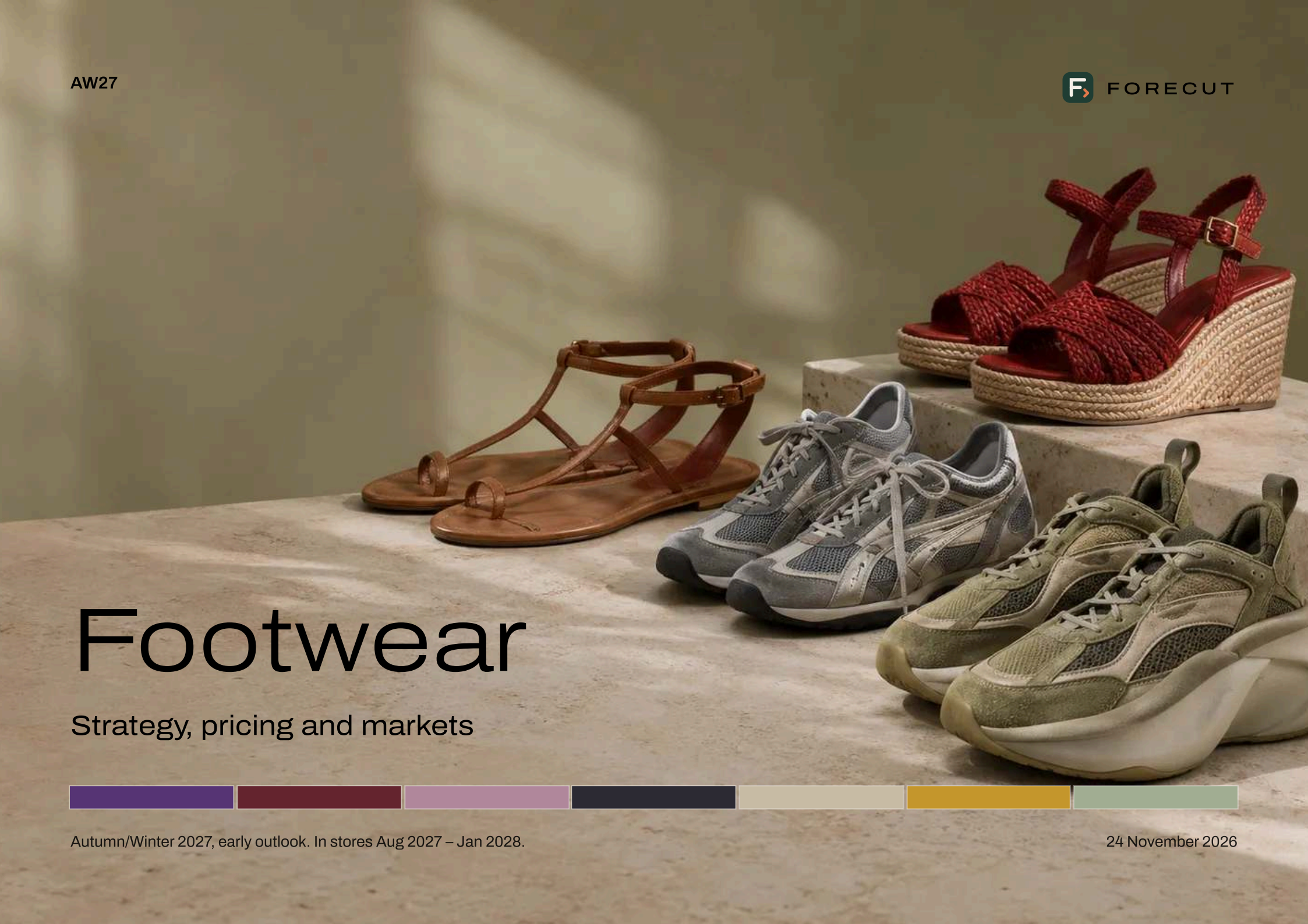
AW27

FORECUT



Footwear

Strategy, pricing and markets

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

24 November 2026

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India

About this report

Heels, flats, boots, men's shoes and sneakers.

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 Barefoot sole-less sandals, Raffia wedge sandals and Reworked racing sneakers.

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

Barefoot sole-less sandals, Raffia wedge sandals, Reworked racing sneakers, Sculpted rocker-sole trainers and Studded and ruffled Mary Jane clogs are rising and keep growing into SS28.

Test in small quantities

Belted knee-high boots, Comfort block heels, Hybrid sport-smart boots, Hybrid sport-sole derbies and Sport-sole smart flats are new ideas to try.

Sell through

Ballet-sneaker hybrids, Brogue perforations, Brooch-and-chain stilettos and Cap-toe oxfords are at their height. Do not add depth.

Reduce or rework

Ballet flats, Clear PVC heels, Feathers on satin and Football terrace trainers are moving out.

Range strategy

Build depth

- Barefoot sole-less sandals
- Raffia wedge sandals
- Reworked racing sneakers
- Sculpted rocker-sole trainers
- Studded and ruffled Mary Jane clogs
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Apron-toe derbies
- Belgian loafers

Test small

- Belted knee-high boots
- Comfort block heels
- Hybrid sport-smart boots
- Hybrid sport-sole derbies
- Sport-sole smart flats
- Trail-sole hybrids

Sell through

- Ballet-sneaker hybrids
- Brogue perforations
- Brooch-and-chain stilettos
- Cap-toe oxfords
- Crepe-sole desert boots
- Curved sculptural heels
- Embellished flats
- Flatform sneakers
- Hiker styles

Exit or rework

- Ballet flats
- Clear PVC heels
- Feathers on satin
- Football terrace trainers
- Plastic clogs and jellies

Actions and timing

Actions for the range

- Reduce lug-sole depth in new styles.
- Add a flat knee-high riding boot.
- Offer wide-calf fits.
- Move SS27 smocking details onto knit cuffs.
- Use tonal embroidery to keep it subtle.
- Offer mohair blends at mid price.
- Add a self-belt to your core coat.
- Test a double-belt version in one colour.

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.

How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Barefoot sole-less sandals		Emerging	Rising	Peaking	
Raffia wedge sandals	Emerging	Emerging	Rising		Peaking
Reworked racing sneakers		Emerging	Rising	Peaking	
Sculpted rocker-sole trainers		Emerging	Rising	Peaking	Peaking
Studded and ruffled Mary Jane clogs	Emerging	Rising	Rising	Peaking	Fading
Sun-bleached distressed sneakers	Emerging	Rising	Rising	Peaking	Fading
Tonal suede low-profile sneakers	Emerging	Rising	Rising	Peaking	Fading
Apron-toe derbies	Rising	Rising	Rising	Peaking	
Belgian loafers	Rising	Rising	Rising	Rising	Peaking
Black oxfords	Rising	Rising	Rising	Peaking	Fading
Block-heel slingbacks	Rising	Rising	Rising	Peaking	Fading
Bow-trim flats	Emerging	Emerging	Rising	Rising	Rising

Carried on from SS27

T-bar and T-strap pumps
Rising in SS27, peaking now

Lace-up court shoes
Rising in SS27, peaking now

Two-tone cap toes
Rising in SS27, peaking now

Square toes
Rising in SS27, rising now

Curved sculptural heels
Rising in SS27, peaking now

Patent leather
Rising in SS27, peaking now

What happens in SS28

Barefoot sole-less sandals
Rising now, peaking in SS28

Reworked racing sneakers
Rising now, peaking in SS28

Sculpted rocker-sole trainers
Rising now, peaking in SS28

Studded and ruffled Mary Jane clogs
Rising now, peaking in SS28

Sun-bleached distressed sneakers
Rising now, peaking in SS28

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

Pricing and cost

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

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.

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.

Pricing and cost

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

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.

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.

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

Embroidered and silk boots, Hiking boots with tailoring, Chelsea boots for tailoring, Sock-knit trainers

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

Horsebit loafers, Check-trimmed loafers, Hiking boots with tailoring, Penny loafers

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

Sneaker-sole loafers, Slim, low-profile sneakers, Mary Jane sneakers, Ballet-sneaker hybrids

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

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Barefoot sole-less sandals

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

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Barefoot sole-less sandals

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

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Barefoot sole-less sandals

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

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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.