AW26

FORECUT



Knitwear

Full forecast report

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

24 November 2025

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About this report

Knit shapes, stitches and yarns for women and men.

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 Beads and sequins on knits, Bishop-sleeve knits and Brushed alpaca.

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

Build into the range

Beads and sequins on knits, Bishop-sleeve knits, Brushed alpaca, Brushed cardigan coats and Button-shoulder knits are rising and keep growing into SS27.

Test in small quantities

Argyle knits, Brooch-fastened cardigans, Cropped cardigans, Elbow-seam jumpers and Fair Isle yoke cardigans are new ideas to try.

Sell through

Sequin-flecked Fair Isle jumpers, Chunky rib turtlenecks, Colour-block knits and Shawl-collar pullovers are at their height. Do not add depth.

Reduce or rework

Cropped boxy jumpers and Large logo intarsia 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

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



Inspiration

Power tailoring

Sharp, slick suiting in pinstripes and slate grey, with pointed shoulders, peak lapels and double-breasted fronts. Oxblood accents and polished heels finish the look.

Why now

Return-to-office dressing and a move away from very oversized blazers toward sharper fits.

Seen at

Gucci: Horsebit pumps with sharp suiting; Classic-fit suits (market): Up 44% in market adoption; Double-breasted suits (market): Up 4% year on year; pointed shoulders up 12%

Key pieces

Pinstripe, Peak lapels, Pointed shoulders; sharp pointed shoulders.

19-4110 TCX, #3D4650 and 12-5202 TCX, #D9D4C7

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



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

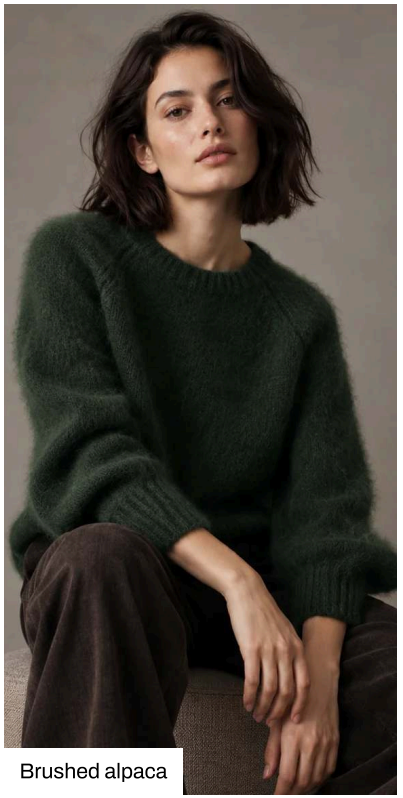
Source: Trendalytics, top menswear runway trends FW26; Harrods, AW26 menswear trends; Who What Wear

Moodboard





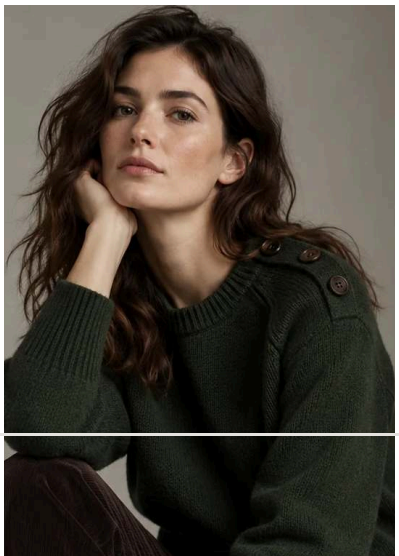
Bishop-sleeve knits



Brushed alpaca



Brushed cardigan coats







How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Beads and sequins on knits	Rising		Peaking		Fading
Bishop-sleeve knits	Rising	Rising	Rising	Rising	Peaking
Brushed alpaca	Rising		Peaking		Fading
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Button-shoulder knits	Rising	Rising	Rising	Peaking	
Cable fisherman jumpers	Rising	Rising	Rising	Peaking	Fading
Cable-front cardigans	Rising	Rising	Rising	Peaking	Fading
Chunky shawl-collar cardigans	Rising		Peaking		Fading
Contrast-tipped knits	Rising	Rising	Rising	Peaking	Fading
Cricket cables with tipping	Rising	Rising	Peaking		
Cricket jumpers	Rising	Rising	Peaking	Fading	
Elongated rib cuffs	Rising	Rising	Peaking	Fading	

What happens in SS27

Bishop-sleeve knits
Rising now, rising in SS27

Brushed cardigan coats
Rising now, rising in SS27

Button-shoulder knits
Rising now, rising in SS27

Cable fisherman jumpers
Rising now, rising in SS27

Cable-front cardigans
Rising now, rising in SS27

Contrast-tipped knits
Rising now, rising in SS27

Emerging in AW26



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Emerging next: rising



Brooch-fastened cardigans

Womenswear, Knitwear, hardware

Brooches replacing buttons.

Emerging next: rising



Cropped cardigans

Womenswear, Knitwear, shape

Short cardigans ending at the waist.

Emerging next: rising



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Emerging next: emerging



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Emerging next: rising



Fair Isle yokes

Menswear, Knitwear, pattern

Patterned yokes on crewnecks.

Emerging



Half-zip knits

Womenswear, Knitwear, closure

Short zips on funnel-neck knits.

Emerging next: emerging



Knit fringe at hems

Womenswear, Knitwear, hem

Fringe at hems and sleeve ends.

Emerging next: rising

Emerging in AW26



Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Emerging next: rising



Saddle shoulders

Menswear, Knitwear, shoulder

Saddle-shoulder construction.

Emerging



Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Emerging next: rising



Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Emerging next: rising



Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

Emerging next: rising

Rising in AW26



Beads and sequins on knits

Womenswear, Knitwear, embellishment

Embellishment moving onto everyday jumpers.

Rising



Bishop-sleeve knits

Womenswear, Knitwear, sleeve

Full sleeves gathered into long cuffs.

Rising next: rising



Brushed alpaca

Menswear, Knitwear, fabric

Fluffy, brushed surfaces.

Rising



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: rising



Button-shoulder knits

Womenswear, Knitwear, closure

Buttoned tabs along the shoulder.

Rising next: rising



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Rising next: rising



Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

Rising next: rising



Chunky shawl-collar cardigans

Womenswear, Knitwear, collar

Oversized shawl collars on long cardigans.

Rising

Rising in AW26



Contrast-tipped knits

Womenswear, Knitwear, trim

Contrast stripes at necks and cuffs.

Rising next: rising



Cricket cables with tipping

Womenswear, Knitwear, trim

Cable jumpers with striped V-neck tipping.

Rising next: rising



Cricket jumpers

Menswear, Knitwear, trim

Cables with striped tipping.

Rising next: rising



Elongated rib cuffs

Womenswear, Knitwear, cuff

Long ribbed cuffs that bunch at the wrist.

Rising next: rising



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Rising next: rising



Half-button polo jumpers

Menswear, Knitwear, collar

Jumpers with polo collars and buttons.

Rising next: rising



Heavy shawl-collar cardigans

Menswear, Knitwear, collar

Chunky shawl collars.

Rising



Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Rising next: rising

Rising in AW26



Jewel-tone cashmere

Menswear, Knitwear, colour

Fine knits in aubergine, mustard and emerald.

Rising



Knitted bomber jackets

Menswear, Knitwear, garment

Zip bombers in knitted fabric.

Rising next: rising



Knitted polo collars

Womenswear, Knitwear, collar

Polo collars with zip or button plackets.

Rising next: rising



Long-sleeve knitted polos

Menswear, Knitwear, collar

Polo collars on long-sleeve knits.

Rising next: rising



Longline knit vests

Womenswear, Knitwear, shape

Long sleeveless knits over shirts.

Rising next: rising



Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Rising next: rising



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: rising



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Rising next: rising

Rising in AW26



Puff-shoulder cardigans

Womenswear, Knitwear, shoulder

Raised, gathered shoulders on cardigans.

Rising next: rising



Raglan sweatshirts

Menswear, Knitwear, sleeve

Sweatshirts with raglan sleeves.

Rising next: rising



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Rising next: rising



Ribbed polo knits

Womenswear, Knitwear, collar

Ribbed knits with polo collars.

Rising next: rising



Ribbed tank tops

Menswear, Knitwear, shape

Ribbed sleeveless knits.

Rising next: rising



Shawl-collar knit coats

Womenswear, Knitwear, collar

Long knit coats with shawl collars.

Rising next: rising



Tartan and check jacquards

Womenswear, Knitwear, pattern

Heritage checks knitted in.

Rising



Tunic-length knits

Womenswear, Knitwear, shape

Long knits worn over trousers.

Rising next: rising

Peaking in AW26



Sequin-flecked Fair Isle jumpers

Womenswear, Knitwear, texture

Neutral Fair Isle jumpers with scattered sequin detail for the holiday season; Mint Velvet's holiday edit (US holiday round-up, 18 Nov 2026).

Peaking



Chunky rib turtlenecks

Womenswear, Knitwear, neckline

Deep ribbed roll necks.

Peaking next: peaking



Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Peaking next: peaking



Shawl-collar pullovers

Menswear, Knitwear, collar

Pullovers with shawl collars.

Peaking next: peaking



Sheer fine-gauge layers

Womenswear, Knitwear, fabric

Transparent fine knits under tailoring.

Peaking next: peaking



Square-neck knits

Womenswear, Knitwear, neckline

Fine knits with square necklines.

Peaking next: peaking

Fading in AW26



Cropped boxy jumpers

Womenswear, Knitwear, shape

Giving way to longer, hip-length knits.

Fading



Large logo intarsia

Menswear, Knitwear, graphic

Logo knits 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.



Roaring Twenties: 19-1724 TCX with 15-0751 TCX, for drop waist with pleated skirt.



Power tailoring: 19-4110 TCX with 12-5202 TCX, for sharp pointed shoulders.

Range strategy

Build depth

- Beads and sequins on knits
- Bishop-sleeve knits
- Brushed alpaca
- Brushed cardigan coats
- Button-shoulder knits
- Cable fisherman jumpers
- Cable-front cardigans
- Chunky shawl-collar cardigans
- Contrast-tipped knits

Test small

- Argyle knits
- Brooch-fastened cardigans
- Cropped cardigans
- Elbow-seam jumpers
- Fair Isle yoke cardigans
- Fair Isle yokes
- Half-zip knits
- Knit fringe at hems
- Ribbed roll necks

Sell through

- Sequin-flecked Fair Isle jumpers
- Chunky rib turtlenecks
- Colour-block knits
- Shawl-collar pullovers
- Sheer fine-gauge layers
- Square-neck knits

Exit or rework

- Cropped boxy jumpers
- Large logo intarsia

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.
- Lead evening with one drop-waist dress in two lengths.
- Add fringe to hems and sleeves rather than the whole garment.
- Pair with T-bar heels and long pearls in visual merchandising.
- Offer the pinstripe suit as separates so customers can mix sizes.
- Use pointed shoulders on jackets, but keep trousers relaxed.

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.

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.

Pricing and cost

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

Power tailoring

Key garment	Value	Mid	Premium
Pinstripe blazer	₹1,999–3,499	₹4,500–9,000	₹15,000+
Pleated suit trousers	₹1,299–2,299	₹2,800–5,500	₹8,000+
Waistcoat	₹999–1,799	₹2,200–4,500	₹7,000+

Cost level: medium. Structured shoulders and canvassing add make time. Fused construction keeps value prices; pinstripe fabric needs stripe matching at seams, which adds cutting waste.

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.

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

Knit fringe at hems, Beads and sequins on knits, Sheer fine-gauge layers, Knitted polo collars

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

Knit fringe at hems, Beads and sequins on knits, Tartan and check jacquards, Sheer fine-gauge layers

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

Knitted polo collars, Ribbed polo knits, Rib-knit sweatshirts, Long-sleeve knitted polos

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.

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

Rib-knit sweatshirts, Colour-block knits, Raglan sweatshirts

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

Sheer fine-gauge layers

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

Seasonal fashion forecasts and design tools for designers, brands and fashion schools.

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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.