AW26

FORECUT



Womenswear

Strategy, pricing and markets

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

24 November 2026

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India

About this report

Coats, dresses, tops, knitwear, trousers, denim and tailoring, 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 Black tailoring with fuchsia accents, Corseted tea-length crinoline dresses and Low-rise bootcut jeans.

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, Corseted tea-length crinoline dresses, Low-rise bootcut jeans, Ombré sequin gowns and Suede equestrian jackets are rising and keep growing into SS27.

Test in small quantities

Cropped parkas over evening gowns, Drawcord-hem cropped fleece jackets, Elongated evening jumpsuits, Fishtail gowns with attached drapes and Floral-embroidered cropped puffers 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

Big puff sleeves, Cargo pockets, Cropped boxy jumpers and Heavy rips and distressing are moving out.

Range strategy

Build depth

- Black tailoring with fuchsia accents
- Corseted tea-length crinoline dresses
- Low-rise bootcut jeans
- Ombré sequin gowns
- Suede equestrian jackets
- Tone-on-tone embroidered tuxedos
- Velvet cape tops
- Asymmetric wrap closures
- Balloon trousers

Test small

- Cropped parkas over evening gowns
- Drawcord-hem cropped fleece jackets
- Elongated evening jumpsuits
- Fishtail gowns with attached drapes
- Floral-embroidered cropped puffers
- Floral-lined showerproof jackets
- Off-shoulder tweed sheath dresses
- Shirred-waist fleece skirts
- Wired peacoats

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
- Cargo midi skirts
- Chunky rib turtlenecks
- Contrast-piped edges
- Cropped blazers

Exit or rework

- Big puff sleeves
- Cargo pockets
- Cropped boxy jumpers
- Heavy rips and distressing
- Patchwork panels
- Raw-edge blanket coats
- Very oversized blazers
- Visible corset boning

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.

How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Black tailoring with fuchsia accents	Rising	Rising	Peaking	Fading	
Corseted tea-length crinoline dresses	Rising	Rising	Peaking	Fading	
Low-rise bootcut jeans	Rising	Rising	Peaking	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
Balloon trousers	Rising	Rising	Peaking	Fading	
Barrel leg with curved outseam	Rising	Rising	Peaking		
Barrel-leg cargo jeans	Rising	Rising	Rising	Rising	Peaking
Barrel-leg trousers	Rising	Rising	Rising	Peaking	Fading

What happens in SS27

Black tailoring with fuchsia accents
Rising now, rising in SS27

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

Low-rise bootcut jeans
Rising now, rising in SS27

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

Asymmetric wrap closures
Rising now, rising in SS27

Balloon trousers
Rising now, rising in SS27

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, Lace-trimmed slips over knits, Sheer organza overlays, Column knit 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

Quilted liner jackets, Belted safari jackets, Boxy cropped jackets, Suede equestrian 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

Check-printed quilted puffers, Photographic and art prints, Floral print midis, Seersucker sundresses

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, Photographic and art prints, Drop-shoulder shirt dresses

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, Photographic and art prints, Sheer-sleeve dresses

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.