AW26

FORECUT



Menswear

Strategy, pricing and markets

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

24 November 2026

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About this report

Outerwear, shirts, knitwear, tailoring and trousers, item by item.

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 Contrast-stitch nylon twill blousons, Piped satin track jackets and Barrel trousers.

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

Build into the range

Contrast-stitch nylon twill blousons, Piped satin track jackets, Barrel trousers, Belted field coats and Belted high waists are rising and keep growing into SS27.

Test in small quantities

Angrakha-overlap tunics, Braided officer coats, Convertible backpack puffers, Fisherman-style raincoats and Generous 1980s double-breasted suits are new ideas to try.

Sell through

Carpenter hammer loops, Colour-block knits, Hoodie under tailoring and Overshirt chest flap pockets are at their height. Do not add depth.

Reduce or rework

Cuban camp collars, High-shine puffers, Large logo intarsia and Skinny suits are moving out.

Range strategy

Build depth

- Contrast-stitch nylon twill blousons
- Piped satin track jackets
- Barrel trousers
- Belted field coats
- Belted high waists
- Boxy short-sleeve shirts
- Brushed alpaca
- Brushed cardigan coats
- Buckle side adjusters

Test small

- Angrakha-overlap tunics
- Braided officer coats
- Convertible backpack puffers
- Fisherman-style raincoats
- Generous 1980s double-breasted suits
- Leather-yoke nylon puffers
- Chambray work shirts
- Contrast-collar polos
- Corduroy suits

Sell through

- Carpenter hammer loops
- Colour-block knits
- Hoodie under tailoring
- Overshirt chest flap pockets
- Overshirt-style blazers
- Oxford button-downs
- Popover shirts
- Shawl-collar pullovers
- Shearling-collar aviators

Exit or rework

- Cuban camp collars
- High-shine puffers
- Large logo intarsia
- Skinny suits
- Skinny tapered legs

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.
- Offer the pinstripe suit as separates so customers can mix sizes.
- Use pointed shoulders on jackets, but keep trousers relaxed.
- Add a waistcoat that works alone as a top.
- Pick one hero coat per range and build marketing around it.
- Offer detachable fur collars to stretch one coat into two looks.

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.

How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Contrast-stitch nylon twill blousons	Rising	Rising	Rising	Peaking	Fading
Piped satin track jackets	Rising	Rising	Peaking		Fading
Barrel trousers	Rising	Rising	Rising	Rising	Peaking
Belted field coats	Rising	Rising	Rising	Rising	Peaking
Belted high waists	Rising	Rising	Peaking	Fading	
Boxy short-sleeve shirts	Rising	Rising	Rising	Peaking	
Brushed alpaca	Rising		Peaking		Fading
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Buckle side adjusters	Rising	Rising	Peaking	Fading	
Cable fisherman jumpers	Rising	Rising	Rising	Peaking	Fading
Check shackets	Rising	Rising	Rising	Rising	Peaking
Check sports jackets	Rising	Rising	Rising	Rising	Peaking

What happens in SS27

Contrast-stitch nylon twill blousons
Rising now, rising in SS27

Piped satin track jackets
Rising now, rising in SS27

Barrel trousers
Rising now, rising in SS27

Belted field coats
Rising now, rising in SS27

Belted high waists
Rising now, rising in SS27

Boxy short-sleeve shirts
Rising now, rising in SS27

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.

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.

Pricing and cost

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

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.

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

Overshirt jackets, Leather overshirts, Open Johnny-collar knit polos, Striped rugby shirts

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

Utility trench details, Double-face wool overcoats, Raglan-sleeve overcoats, Mac coats

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

Utility trench details, Technical parkas, Waxed cotton jackets, Sherpa-lined trucker jackets

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

Waxed cotton jackets, Printed resort shirts, Grandad collar linen shirts, Seersucker suits

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

Overshirt jackets, Leather overshirts, Striped rugby shirts, Velvet shirts

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

Utility trench details, Printed resort shirts, Grandad collar linen shirts, Linen waistcoats

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.