots, material

Decorated knee-highs.

Emerging



Feathers on satin

Footwear, Heels & Flats, embellishment

Feather trims on evening shoes.

Emerging next: rising



Flat espadrille sneakers

Footwear, Sneakers & Casual, sole

Canvas shoes on jute soles.

Emerging next: emerging



Flat strappy sandals

Footwear, Heels & Flats, strap

Thin-strap flat sandals.

Emerging next: rising



Harness buckle straps

Footwear, Boots, hardware

Buckled straps around the ankle.

Emerging



Kitten-heel knee boots

Footwear, Boots, heel

Knee boots on low kitten heels.

Emerging next: rising

Emerging in AW26



Lace-up court shoes

Footwear, Heels & Flats, closure

Laced pumps with silver hardware.

Emerging next: rising



Low block sandals

Footwear, Heels & Flats, heel

Strappy sandals on low block heels.

Emerging next: rising



Lug-sole loafers

Footwear, Men's Shoes, sole

Loafers on chunky lug soles.

Emerging next: rising



Plastic clogs and jellies

Footwear, Sneakers & Casual, material

Clear and coloured plastic.

Emerging next: rising



Pointed-toe ankle boots

Footwear, Boots, toe

Sleek ankle boots with pointed toes.

Emerging next: rising



Rubber-soled Chelseas

Footwear, Men's Shoes, sole

Chelseas on lugged rubber soles.

Emerging next: rising



Running-inspired sneakers

Footwear, Sneakers & Casual, style

Mesh runners with gum soles.

Emerging next: rising



Slim tassel loafers

Footwear, Men's Shoes, trim

Tassel loafers on slim soles.

Emerging next: emerging

Emerging in AW26



Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Emerging next: rising



Split-toe trainers

Footwear, Sneakers & Casual, toe

Split toes in casual shoes.

Emerging next: rising



Square-toe knee boots

Footwear, Boots, toe

Knee boots with square toes.

Emerging next: rising



Stiletto court shoes

Footwear, Heels & Flats, heel

Classic pointed stiletto courts.

Emerging next: rising



Trail runners

Footwear, Sneakers & Casual, sole

Lugged trail running shoes.

Emerging next: rising



Western knee boots

Footwear, Boots, stitch

Knee-high boots with western stitching.

Emerging next: emerging

Rising in AW26



Apron-toe derbies

Footwear, Men's Shoes, toe

Derbies with stitched apron toes.

Rising next: rising



Belgian loafers

Footwear, Men's Shoes, style

Soft, slipper-like loafers.

Rising next: rising



Black oxfords

Footwear, Men's Shoes, style

Classic black lace-ups.

Rising next: rising



Block-heel slingbacks

Footwear, Heels & Flats, strap

Slingbacks on mid block heels.

Rising next: rising



Brogue perforations

Footwear, Men's Shoes, perforation

Broguing returns.

Rising next: rising



Buckled ankle boots

Footwear, Boots, hardware

Ankle boots with a buckled strap.

Rising next: rising



Cap-toe kitten slingbacks

Footwear, Heels & Flats, toe

Contrast cap toes on kitten slingbacks.

Rising next: rising



Chelsea ankle boots

Footwear, Boots, shaft

Elastic-sided ankle boots.

Rising next: rising

Rising in AW26



Cupsole derbies

Footwear, Men's Shoes, sole

Derbies on sneaker cupsoles.

Rising next: rising



Derby boots

Footwear, Men's Shoes, style

Lace-up boots on slim soles.

Rising next: rising



Embellished flats

Footwear, Heels & Flats, embellishment

Beaded and studded flats.

Rising next: rising



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: rising



Flatform sneakers

Footwear, Sneakers & Casual, sole

Sneakers on raised flat soles.

Rising next: rising



Gum-sole trainers

Footwear, Sneakers & Casual, sole

Classic gum rubber soles.

Rising next: rising



Hiker styles

Footwear, Boots, sole

Hiking boots worn with tailoring.

Rising



Hiking boots with tailoring

Footwear, Men's Shoes, sole

Rugged soles under suits.

Rising

Rising in AW26



Hiking sandals

Footwear, Sneakers & Casual, strap

Webbing sandals for trails.

Rising next: rising



Horsebit loafers

Footwear, Men's Shoes, hardware

Bit hardware on loafers.

Rising next: rising



Horsebit mules

Footwear, Heels & Flats, hardware

Mules with horsebit hardware.

Rising next: rising



Horsebit vamp hardware

Footwear, Heels & Flats, hardware

Bits across the vamp.

Rising next: rising



Kitten-heel boots

Footwear, Boots, heel

Low kitten heels.

Rising next: rising



Kitten-heel pumps

Footwear, Heels & Flats, heel

Low kitten heels on pointed pumps.

Rising next: rising



Knee-high block-heel boots

Footwear, Boots, heel

Knee boots on block heels.

Rising next: rising



Knee-high slouch

Footwear, Boots, shaft

Soft, slouchy shafts.

Rising

Rising in AW26



Leather slides

Footwear, Men's Shoes, strap

Wide-strap leather slides.

Rising next: rising



Lug-sole combat boots

Footwear, Boots, sole

Lace-up boots on deep lugs.

Rising next: rising



Mary Jane flats

Footwear, Heels & Flats, strap

Flats with a strap across the instep.

Rising next: rising



Mary Jane sneakers

Footwear, Sneakers & Casual, strap

Strap-over sneakers.

Rising next: rising



Mid-calf western boots

Footwear, Boots, shaft

Mid-calf boots with western details.

Rising next: rising



Over-the-knee boots

Footwear, Boots, height

Thigh-high in leather or stretch.

Rising



Patent ballet flats

Footwear, Heels & Flats, material

High-shine patent flats.

Rising next: rising



Patent evening loafers

Footwear, Men's Shoes, material

High-shine loafers for evening.

Rising next: rising

Rising in AW26



Patent knee boots

Footwear, Boots, material

High-shine knee boots.

Rising next: rising



Patent leather

Footwear, Heels & Flats, material

Glossy patent pumps.

Rising next: rising



Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Rising next: rising



Plain derbies

Footwear, Men's Shoes, style

Derby shoes in soft leather.

Rising next: rising



Pointed kitten mules

Footwear, Heels & Flats, toe

Backless mules with pointed toes.

Rising next: rising



Retro court sneakers

Footwear, Sneakers & Casual, style

Low court sneakers with gum soles.

Rising next: rising



Round-toe slingback heels

Footwear, Heels & Flats, strap

Round toes on slim slingback heels.

Rising next: rising



Rubber Chelsea boots

Footwear, Boots, material

Waterproof rubber Chelseas.

Rising next: rising

Rising in AW26



Satin ballet-trainers

Footwear, Sneakers & Casual, hybrid

Satin ballet shapes on trainer soles.

Rising next: rising



Second-skin stretch shafts

Footwear, Boots, material

Sock-fit stretch boots.

Rising



Shearling ballet flats and clogs

Footwear, Sneakers & Casual, material

Cosy shearling casual shoes.

Rising



Shearling linings and cuffs

Footwear, Boots, lining

Shearling showing at the top.

Rising



Shearling-lined ankle boots

Footwear, Boots, lining

Flat ankle boots with shearling cuffs.

Rising next: rising



Shearling-lined mules

Footwear, Sneakers & Casual, lining

Clog mules lined with shearling.

Rising next: rising



Slim, low-profile sneakers

Footwear, Sneakers & Casual, sole

Thin gum soles on slim lasts.

Rising next: rising



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: rising

Rising in AW26



Sneaker-sole loafers

Footwear, Men's Shoes, sole

Loafers on cushioned sneaker soles.

Rising next: rising



Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Rising next: rising



Sport slides

Footwear, Sneakers & Casual, strap

Single-strap sport slides.

Rising next: rising



Square toes

Footwear, Heels & Flats, toe

Squared toes on pumps and mules.

Rising next: rising



Statement socks

Footwear, Men's Shoes, styling

Visible patterned socks.

Rising next: rising



Strap-closure trainers

Footwear, Sneakers & Casual, strap

Trainers fastened with straps.

Rising next: rising



Suede T-toe runners

Footwear, Sneakers & Casual, material

Retro suede trainers.

Rising next: rising



Suede ankle boots

Footwear, Boots, material

Soft suede ankle boots.

Rising next: rising

Rising in AW26



Suede chukkas

Footwear, Men's Shoes, material

Suede desert boots.

Rising next: rising



Suede loafers

Footwear, Men's Shoes, material

Soft suede loafers.

Rising next: rising



T-bar and T-strap pumps

Footwear, Heels & Flats, strap

Deco-inspired straps on heels.

Rising next: rising



Two-tone cap toes

Footwear, Heels & Flats, toe

Contrast toes on slingbacks and flats.

Rising next: rising



Wholecut oxfords

Footwear, Men's Shoes, style

Oxfords cut from one piece of leather.

Rising next: rising



Wingtip brogues

Footwear, Men's Shoes, perforation

Full brogue wingtips.

Rising next: rising



Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Rising next: rising

Peaking in AW26



Ballet flats

Footwear, Heels & Flats, shape

Ballet flats at their peak.

Peaking next: peaking



Cap-toe oxfords

Footwear, Men's Shoes, toe

Classic cap-toe oxfords.

Peaking next: peaking



Crepe-sole desert boots

Footwear, Men's Shoes, sole

Desert boots on crepe soles.

Peaking next: peaking



Football terrace trainers

Footwear, Sneakers & Casual, style

Terrace styles at their peak.

Peaking next: peaking



Penny loafers

Footwear, Men's Shoes, style

Penny loafers at their peak.

Peaking next: peaking



Rubber clogs

Footwear, Sneakers & Casual, material

Moulded rubber clogs.

Peaking next: peaking



Satin evening pumps

Footwear, Heels & Flats, material

Satin pumps with a soft sheen.

Peaking next: peaking



Slouchy mid-calf boots

Footwear, Boots, shaft

Soft mid-calf shafts.

Peaking next: peaking

Peaking in AW26



Square-toe ballet flats

Footwear, Heels & Flats, toe

Ballet flats with square toes.

Peaking next: peaking



Stretch knee boots on block heels

Footwear, Boots, shaft

Sock-fit knee boots on block heels.

Peaking next: peaking



Suede skate shoes

Footwear, Sneakers & Casual, material

Padded suede skate shoes.

Peaking next: peaking



Western stitching

Footwear, Boots, stitch

Decorative western topstitch.

Peaking next: rising

Fading in AW26



Chunky dad sneakers

Footwear, Sneakers & Casual, sole

Bulky soles fading.

Fading



Chunky sneakers with suits

Footwear, Men's Shoes, styling

Fading as shoes get smarter.

Fading



Lug-sole Chelseas

Footwear, Boots, sole

Chunky lug soles fading.

Fading

Colour

The AW26 palette, with Pantone TCX and HEX codes.



Plum
19-3218 TCX
#51304E



Moss
18-0220 TCX
#65663F



Chocolate
19-1218 TCX
#54392D



Charcoal
19-0201 TCX
#434447



Tomato red
18-1564 TCX
#CA3422



Mustard
15-0751 TCX
#CDA323

Colour by theme



Preppy sport: 19-6050 TCX with 11-0103 TCX, for rugby stripes, short plackets.



Big outerwear: 18-0933 TCX with 11-0110 TCX, for fur and shearling collars.



Fully loaded: 19-2045 TCX with 13-2806 TCX, for sequin and chainmail minis.

Range strategy

Build depth

- Apron-toe derbies
- Belgian loafers
- Black oxfords
- Block-heel slingbacks
- Brogue perforations
- Buckled ankle boots
- Cap-toe kitten slingbacks
- Chelsea ankle boots
- Cupsole derbies

Test small

- Raffia wedge sandals
- Studded and ruffled Mary Jane clogs
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Ballet-sneaker hybrids
- Bow-trim flats
- Check-trimmed loafers
- Chelsea boots for tailoring
- Clear PVC heels

Sell through

- Ballet flats
- Cap-toe oxfords
- Crepe-sole desert boots
- Football terrace trainers
- Penny loafers
- Rubber clogs
- Satin evening pumps
- Slouchy mid-calf boots
- Square-toe ballet flats

Exit or rework

- Chunky dad sneakers
- Chunky sneakers with suits
- Lug-sole Chelseas

Actions and timing

Actions for the range

- Add white contrast collars to existing shirt blocks.
- Build one striped rugby shirt in three colourways.
- Use tipping on knit V-necks and cuffs.
- Pick one hero coat per range and build marketing around it.
- Offer detachable fur collars to stretch one coat into two looks.
- Pair bombers with knitwear in outfit-led merchandising.
- Embellish one area per garment (pocket, cuff or yoke).
- Use sheer layers to restyle existing knits.

Season timing

Shown on the runway	Feb–Mar
In stores, northern hemisphere	Aug 2026 – Jan 2027
Southern hemisphere	Same trends sold Mar–Aug, in local autumn/winter
Tropical and seasonless markets	Festive and occasion wear; lighter-weight versions of AW trends

Range checklist

- Give rising pieces the most options and depth.
- Buy emerging pieces in one or two colours first, then repeat what sells.
- Keep peaking pieces in core colours only; do not add new styles.
- Rework fading pieces with a rising detail, or clear them early.

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Preppy sport

Key garment	Value	Mid	Premium
Rugby shirt	₹899–1,699	₹2,000–4,000	₹7,000+
Cricket cable jumper	₹1,199–2,299	₹2,800–5,500	₹9,000+
Varsity jacket	₹2,499–3,999	₹5,000–10,000	₹18,000+

Cost level: low to medium. Contrast collars and cuffs are a cheap update to existing blocks. Cable knits use more yarn; keep cables to the front panel in value ranges.

Big outerwear

Key garment	Value	Mid	Premium
Faux shearling coat	₹2,999–4,999	₹6,000–12,000	₹25,000+
Leather or PU bomber	₹2,499–3,999	₹5,000–11,000	₹20,000+
Fur-collar wool coat	₹3,499–5,999	₹7,000–14,000	₹28,000+

Cost level: high. Large pattern pieces and heavy fabrics raise fabric cost. Use faux shearling and PU for value; save real leather for premium.

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Fully loaded

Key garment	Value	Mid	Premium
Sequinned or beaded jeans	₹1,999–3,499	₹4,000–8,000	₹14,000+
Beaded knit jumper	₹1,499–2,799	₹3,500–7,000	₹12,000+
Sheer mesh top	₹699–1,299	₹1,500–3,500	₹6,000+

Cost level: high. Hand embellishment is the biggest cost driver. Use machine sequin fabric, heat-set studs or placement embellishment only.

Roaring Twenties

Key garment	Value	Mid	Premium
Drop-waist pleated dress	₹1,499–2,999	₹3,500–7,500	₹12,000+
Fringed or beaded top	₹999–1,999	₹2,500–5,500	₹9,000+
T-bar heels	₹1,299–2,499	₹3,000–6,000	₹10,000+

Cost level: high. Fringe and beading add hand labour. Keep cost down with machine fringe, placement beading at the neckline only, and printed sequin effects for value ranges.

Margin checklist

Before you cost

- Fix the retail band first, then work back to the cost you can afford.
- Agree minimums for any new trim or hardware early.
- Ask for a price on two versions: full detail and a simpler one.

Where cost hides

- Hand work such as beading, fringe and embroidery.
- Extra panels, pockets and linings.
- Custom hardware, washes and finishes.
- Duty and freight on imported trims.

Keep the look, cut the cost

- Place the detail where it is seen: neckline, cuff, hem.
- Use stock trims in season colours.
- Put the costly version in a small premium run.

Work out your margin at forecut.in/pricefold.html.

Markets

Asia

Regional directions for AW26 follow as coverage arrives.

Climate

From temperate four-season East Asia to tropical Southeast Asia and India, and the hot, dry Gulf. One collection rarely fits every market: weight, sleeve length and coverage change by country.

Best fit from this report

Embroidered and silk boots, Hiking boots with tailoring, Chelsea boots for tailoring, Sock-knit trainers

Key selling moments

- China: Lunar New Year, 618 and Double 11 (11.11) shopping festivals
- Japan & South Korea: Spring and autumn wardrobe changes, year-end gifting, Chuseok
- India: Diwali and festive (Sep–Nov), wedding seasons (Nov–Feb, Apr–May), summer

Europe

Regional directions for AW26 follow as coverage arrives.

Climate

Temperate four-season climate: cold, wet winters in the north, hot dry summers around the Mediterranean.

Best fit from this report

Horsebit loafers, Check-trimmed loafers, Hiking boots with tailoring, Penny loafers

Key selling moments

- France, Italy & UK: January and July sales, Christmas, summer holidays
- Nordics: Midsummer, Christmas
- Southern Europe: Summer travel season, Easter

North America

Regional directions for AW26 follow as coverage arrives.

Climate

From cold Canadian winters to hot, humid southern US summers and Mexico's warm highlands and coasts.

Best fit from this report

Chunky sneakers with suits, Sneaker-sole loafers, Slim, low-profile sneakers, Mary Jane sneakers

Key selling moments

- United States: Back to school, Thanksgiving and Black Friday, holiday, spring break
- Canada: Holiday, Boxing Day
- Mexico: Día de Muertos, holiday season, Buen Fin sales

Markets

South America

Regional directions for AW26 follow as coverage arrives.

Climate

Tropical in the north and Brazil's coast; temperate and four-season in Argentina, Chile and southern Brazil. Seasons are opposite to Europe.

Best fit from this report

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Hiking sandals

Key selling moments

- Brazil: Carnival (Feb/Mar), Christmas and New Year summer
- Argentina & Chile: Christmas summer, winter holidays (July)
- Colombia & Andean: Year-end holidays, festivals

Africa

Regional directions for AW26 follow as coverage arrives.

Climate

Mostly hot: tropical West and Central Africa, highland East Africa, Mediterranean north, and a temperate, southern-hemisphere South Africa.

Best fit from this report

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Embroidered and silk boots

Key selling moments

- Nigeria & West Africa: Detty December, weddings, Eid
- South Africa: Festive summer (Dec), Black Friday
- North Africa: Ramadan and Eid, summer weddings

Oceania

Regional directions for AW26 follow as coverage arrives.

Climate

Southern-hemisphere seasons: summer Dec–Feb, winter Jun–Aug. Mostly temperate, tropical in the north of Australia.

Best fit from this report

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Hiking sandals

Key selling moments

- Australia: Christmas summer, Black Friday, end-of-financial-year sales (June)
- New Zealand: Christmas summer, winter (June–August)



India in depth

India

Indian buyers read AW26 through festive and wedding demand, summer weights and handloom. Forecut publishes separate India season reports with craft clusters, colours that sell there and price bands.

See forecut.in/india.html for the India forecasts.

Forecut

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Sources: Season themes summarise published AW26 runway, retail and trade coverage, including Who What Wear, Harrods and Trendalytics. Colour of the year is Pantone 2026 (Cloud Dancer).

Forecasts are Forecut's own reading of the season and may change as collections and sales data arrive. For your own planning only; please do not resell.