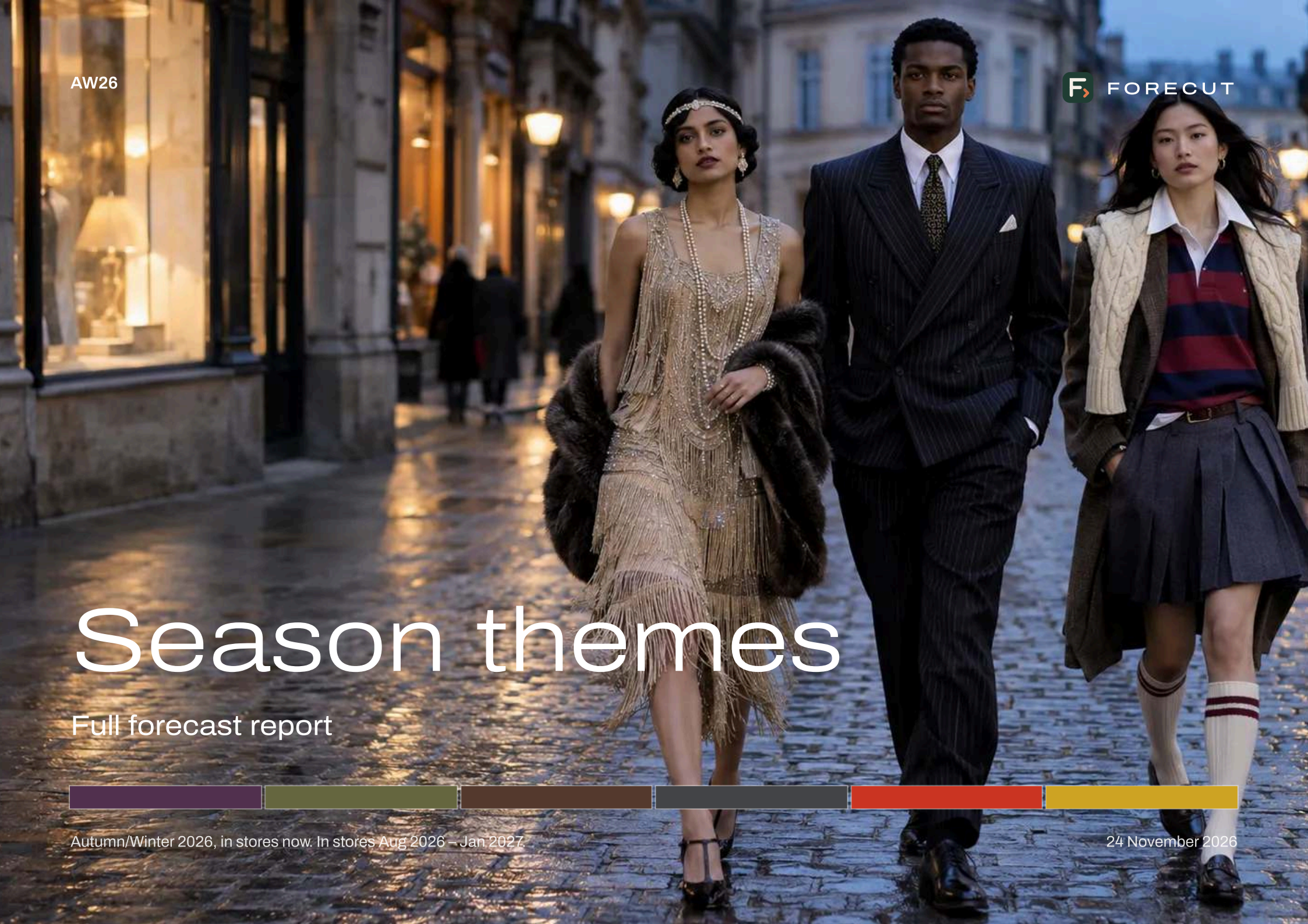
AW26

FORECUT



Season themes

Full forecast report

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

24 November 2026

Contents

Overview

Inspiration

Moodboard

How it developed

The forecast

Colour

Range strategy

Pricing and cost

Markets

About this report

The big stories of the season, why they are happening and the pieces that carry them.

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 Black tailoring with fuchsia accents, Contrast-stitch nylon twill blousons and Corseted tea-length crinoline dresses.

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

Build into the range

Black tailoring with fuchsia accents, Contrast-stitch nylon twill blousons, Corseted tea-length crinoline dresses, Ombré sequin gowns and Suede equestrian jackets are rising and keep growing into SS27.

Test in small quantities

Braided officer coats, Convertible backpack puffers, Cropped parkas over evening gowns, Drawcord-hem cropped fleece jackets and Elongated evening jumpsuits are new ideas to try.

Sell through

Cup-bodice gold column gowns, Lace-up corset-back sequin gowns, Sequin-flecked Fair Isle jumpers and Starry crystal velvet gowns are at their height. Do not add depth.

Reduce or rework

Chunky sneakers with suits, Cuban camp collars, High-shine puffers and Raw-edge blanket coats are moving out.



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

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)

Moodboard



Black tailoring with fuchsia accents



Contrast-stitch nylon twill blousons



Corseted tea-length crinoline dresses



Ombré sequin gowns



Suede equestrian jackets



Tone-on-tone embroidered tuxedos



Velvet cape tops

How it developed

Piece	**AW26**	SS27	AW27	SS28	AW28
Black tailoring with fuchsia accents	Rising	Rising	Peaking	Fading	
Contrast-stitch nylon twill blousons	Rising	Rising	Rising	Peaking	Fading
Corseted tea-length crinoline dresses	Rising	Rising	Peaking	Fading	
Ombré sequin gowns	Rising		Peaking		Fading
Suede equestrian jackets	Rising		Peaking		Fading
Tone-on-tone embroidered tuxedos	Rising	Rising	Peaking	Fading	
Velvet cape tops	Rising		Peaking		Fading
Asymmetric wrap closures	Rising	Rising	Rising	Rising	Peaking
Beads and sequins on knits	Rising		Peaking		Fading
Belgian loafers	Rising	Rising	Rising	Rising	Peaking
Belted field coats	Rising	Rising	Rising	Rising	Peaking
Belted wrap fronts	Rising	Rising	Rising	Peaking	Fading

What happens in SS27

Black tailoring with fuchsia accents
Rising now, rising in SS27

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

Corseted tea-length crinoline dresses
Rising now, rising in SS27

Tone-on-tone embroidered tuxedos
Rising now, rising in SS27

Asymmetric wrap closures
Rising now, rising in SS27

Belgian loafers
Rising now, rising in SS27

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

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

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.

Range strategy

Build depth

- Black tailoring with fuchsia accents
- Contrast-stitch nylon twill blousons
- Corseted tea-length crinoline dresses
- Ombré sequin gowns
- Suede equestrian jackets
- Tone-on-tone embroidered tuxedos
- Velvet cape tops
- Asymmetric wrap closures
- Beads and sequins on knits

Test small

- Braided officer coats
- Convertible backpack puffers
- Cropped parkas over evening gowns
- Drawcord-hem cropped fleece jackets
- Elongated evening jumpsuits
- Fisherman-style raincoats
- Floral-embroidered cropped puffers
- Generous 1980s double-breasted suits
- Leather-yoke nylon puffers

Sell through

- Cup-bodice gold column gowns
- Lace-up corset-back sequin gowns
- Sequin-flecked Fair Isle jumpers
- Starry crystal velvet gowns
- Belted trench blazers
- Contrast-piped edges
- Denim waistcoats
- Drop waist with pleated skirt
- Drop-shoulder shirt dresses

Exit or rework

- Chunky sneakers with suits
- Cuban camp collars
- High-shine puffers
- Raw-edge blanket coats
- Skinny suits

Actions and timing

Actions for the range

- 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.
- 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.

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.

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.

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.

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.

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.

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

Floral-embroidered cropped puffers, Sheer organza overlays, Sheer-sleeve dresses, Drop-shoulder shirt dresses

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

Check-printed quilted puffers, Patent trench with storm flaps, Raw-edge blanket coats, Raglan sleeve 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

Boxy cropped jackets, Suede equestrian jackets, Drawcord-hem cropped fleece jackets, Drop-shoulder shirt dresses

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

Check-printed quilted puffers, Long denim coats, Denim waistcoats, Embroidered denim

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

Check-printed quilted puffers, Floral-embroidered cropped puffers, Drop-shoulder shirt dresses, Gilded embroidered shirting

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

Check-printed quilted puffers, Sheer organza overlays, Sheer-sleeve dresses, Sheer mesh layering tops

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.