AW26

FORECUT



Menswear

Full forecast report

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.



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

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



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





Piped satin track jackets



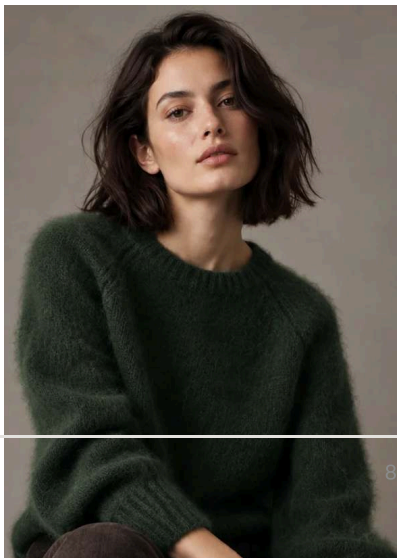
Barrel trousers



Belted field coats







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

Emerging in AW26



Angrakha-overlap tunics

Menswear, Tailoring, closure

Tunics with an overlapping angrakha-style front worn under a bandhgala, as at Tasva by Tarun Tahiliani, Lakmē Fashion Week x FDCI, Delhi (Oct 2026); a festive idea for India and the Gulf.

Emerging



Braided officer coats

Menswear, Outerwear, trim

Officer-style coats and jackets with exaggerated proportions trimmed in braids and cords, reworked from French military dress uniforms; Songzio x Egonlab 'The Art of Dark Poetry', Seoul (Korea Herald, 15 Nov 2026).

Emerging



Convertible backpack puffers

Menswear, Outerwear, closure

Oversized reversible puffers with underarm slits that fold and strap into a backpack; Melitta Baumeister x Nike, New York, 5 Nov 2026.

Emerging



Fisherman-style raincoats

Menswear, Outerwear, silhouette

Long, roomy raincoats modelled on fishermen's oilskins with storm flaps and hoods; part of Louis Vuitton's weather-themed Men's SS27 pre-collection (Oct 2026).

Emerging next: rising



Generous 1980s double-breasted suits

Menswear, Tailoring, silhouette

Roomy double-breasted suits with pleated, higher-waisted trousers in a late-80s/early-90s line; the VRC's Melbourne Cup Carnival 2026 forecast names them for race-day menswear, alongside the return of the tie.

Emerging next: rising

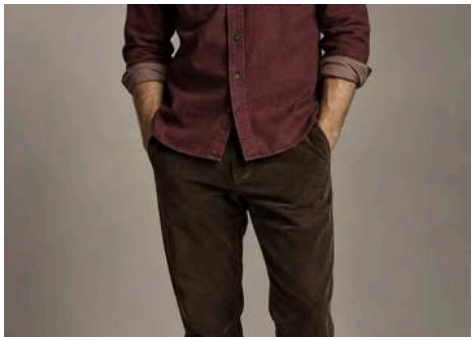


Leather-yoke nylon puffers

Menswear, Outerwear, yoke

Nylon puffers with leather shoulder yokes; Louis Vuitton's Men's SS27 pre-collection 'Whatever the Weather' (launched 29 Oct 2026) puts monogram leather on the shoulders.

Emerging



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Emerging next: rising



Contrast-collar polos

Menswear, Shirts & Polos, collar

Polos with contrast collars.

Emerging next: emerging

Emerging in AW26



Corduroy suits

Menswear, Tailoring, fabric

Cotton cord suiting.

Emerging



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Emerging next: emerging



Fair Isle yokes

Menswear, Knitwear, pattern

Patterned yokes on crewnecks.

Emerging



Flat-front slim trousers

Menswear, Trousers, shape

Clean flat fronts on slim legs.

Emerging next: emerging



Funnel-neck puffers

Menswear, Outerwear, collar

Puffers with tall funnel necks.

Emerging next: emerging



Geometric panel piecing

Menswear, Shirts & Polos, panel

Triangular and angled panels.

Emerging next: rising



Overshirt jackets

Menswear, Outerwear, garment

Snap-front jackets cut like shirts.

Emerging next: rising



Padded leather

Menswear, Outerwear, fabric

Quilted leather jackets.

Emerging

Emerging in AW26



Painter trousers

Menswear, Trousers, pocket

Hammer loops and rule pockets.

Emerging next: rising



Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Emerging next: rising

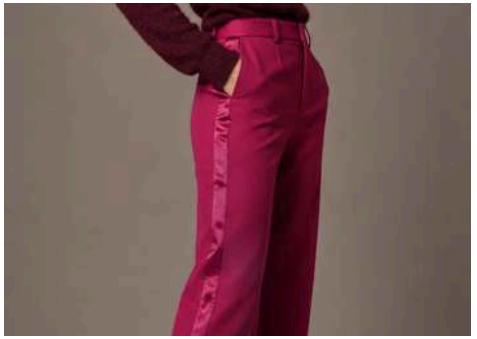


Saddle shoulders

Menswear, Knitwear, shoulder

Saddle-shoulder construction.

Emerging



Satin side-stripe trousers

Menswear, Tailoring, seam

Evening trousers with satin stripes.

Emerging next: rising



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Emerging next: rising



Sherpa-lined trucker jackets

Menswear, Outerwear, lining

Trucker jackets with fleece collars.

Emerging next: rising



Short-sleeve Oxford shirts

Menswear, Shirts & Polos, collar

Button-down collars on short sleeves.

Emerging next: rising



Side-tab trousers

Menswear, Trousers, hardware

Side tabs instead of belt loops.

Emerging next: rising

Emerging in AW26



Single-pleat suit trousers

Menswear, Tailoring, pleat

One forward pleat on suit trousers.

Emerging next: emerging



Snap-front western shirts

Menswear, Shirts & Polos, hardware

Pointed yokes and pearl snaps.

Emerging next: rising



Storm-collar jackets

Menswear, Outerwear, collar

High collars with a buttoned storm flap.

Emerging next: rising



Straight leather trousers

Menswear, Trousers, fabric

Leather in straight cuts.

Emerging



Tailored track pants

Menswear, Trousers, garment

Track pants cut like trousers, with piping.

Emerging next: rising



Tailored wool shorts

Menswear, Trousers, length

Pleated shorts in wool.

Emerging next: rising



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

Emerging in AW26



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Emerging next: rising



Velvet shirts

Menswear, Shirts & Polos, fabric

Velvet in aubergine and emerald.

Emerging



Windbreaker as a blazer

Menswear, Outerwear, layer

Sporty shells worn over tailoring.

Emerging next: rising



Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

Emerging next: rising

Rising in AW26



Contrast-stitch nylon twill blousons

Menswear, Outerwear, stitching

Nylon twill blousons in black, navy or khaki where thick contrast topstitching is the design accent; sacai Holiday 2026, Tokyo, from 6 Nov 2026.

Rising next: rising



Piped satin track jackets

Menswear, Outerwear, fabric

Zip-up satin track jackets with contrast piping, as in Born x Raised's Pre-Holiday 2026 drop; sporty polish for evening.

Rising next: rising



Barrel trousers

Menswear, Trousers, shape

Curved, tapered barrel legs.

Rising next: rising



Belted field coats

Menswear, Outerwear, waist

Field coats with a waist belt.

Rising next: rising



Belted high waists

Menswear, Trousers, waist

Worn belted and high.

Rising next: rising



Boxy short-sleeve shirts

Menswear, Shirts & Polos, shape

Wide, boxy short-sleeve shirts.

Rising next: rising



Brushed alpaca

Menswear, Knitwear, fabric

Fluffy, brushed surfaces.

Rising



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: rising

Rising in AW26



Buckle side adjusters

Menswear, Trousers, hardware

Adjusters replacing belt loops.

Rising next: rising



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Rising next: rising



Check shackets

Menswear, Shirts & Polos, garment

Heavy check shirt-jackets.

Rising next: rising



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising next: rising



Clean leather bombers

Menswear, Outerwear, garment

Brown, navy and burgundy leather bombers.

Rising next: rising



Contrast cuffs

Menswear, Shirts & Polos, cuff

White or contrast cuffs.

Rising next: peaking



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising next: rising



Cricket jumpers

Menswear, Knitwear, trim

Cables with striped tipping.

Rising next: rising

Rising in AW26



Cropped suit trousers

Menswear, Tailoring, length

Suit trousers cut above the ankle.

Rising next: rising



Cropped work jackets

Menswear, Outerwear, shape

Short workwear jackets with chest pockets.

Rising next: rising



Deep turn-ups

Menswear, Trousers, hem

Deep cuffed hems.

Rising next: rising



Double-breasted overcoats

Menswear, Tailoring, closure

Six-button double-breasted overcoats.

Rising next: rising



Double-breasted two-piece

Menswear, Tailoring, closure

DB suits with wide lapels.

Rising next: rising



Double-face wool overcoats

Menswear, Outerwear, fabric

Unlined coats with hand-finished edges.

Rising



Double-knee work trousers

Menswear, Trousers, panel

Reinforced knees on workwear trousers.

Rising next: rising



Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Rising next: rising

Rising in AW26



Embroidered pocket shirts

Menswear, Shirts & Polos, embellishment

Small embroidery on chest pockets.

Rising next: rising



Full straight legs

Menswear, Trousers, leg

Wide, straight trouser legs.

Rising next: rising



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Rising next: rising



Fur and shearling collars

Menswear, Outerwear, collar

Fur accents on bombers and coats.

Rising



Grandad collar linen shirts

Menswear, Shirts & Polos, collar

Band collars on washed linen.

Rising next: rising



Grey melange flannel

Menswear, Tailoring, fabric

Mid-grey wool flannel.

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

Rising in AW26



Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Rising next: rising



Heritage rugby polos

Menswear, Shirts & Polos, collar

Long-sleeve rugby polos with stripes.

Rising next: rising



Hooded parkas

Menswear, Outerwear, collar

Long parkas with fixed hoods.

Rising next: rising



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 ties

Menswear, Tailoring, accessory

Slim knitted ties.

Rising next: rising



Leather and wool varsity

Menswear, Outerwear, garment

Varsity jackets with rib trims.

Rising



Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Rising next: rising

Rising in AW26



Linen waistcoats

Menswear, Tailoring, fabric

Unlined linen waistcoats.

Rising next: rising



Long-sleeve knitted polos

Menswear, Knitwear, collar

Polo collars on long-sleeve knits.

Rising next: rising



Loop-free waistbands

Menswear, Trousers, waist

Clean waistbands without belt loops.

Rising next: rising



Mac coats

Menswear, Outerwear, shape

Clean single-breasted raincoats.

Rising next: rising



Mandarin-collar jackets

Menswear, Tailoring, collar

Tailored jackets with band collars.

Rising next: rising



Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Rising next: rising



Multi-pocket gilets

Menswear, Outerwear, pocket

Utility gilets with bellows pockets.

Rising next: rising



Open Johnny-collar knit polos

Menswear, Shirts & Polos, collar

Open collars on fine knits.

Rising next: rising

Rising in AW26



Patch pockets on soft jackets

Menswear, Tailoring, pocket

Unstructured jackets with patch pockets.

Rising next: rising



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: rising



Pocket squares

Menswear, Tailoring, accessory

Back in everyday suiting.

Rising next: rising



Pocketless clean shirts

Menswear, Shirts & Polos, shape

Minimal shirts with hidden plackets.

Rising next: rising



Pointed shoulders

Menswear, Tailoring, shoulder

Sharper shoulder lines.

Rising next: peaking



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Rising next: rising



Printed resort shirts

Menswear, Shirts & Polos, collar

Camp-collar shirts in bold prints.

Rising next: rising



Quarter-zip tops

Menswear, Shirts & Polos, closure

Quarter zips on knits and sport shirts.

Rising

Rising in AW26



Quilt-lined car coats

Menswear, Outerwear, layer

Car coats with quilted linings.

Rising next: rising



Quilted gilets

Menswear, Outerwear, layer

Sleeveless quilted layers.

Rising next: rising



Raglan sweatshirts

Menswear, Knitwear, sleeve

Sweatshirts with raglan sleeves.

Rising next: rising



Raglan-sleeve overcoats

Menswear, Outerwear, sleeve

Overcoats with raglan shoulders.

Rising next: rising



Relaxed 1930s drape

Menswear, Tailoring, shape

Soft, languid suits with fuller trousers.

Rising next: rising



Relaxed pleated chinos

Menswear, Trousers, pleat

Easy chinos with front pleats.

Rising next: rising



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Rising next: rising



Ribbed tank tops

Menswear, Knitwear, shape

Ribbed sleeveless knits.

Rising next: rising

Rising in AW26



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Rising next: rising



Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Rising next: rising



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Rising next: rising



Shorts with turn-ups

Menswear, Trousers, hem

Tailored shorts with deep turn-ups.

Rising next: rising



Single and double pleats

Menswear, Trousers, pleat

Pleats return to everyday trousers.

Rising next: rising



Soft-shoulder Neapolitan jackets

Menswear, Tailoring, shoulder

Unpadded, natural shoulders.

Rising next: rising



Statement collars

Menswear, Shirts & Polos, collar

Wide or long-point collars as a focal point.

Rising next: rising



Striped and repp ties

Menswear, Tailoring, accessory

Bold stripes back on ties.

Rising next: rising

Rising in AW26



Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Rising next: rising



Striped rugby shirts

Menswear, Shirts & Polos, garment

Rugby shirts with white collars.

Rising next: peaking



Tailored joggers

Menswear, Trousers, hem

Tailored trousers with elastic cuffs.

Rising next: rising



Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Rising next: rising



Unlined summer blazers

Menswear, Tailoring, shape

Light blazers with hand-finished edges.

Rising next: rising



Utility trench details

Menswear, Outerwear, detail

Gun flaps, epaulettes and belts.

Rising next: rising



Waistcoats worn alone

Menswear, Tailoring, garment

Waistcoats worn without jackets.

Rising next: rising



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Rising next: rising

Rising in AW26



Wide-wale corduroy

Menswear, Trousers, fabric

Chunky cord trousers.

Rising



Zip-neck polos

Menswear, Shirts & Polos, closure

Polos closed with a short zip.

Rising next: rising

Peaking in AW26



Carpenter hammer loops

Menswear, Trousers, detail

Workwear loops on casual trousers.

Peaking next: fading

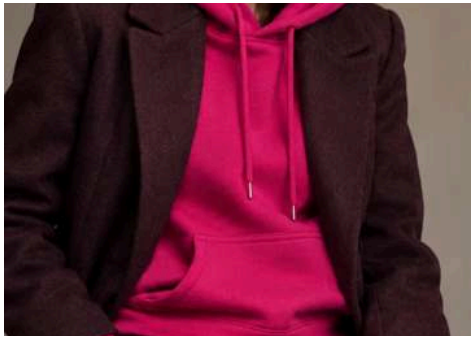


Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Peaking next: peaking



Hoodie under tailoring

Menswear, Tailoring, layer

Sportswear layered under suits.

Peaking next: fading

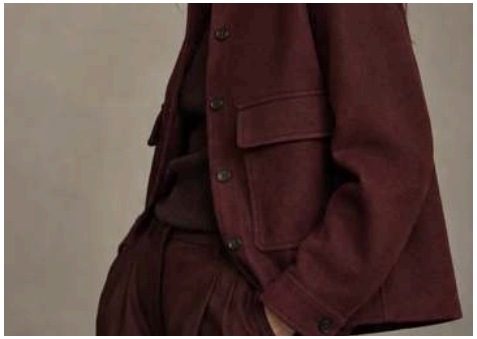


Overshirt chest flap pockets

Menswear, Shirts & Polos, pocket

Twin flap pockets on overshirts.

Peaking next: fading



Overshirt-style blazers

Menswear, Tailoring, shape

Blazers with shirt collars and flap pockets.

Peaking next: peaking



Oxford button-downs

Menswear, Shirts & Polos, collar

The classic button-down collar.

Peaking next: peaking



Popover shirts

Menswear, Shirts & Polos, placket

Half-placket shirts pulled over the head.

Peaking next: peaking



Shawl-collar pullovers

Menswear, Knitwear, collar

Pullovers with shawl collars.

Peaking next: peaking

Peaking in AW26



Shearling-collar aviators

Menswear, Outerwear, collar

Aviator jackets with shearling collars.

Peaking next: peaking



Tech fleece jackets

Menswear, Outerwear, fabric

Brushed fleece zip jackets.

Peaking next: peaking



Technical parkas

Menswear, Outerwear, garment

Gorpcore parkas with taped seams.

Peaking



Textured knit polos

Menswear, Shirts & Polos, fabric

Waffle and textured knit polos.

Peaking next: peaking



Utility cargo trousers

Menswear, Trousers, pocket

Cargo pockets on straight legs.

Peaking next: peaking



Wide-lapel suits

Menswear, Tailoring, lapel

Broader lapels on two-piece suits.

Peaking next: peaking



Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Peaking next: peaking

Fading in AW26



Cuban camp collars

Menswear, Shirts & Polos, collar

Camp collars fading for winter.

Fading next: rising



High-shine puffers

Menswear, Outerwear, finish

Glossy puffers cooling.

Fading



Large logo intarsia

Menswear, Knitwear, graphic

Logo knits fading.

Fading



Skinny suits

Menswear, Tailoring, shape

Slim, skinny suits fading.

Fading



Skinny tapered legs

Menswear, Trousers, leg

Tapered skinny fits 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.



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



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

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.

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.