AW27

FORECUT



Fabrics and finishes

Full forecast report

Autumn/Winter 2027, early outlook. In stores Aug 2027 – Jan 2028.

24 November 2026

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About this report

Fabrics, materials, washes, prints and finishes across every category.

Early outlook. SS27 signals carried into winter: waisted outerwear, handcraft on knits and quiet structure, with deep violet, plum and tannic bordeaux taking the place of black.

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 Fringed macramé tops, Laser-cut coral-relief dresses and Raffia wedge sandals.

Early outlook. SS27 signals carried into winter: waisted outerwear, handcraft on knits and quiet structure, with deep violet, plum and tannic bordeaux taking the place of black.

Build into the range

Fringed macramé tops, Laser-cut coral-relief dresses, Raffia wedge sandals, Sequin-flecked Fair Isle jumpers and Sheer-panel check shirts are rising and keep growing into SS28.

Test in small quantities

Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers, Lightweight technical trench, Raw selvedge denim and Stretch commuter suiting are new ideas to try.

Sell through

Piped satin track jackets, Suede equestrian jackets, Brushed alpaca and Check-printed quilted puffers are at their height. Do not add depth.

Reduce or rework

Clear PVC heels, Mesh midi skirts, Plastic clogs and jellies and Sheer fine-gauge layers are moving out.



Inspiration

Winter handcraft

Craft continues into the cold season: smocking on knit cuffs and hems, tonal embroidery on wool and crochet textures.

Why now

Handcraft from SS27 carries on, adapted to heavier fabrics.

Key pieces

Smocked knits, Tonal embroidery, Crochet; smocked knit details.

19-1863 TCX, #8C1C2A and 12-1813 TCX, #F5D0D4

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Soft boots

Flat riding boots, slim soles and soft leather replace chunky lugs.

Why now

Footwear follows the move to elegance; slimmer soles suit refined trousers and skirts.

Key pieces

Riding boots, Slim soles, Soft leather; soft knee-high riding boots.

18-0523 TCX, #5F5E42 and 12-0104 TCX, #E3E1CF

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Quiet structure

Clean lines: pleated wool trousers, funnel necks, concealed closures and straight shapes without decoration.

Why now

A calmer reaction to heavy embellishment, and pieces that last more than one season.

Key pieces

Pleats, Funnel necks, Clean fronts; high-waisted pleated trousers.

18-4214 TCX, #55606A and 12-4306 TCX, #DFE3E6

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Waisted outerwear

The defined waist moves into winter outerwear: belted and double-belted coats, wrap fronts and cinched jackets.

Why now

SS27 brought the waist back; outerwear is the natural next step for autumn.

Key pieces

Belted coats, Double belts, Wrap fronts; double-belted waists.

18-1244 TCX, #7D4326 and 12-1006 TCX, #F1DCCB

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.

Moodboard



Fringed macramé tops



Laser-cut coral-relief dresses



Raffia wedge sandals



Sequin-flecked Fair Isle jumpers



Sheer-panel check shirts



Sun-bleached distressed sneakers



Tonal suede low-profile sneakers

How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Fringed macramé tops		Emerging	Rising		Peaking
Laser-cut coral-relief dresses		Emerging	Rising	Peaking	Peaking
Raffia wedge sandals	Emerging	Emerging	Rising		Peaking
Sequin-flecked Fair Isle jumpers	Peaking		Rising		Fading
Sheer-panel check shirts		Emerging	Rising		Peaking
Sun-bleached distressed sneakers	Emerging	Rising	Rising	Peaking	Fading
Tonal suede low-profile sneakers	Emerging	Rising	Rising	Peaking	Fading
Trompe-l'oeil shirt-print tops		Emerging	Rising	Peaking	
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Black and grey denim	Emerging	Rising	Rising	Rising	Peaking
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Brushed mohair			Rising		Peaking

Carried on from SS27

Patent trench with storm flaps
Rising in SS27, peaking now

Quilted liner jackets
Rising in SS27, rising now

Brushed wool-cashmere coats
Rising in SS27, rising now

Sheer organza overlays
Rising in SS27, peaking now

Photographic and art prints
Rising in SS27, peaking now

Column knit dresses
Rising in SS27, rising now

What happens in SS28

Laser-cut coral-relief dresses
Rising now, peaking in SS28

Sun-bleached distressed sneakers
Rising now, peaking in SS28

Tonal suede low-profile sneakers
Rising now, peaking in SS28

Trompe-l'oeil shirt-print tops
Rising now, peaking in SS28

Argyle knits
Rising now, rising in SS28

Black and grey denim
Rising now, rising in SS28

Emerging in AW27



Parachute-poplin tuxedo shirts

Womenswear, Tops & Shirts, fabric

Pleated-front tuxedo shirts cut in light, crisp parachute-cotton poplin; Ralph Lauren Pre-Fall 2027 evening, 6 Nov 2026.

Emerging next: rising



Taffeta jogger evening trousers

Womenswear, Trousers & Skirts, fabric

Featherweight taffeta joggers with elastic cuffs worn under a tuxedo blazer for evening; Ralph Lauren Pre-Fall 2027, 6 Nov 2026.

Emerging next: rising



Lightweight technical trench

Womenswear, Coats & Jackets, fabric

Trenches in light technical cotton with taped seams.

Emerging next: rising



Raw selvedge denim

Womenswear, Denim, fabric

Unwashed selvedge shown on turn-ups.

Emerging next: rising



Stretch commuter suiting

Womenswear, Tailoring, fabric

Suits with stretch and articulated sleeves.

Emerging next: rising



Stretch performance denim

Womenswear, Denim, fabric

Slim denim with recovery stretch.

Emerging next: rising



Tailored stretch trousers

Womenswear, Trousers & Skirts, fabric

Slim tailored trousers with stretch.

Emerging next: rising



Technical stretch chinos

Menswear, Trousers, fabric

Slim chinos with stretch and sewn creases.

Emerging next: rising

Emerging in AW27



Technical stretch shirting

Womenswear, Tops & Shirts, fabric

Stretch, crease-resistant shirting with bonded seams.

Emerging next: rising



Technical stretch shirts

Menswear, Shirts & Polos, fabric

Stretch shirts with articulated sleeves.

Emerging next: rising

Rising in AW27



Fringed macramé tops

Womenswear, Knitwear, texture

Hand-knotted macramé and crochet tops finished with long fringe, at Apartamento 03, Catarina Mina and Mercado Livre, São Paulo Fashion Week N61 (Oct 2026).

Rising



Laser-cut coral-relief dresses

Womenswear, Dresses, fabric

Dresses laser-cut into branching, coral-like openwork and finished with bead embroidery; Chanel Cruise 2026/27 in Sydney, 5 Nov 2026.

Rising next: peaking



Raffia wedge sandals

Footwear, Heels & Flats, material

Woven raffia wedges and heels in metallic gold, chocolate, cinnamon and natural; Monday Swimwear x Billini launched 16 raffia styles in Oct 2026 for the southern summer.

Rising



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).

Rising



Sheer-panel check shirts

Menswear, Shirts & Polos, fabric

Check shirts with sheer inset panels in gender-fluid tailoring, as at João Pimenta, São Paulo Fashion Week N61 (Oct 2026).

Rising



Sun-bleached distressed sneakers

Footwear, Sneakers & Casual, finish

Trainers made in deliberately distressed, sun-bleached fabrics on a cushioned retro sole; Puma x JiyongKim Cell Geo, Seoul (Korea Herald, 15 Nov 2026).

Rising next: peaking



Tonal suede low-profile sneakers

Footwear, Sneakers & Casual, material

Slim, low-profile sneakers in a single tone of leather or suede; Jil Sander x Puma reworked the Speedcat in all-black, all-white and white suede (on sale Oct 2026).

Rising next: peaking



Trompe-l'oeil shirt-print tops

Womenswear, Tops & Shirts, print

Sweatshirts, tees and dresses printed with the image of a shirt layered on top, as at À La Garçonne, São Paulo Fashion Week N61 (Oct 2026).

Rising next: peaking

Rising in AW27



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising next: rising



Black and grey denim

Womenswear, Denim, wash

Washed black and grey denim.

Rising next: rising



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: rising



Brushed mohair

Womenswear, Knitwear, fabric

Hairy, brushed mohair surfaces.

Rising



Brushed wool-cashmere coats

Womenswear, Coats & Jackets, fabric

Soft, brushed blends with a hazy surface.

Rising next: rising



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Rising next: peaking



Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

Rising next: peaking



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Rising next: rising

Rising in AW27



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising next: rising



Check tailoring

Womenswear, Tailoring, fabric

Prince of Wales and windowpane checks.

Rising next: rising



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising next: rising



Corduroy suits

Menswear, Tailoring, fabric

Cotton cord suiting.

Rising



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising next: rising



Dark rinse, clean finish

Womenswear, Denim, wash

Deep indigo with minimal fading.

Rising next: peaking



Embroidered and silk boots

Footwear, Boots, material

Decorated knee-highs.

Rising



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Rising next: rising

Rising in AW27



Fair Isle yokes

Menswear, Knitwear, pattern

Patterned yokes on crewnecks.

Rising



Featherweight trench windbreakers

Menswear, Outerwear, fabric

Trench shapes in light windbreaker cloth, often in yellow, at Saint Laurent and Dries Van Noten SS27.

Rising next: peaking



Flannel overshirts

Menswear, Shirts & Polos, fabric

Checked flannel overshirts.

Rising



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: rising



Floral print midis

Womenswear, Dresses, print

Small and painterly florals on midi dresses.

Rising next: rising



Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Rising next: peaking



Leather-look trousers

Womenswear, Trousers & Skirts, fabric

Straight trousers in faux leather.

Rising next: rising



Linen waistcoats

Menswear, Tailoring, fabric

Unlined linen waistcoats.

Rising next: peaking

Rising in AW27



Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Rising next: peaking



Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Rising next: rising



Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Rising next: peaking



Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Rising next: rising



Padded leather

Menswear, Outerwear, fabric

Quilted leather jackets.

Rising



Patent ballet flats

Footwear, Heels & Flats, material

High-shine patent flats.

Rising next: rising



Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Rising next: rising



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: rising

Rising in AW27



Pinstripe waistcoats

Womenswear, Tailoring, fabric

Pinstripe waistcoats worn alone.

Rising next: peaking



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: rising



Quilted liner jackets

Womenswear, Coats & Jackets, fabric

Diamond-quilted jackets worn as outer layers.

Rising next: rising

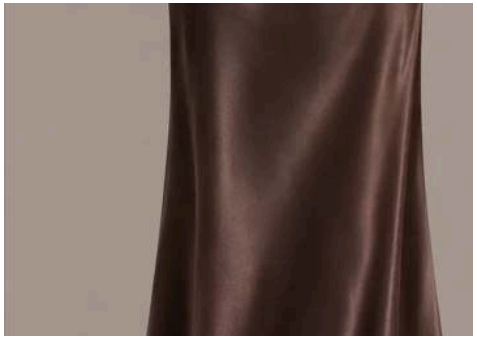


Rubber Chelsea boots

Footwear, Boots, material

Waterproof rubber Chelseas.

Rising next: peaking



Satin slip skirts

Womenswear, Trousers & Skirts, fabric

Fluid satin skirts cut on the bias.

Rising next: rising



Satin tailored blazers

Womenswear, Tailoring, fabric

Classic blazer shapes cut in liquid satin for day and evening, as at Givenchy SS27.

Rising next: peaking



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Rising next: rising



Seersucker sundresses

Womenswear, Dresses, fabric

Puckered cotton for light summer dresses.

Rising next: peaking

Rising in AW27



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Rising next: peaking



Sheer organza blouses

Womenswear, Tops & Shirts, fabric

Transparent organza blouses with band collars.

Rising next: rising



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Rising next: peaking



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: rising



Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Rising next: rising



Straight leather trousers

Menswear, Trousers, fabric

Leather in straight cuts.

Rising



Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Rising next: rising



Suede ankle boots

Footwear, Boots, material

Soft suede ankle boots.

Rising next: rising

Rising in AW27



Suede loafers

Footwear, Men's Shoes, material

Soft suede loafers.

Rising next: peaking



Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Rising next: rising



Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising next: rising



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Rising next: rising



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Rising next: rising



Velvet shirts

Menswear, Shirts & Polos, fabric

Velvet in aubergine and emerald.

Rising



Vintage poster-print tops

Womenswear, Tops & Shirts, print

Tops and tees printed with old film-poster style graphics, as at Dries Van Noten SS27.

Rising next: fading



Wax-coated denim

Womenswear, Denim, finish

Coated denim with a waxy sheen.

Rising next: fading

Rising in AW27



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Rising next: peaking



Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Rising next: rising

Peaking in AW27



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.

Peaking



Suede equestrian jackets

Womenswear, Coats & Jackets, fabric

Structured riding-style jackets in suede with shearling trims, as in Cara Cara's Equestrian capsule (Oct 2026).

Peaking



Brushed alpaca

Menswear, Knitwear, fabric

Fluffy, brushed surfaces.

Peaking



Check-printed quilted puffers

Womenswear, Coats & Jackets, fabric

Gingham and tartan on quilted channels.

Peaking



Double-face wool overcoats

Menswear, Outerwear, fabric

Unlined coats with hand-finished edges.

Peaking



Double-layer sheer skirts

Womenswear, Trousers & Skirts, fabric

Two sheer layers, sometimes beaded, worn over another skirt or trousers for SS27.

Peaking



Fluid satin wide legs

Womenswear, Trousers & Skirts, fabric

Satin trousers for day and evening.

Peaking next: fading



Grey melange flannel

Menswear, Tailoring, fabric

Mid-grey wool flannel.

Peaking

Peaking in AW27



Leather pencil skirts with slit

Womenswear, Trousers & Skirts, fabric

Glossy leather midis.

Peaking



Patent evening loafers

Footwear, Men's Shoes, material

High-shine loafers for evening.

Peaking next: fading



Patent knee boots

Footwear, Boots, material

High-shine knee boots.

Peaking next: fading



Patent leather

Footwear, Heels & Flats, material

Glossy patent pumps.

Peaking next: fading



Patent trench with storm flaps

Womenswear, Coats & Jackets, fabric

Glossy trenches keeping gun flaps and epaulettes.

Peaking next: fading



Photographic and art prints

Womenswear, Dresses, print

Still-life and photo prints on column dresses.

Peaking next: fading



Pinstripe suiting

Womenswear, Tailoring, fabric

Chalk and pin stripes in slate and navy.

Peaking



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Peaking next: fading

Peaking in AW27



Rubber clogs

Footwear, Sneakers & Casual, material

Moulded rubber clogs.

Peaking next: peaking



Satin evening pumps

Footwear, Heels & Flats, material

Satin pumps with a soft sheen.

Peaking next: peaking

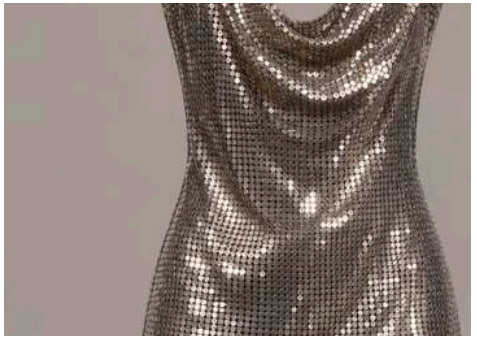


Second-skin stretch shafts

Footwear, Boots, material

Sock-fit stretch boots.

Peaking



Sequin and chainmail minis

Womenswear, Dresses, fabric

Allover sequins or metal mesh for evening.

Peaking

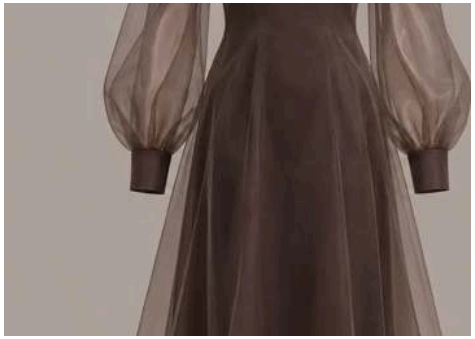


Shearling ballet flats and clogs

Footwear, Sneakers & Casual, material

Cosy shearling casual shoes.

Peaking



Sheer organza overlays

Womenswear, Dresses, fabric

Transparent layers over opaque linings.

Peaking next: fading



Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Peaking next: fading



Slogan T-shirts

Womenswear, Tops & Shirts, print

Bold text graphics on fitted tees.

Peaking next: fading

Peaking in AW27



Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Peaking next: fading



Striped Breton tops

Womenswear, Tops & Shirts, pattern

Classic horizontal stripes on jersey.

Peaking next: peaking



Suede T-toe runners

Footwear, Sneakers & Casual, material

Retro suede trainers.

Peaking



Suede chukkas

Footwear, Men's Shoes, material

Suede desert boots.

Peaking next: fading



Suede skate shoes

Footwear, Sneakers & Casual, material

Padded suede skate shoes.

Peaking next: fading



Tartan and check jacquards

Womenswear, Knitwear, pattern

Heritage checks knitted in.

Peaking



Tech fleece jackets

Menswear, Outerwear, fabric

Brushed fleece zip jackets.

Peaking next: peaking



Textured knit polos

Menswear, Shirts & Polos, fabric

Waffle and textured knit polos.

Peaking next: peaking

Peaking in AW27



Wide-wale corduroy

Menswear, Trousers, fabric

Chunky cord trousers.

Peaking



Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Peaking next: peaking

Fading in AW27



Clear PVC heels

Footwear, Heels & Flats, material

Transparent pumps and jelly shoes.

Fading



Mesh midi skirts

Womenswear, Trousers & Skirts, fabric

Sheer mesh over shorts or slips.

Fading



Plastic clogs and jellies

Footwear, Sneakers & Casual, material

Clear and coloured plastic.

Fading



Sheer fine-gauge layers

Womenswear, Knitwear, fabric

Transparent fine knits under tailoring.

Fading



Sheer mesh layering tops

Womenswear, Tops & Shirts, fabric

Mesh worn over or under heavier pieces.

Fading

Colour

The AW27 palette, with Pantone TCX and HEX codes.



Deep violet
19-3638 TCX
#563474



Tannic bordeaux
19-1724 TCX
#64242E



Dusty mauve
16-2107 TCX
#B0879B



Tinted black
19-3713 TCX
#2C2A33



Mushroom
13-1105 TCX
#C7BBA4



Waxy ochre
16-0953 TCX
#C4962C



Sage
15-6414 TCX
#A1AD92

Colour by theme



Winter handcraft: 19-1863 TCX with 12-1813 TCX, for smocked knit details.



Soft boots: 18-0523 TCX with 12-0104 TCX, for soft knee-high riding boots.



Quiet structure: 18-4214 TCX with 12-4306 TCX, for high-waisted pleated trousers.

Range strategy

Build depth

- Fringed macramé tops
- Laser-cut coral-relief dresses
- Raffia wedge sandals
- Sequin-flecked Fair Isle jumpers
- Sheer-panel check shirts
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Trompe-l'oeil shirt-print tops
- Argyle knits

Test small

- Parachute-poplin tuxedo shirts
- Taffeta jogger evening trousers
- Lightweight technical trench
- Raw selvedge denim
- Stretch commuter suiting
- Stretch performance denim
- Tailored stretch trousers
- Technical stretch chinos
- Technical stretch shirting

Sell through

- Piped satin track jackets
- Suede equestrian jackets
- Brushed alpaca
- Check-printed quilted puffers
- Double-face wool overcoats
- Double-layer sheer skirts
- Fluid satin wide legs
- Grey melange flannel
- Leather pencil skirts with slit

Exit or rework

- Clear PVC heels
- Mesh midi skirts
- Plastic clogs and jellies
- Sheer fine-gauge layers
- Sheer mesh layering tops

Actions and timing

Actions for the range

- Move SS27 smocking details onto knit cuffs.
- Use tonal embroidery to keep it subtle.
- Offer mohair blends at mid price.
- Reduce lug-sole depth in new styles.
- Add a flat knee-high riding boot.
- Offer wide-calf fits.
- Invest in fabric quality over trims.
- Build a capsule of five clean core pieces.

Season timing

Shown on the runway	Feb–Mar
In stores, northern hemisphere	Aug 2027 – Jan 2028
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.

Winter handcraft

Key garment	Value	Mid	Premium
Smocked-cuff jumper	₹1,299–2,499	₹3,000–6,000	₹10,000+
Tonal embroidered shirt	₹1,199–2,199	₹2,800–5,500	₹9,000+
Brushed mohair knit	₹1,799–3,299	₹4,000–8,000	₹14,000+

Cost level: medium. Tonal embroidery costs less than multicolour. Mohair yarn is expensive; blends keep value prices.

Soft boots

Key garment	Value	Mid	Premium
Flat riding boots	₹2,499–3,999	₹5,000–10,000	₹18,000+
Slim-sole Chelsea boots	₹1,999–3,299	₹4,000–8,000	₹14,000+
Low-heel ankle boots	₹1,799–2,999	₹3,500–7,000	₹12,000+

Cost level: medium. Knee-high shafts use more leather; slim soles cost less than chunky lugs.

Pricing and cost

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

Quiet structure

Key garment	Value	Mid	Premium
High-waisted pleated trousers	₹1,499–2,699	₹3,200–6,500	₹11,000+
Funnel-neck knit	₹1,199–2,299	₹2,800–5,500	₹9,000+
Concealed-placket shirt	₹999–1,899	₹2,400–4,800	₹8,000+

Cost level: low. Simple constructions; quality of fabric matters more than details.

Waisted outerwear

Key garment	Value	Mid	Premium
Belted wrap coat	₹3,499–5,499	₹7,000–13,000	₹25,000+
Double-belted coat	₹3,999–5,999	₹7,500–14,000	₹26,000+
Cinched wool jacket	₹2,499–3,999	₹5,000–9,500	₹17,000+

Cost level: medium. Belts and loops add small trim costs. Wrap coats need more fabric than single-breasted.

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 direction

- Waisted outerwear for East Asia; lightweight layering pieces for tropical markets
- Craft on knits and festive wear for India and the Gulf winter season
- Structured tailoring in soft wools for Japan, Korea and northern China

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

Sheer organza overlays, Column knit dresses, Sheer mesh layering tops, Slogan T-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 direction

- Waisted and belted outerwear, soft-focus brushed surfaces
- Irregular, "living" textures from Première Vision AW27-28
- Quiet tailoring in technical wools

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, Lightweight technical trench, Brushed wool-cashmere 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 direction

- Technical outerwear and waisted coats
- Elevated denim and leather
- Sneakers step back for loafers and refined shoes

Climate

From cold Canadian winters to hot, humid southern US summers and Mexico's warm highlands and coasts.

Best fit from this report

Lightweight technical trench, Quilted liner jackets, Suede equestrian jackets, Slogan T-shirts

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 direction

- International AW27 trends sell in local winter, Mar–Aug 2028, in lighter weights for the tropical north
- Leather and knitwear for Argentina and southern Brazil

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 direction

- West Africa: occasion and festive (Detty December) rather than cold-weather wear
- South Africa: AW27 trends sell in local winter, Mar–Aug 2028
- South Africa AW27 runway (SAFW, Oct 2026): kaftans, capes and blanket wraps, A-line shapes, handcrafted and unisex denim, ochre, azure and orange-blue palettes

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, Photographic and art prints, Floral print midis, Slogan T-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 direction

- International AW27 trends sell in local winter, Mar–Aug 2028
- Merino knitwear and practical outerwear

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, Floral print midis

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 AW27 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: AW27 runway shows take place in February–March 2027, so this season is a Forecut projection built from SS27 runway signals and the season's colour direction. It will be updated as runway coverage arrives.

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.