AW27

FORECUT



Footwear

Full forecast report

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

24 November 2026

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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.



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

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

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.



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.

Moodboard



Barefoot sole-less sandals



Raffia wedge sandals



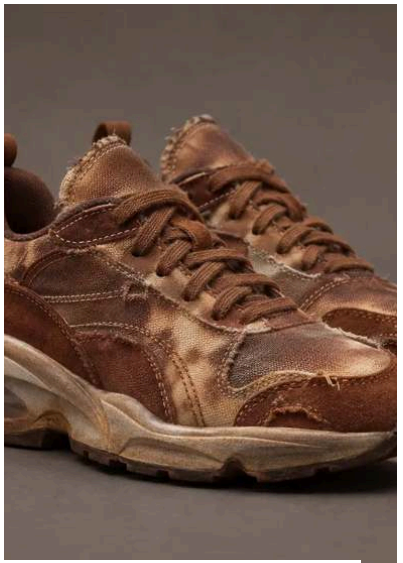
Reworked racing sneakers



Sculpted rocker-sole trainers



Studded and ruffled Mary Jane clogs



Sun-bleached distressed sneakers



Tonal suede low-profile sneakers

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

Emerging in AW27



Belted knee-high boots

Footwear, Boots, hardware

Knee-highs with a single buckled strap.

Emerging next: rising



Comfort block heels

Footwear, Heels & Flats, heel

Lower, wider block heels.

Emerging next: rising



Hybrid sport-smart boots

Footwear, Boots, sole

Smart boots on cushioned sport soles.

Emerging next: rising



Hybrid sport-sole derbies

Footwear, Men's Shoes, sole

Derbies on lightweight sport soles.

Emerging next: rising



Sport-sole smart flats

Footwear, Heels & Flats, sole

Smart flats on cushioned sport soles.

Emerging next: rising



Trail-sole hybrids

Footwear, Sneakers & Casual, sole

Casual shoes on lugged trail soles.

Emerging next: rising

Rising in AW27



Barefoot sole-less sandals

Footwear, Heels & Flats, silhouette

Strap-only sandals that leave the sole of the foot bare, for a barefoot look on the beach and runway; 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



Reworked racing sneakers

Footwear, Sneakers & Casual, upper

Upcycled sneakers reworked with motorsport stripes and patches, as at Uó Upcycling's racing-themed show, São Paulo Fashion Week N61 (Oct 2026).

Rising next: peaking



Sculpted rocker-sole trainers

Footwear, Sneakers & Casual, sole

Trainers on a curved, hand-sculpted rocker midsole, some with a split toe; Nike Rift Rocker by Melitta Baumeister (5 Nov 2026) and Hoka x Marni Clifton (out 12–13 Nov 2026).

Rising next: peaking



Studded and ruffled Mary Jane clogs

Footwear, Sneakers & Casual, upper

Mary Janes, Boston clogs and Arizona sandals reworked with gold studs, leather ruffles and shearling in black, lilac, sandstone and chutney; Birkenstock 1774 Pont des Arts (Nov 2026).

Rising next: peaking



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



Apron-toe derbies

Footwear, Men's Shoes, toe

Derbies with stitched apron toes.

Rising next: peaking

Rising in AW27



Belgian loafers

Footwear, Men's Shoes, style

Soft, slipper-like loafers.

Rising next: rising



Black oxfords

Footwear, Men's Shoes, style

Classic black lace-ups.

Rising next: peaking



Block-heel slingbacks

Footwear, Heels & Flats, strap

Slingbacks on mid block heels.

Rising next: peaking



Bow-trim flats

Footwear, Heels & Flats, trim

Flats finished with a small bow.

Rising next: rising



Buckled ankle boots

Footwear, Boots, hardware

Ankle boots with a buckled strap.

Rising next: peaking



Cap-toe kitten slingbacks

Footwear, Heels & Flats, toe

Contrast cap toes on kitten slingbacks.

Rising next: peaking



Check-trimmed loafers

Footwear, Men's Shoes, trim

Tartan trims on loafers.

Rising



Chelsea ankle boots

Footwear, Boots, shaft

Elastic-sided ankle boots.

Rising next: peaking

Rising in AW27



Chelsea boots for tailoring

Footwear, Men's Shoes, style

Sleek Chelseas worn with suits.

Rising next: rising



Cupsole derbies

Footwear, Men's Shoes, sole

Derbies on sneaker cupsoles.

Rising next: rising



Derby boots

Footwear, Men's Shoes, style

Lace-up boots on slim soles.

Rising next: peaking



Embroidered and silk boots

Footwear, Boots, material

Decorated knee-highs.

Rising



Flat espadrille sneakers

Footwear, Sneakers & Casual, sole

Canvas shoes on jute soles.

Rising next: rising



Flat strappy sandals

Footwear, Heels & Flats, strap

Thin-strap flat sandals.

Rising next: rising



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: rising



Gum-sole trainers

Footwear, Sneakers & Casual, sole

Classic gum rubber soles.

Rising next: peaking

Rising in AW27



Harness buckle straps

Footwear, Boots, hardware

Buckled straps around the ankle.

Rising



Hiking sandals

Footwear, Sneakers & Casual, strap

Webbing sandals for trails.

Rising next: peaking



Horsebit mules

Footwear, Heels & Flats, hardware

Mules with horsebit hardware.

Rising next: peaking



Kitten-heel knee boots

Footwear, Boots, heel

Knee boots on low kitten heels.

Rising next: rising



Kitten-heel pumps

Footwear, Heels & Flats, heel

Low kitten heels on pointed pumps.

Rising next: peaking



Knee-high block-heel boots

Footwear, Boots, heel

Knee boots on block heels.

Rising next: peaking



Leather court sneakers

Footwear, Sneakers & Casual, style

Clean leather court shoes.

Rising next: rising



Leather slides

Footwear, Men's Shoes, strap

Wide-strap leather slides.

Rising next: rising

Rising in AW27



Low ankle sock boots

Footwear, Boots, shaft

Stretch boots cut just above the ankle.

Rising next: peaking



Low block sandals

Footwear, Heels & Flats, heel

Strappy sandals on low block heels.

Rising next: rising



Low-heel slouch ankle boots

Footwear, Boots, shaft

Slouchy ankle boots on low heels.

Rising next: peaking



Lug-sole combat boots

Footwear, Boots, sole

Lace-up boots on deep lugs.

Rising next: rising



Lug-sole loafers

Footwear, Men's Shoes, sole

Loafers on chunky lug soles.

Rising next: rising



Mary Jane flats

Footwear, Heels & Flats, strap

Flats with a strap across the instep.

Rising next: rising



Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Rising next: rising



Mid-calf western boots

Footwear, Boots, shaft

Mid-calf boots with western details.

Rising next: rising

Rising in AW27



Multi-strap ballet flats for men

Footwear, Men's Shoes, strap

Soft leather ballet flats for men with several buckled straps, as at Dries Van Noten SS27.

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



Plain derbies

Footwear, Men's Shoes, style

Derby shoes in soft leather.

Rising next: peaking



Pointed flats

Footwear, Heels & Flats, toe

Pointed-toe flats.

Rising next: rising



Pointed kitten mules

Footwear, Heels & Flats, toe

Backless mules with pointed toes.

Rising next: rising



Pointed-toe ankle boots

Footwear, Boots, toe

Sleek ankle boots with pointed toes.

Rising next: rising



Refined mules

Footwear, Heels & Flats, shape

Backless mules on low block heels.

Rising next: rising

Rising in AW27



Retro court sneakers

Footwear, Sneakers & Casual, style

Low court sneakers with gum soles.

Rising next: peaking



Round-toe slingback heels

Footwear, Heels & Flats, strap

Round toes on slim slingback heels.

Rising next: rising



Rubber Chelsea boots

Footwear, Boots, material

Waterproof rubber Chelseas.

Rising next: peaking



Rubber-soled Chelseas

Footwear, Men's Shoes, sole

Chelseas on lugged rubber soles.

Rising next: rising



Running-inspired sneakers

Footwear, Sneakers & Casual, style

Mesh runners with gum soles.

Rising next: rising



Satin ballet-trainers

Footwear, Sneakers & Casual, hybrid

Satin ballet shapes on trainer soles.

Rising next: rising



Sculpted wedge heels

Footwear, Heels & Flats, heel

The wedge returns slimmer and shaped, with an inward-curving back, at Chloé and Victoria Beckham SS27.

Rising next: rising



Shearling-lined ankle boots

Footwear, Boots, lining

Flat ankle boots with shearling cuffs.

Rising next: rising

Rising in AW27



Shearling-lined mules

Footwear, Sneakers & Casual, lining

Clog mules lined with shearling.

Rising next: peaking



Slim tassel loafers

Footwear, Men's Shoes, trim

Tassel loafers on slim soles.

Rising next: rising



Slim, low-profile sneakers

Footwear, Sneakers & Casual, sole

Thin gum soles on slim lasts.

Rising next: peaking



Slim-sole Chelseas

Footwear, Boots, sole

Chelsea boots on thin leather soles.

Rising next: rising



Slim-sole loafers

Footwear, Men's Shoes, sole

Loafers on thin, refined soles.

Rising next: rising



Slingback kitten heels

Footwear, Heels & Flats, strap

Low kitten heels with slingback straps.

Rising next: rising



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: rising



Sneaker-sole loafers

Footwear, Men's Shoes, sole

Loafers on cushioned sneaker soles.

Rising next: rising

Rising in AW27



Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Rising next: rising



Soft knee-high riding boots

Footwear, Boots, shaft

Flat riding boots in soft leather.

Rising



Sport slides

Footwear, Sneakers & Casual, strap

Single-strap sport slides.

Rising next: rising



Square toes

Footwear, Heels & Flats, toe

Squared toes on pumps and mules.

Rising next: peaking



Square-toe knee boots

Footwear, Boots, toe

Knee boots with square toes.

Rising next: rising



Stiletto court shoes

Footwear, Heels & Flats, heel

Classic pointed stiletto courts.

Rising next: rising



Strap-closure trainers

Footwear, Sneakers & Casual, strap

Trainers fastened with straps.

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



Trail runners

Footwear, Sneakers & Casual, sole

Lugged trail running shoes.

Rising next: rising



Unlined soft loafers

Footwear, Men's Shoes, construction

Unlined, collapsible loafers.

Rising next: peaking



Western knee boots

Footwear, Boots, stitch

Knee-high boots with western stitching.

Rising next: rising



Wholecut oxfords

Footwear, Men's Shoes, style

Oxfords cut from one piece of leather.

Rising next: peaking



Wingtip brogues

Footwear, Men's Shoes, perforation

Full brogue wingtips.

Rising next: rising



Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Rising next: rising

Peaking in AW27



Ballet-sneaker hybrids

Footwear, Sneakers & Casual, hybrid

Mesh ballet shapes on sneaker soles.

Peaking next: fading



Brogue perforations

Footwear, Men's Shoes, perforation

Broguing returns.

Peaking



Brooch-and-chain stilettos

Footwear, Heels & Flats, hardware

Pointed stilettos trimmed with brooches and draped gold chains, as at Saint Laurent SS27.

Peaking next: fading



Cap-toe oxfords

Footwear, Men's Shoes, toe

Classic cap-toe oxfords.

Peaking next: peaking



Crepe-sole desert boots

Footwear, Men's Shoes, sole

Desert boots on crepe soles.

Peaking next: fading



Curved sculptural heels

Footwear, Heels & Flats, heel

Curved, shaped heel blocks.

Peaking next: fading



Embellished flats

Footwear, Heels & Flats, embellishment

Beaded and studded flats.

Peaking next: fading



Flatform sneakers

Footwear, Sneakers & Casual, sole

Sneakers on raised flat soles.

Peaking next: fading

Peaking in AW27



Hiker styles

Footwear, Boots, sole

Hiking boots worn with tailoring.

Peaking



Hiking boots with tailoring

Footwear, Men's Shoes, sole

Rugged soles under suits.

Peaking



Horsebit loafers

Footwear, Men's Shoes, hardware

Bit hardware on loafers.

Peaking



Horsebit vamp hardware

Footwear, Heels & Flats, hardware

Bits across the vamp.

Peaking next: fading



Kitten-heel boots

Footwear, Boots, heel

Low kitten heels.

Peaking next: fading



Knee-high slouch

Footwear, Boots, shaft

Soft, slouchy shafts.

Peaking



Lace-up court shoes

Footwear, Heels & Flats, closure

Laced pumps with silver hardware.

Peaking



Mary Jane sneakers

Footwear, Sneakers & Casual, strap

Strap-over sneakers.

Peaking next: fading

Peaking in AW27



Over-the-knee boots

Footwear, Boots, height

Thigh-high in leather or stretch.

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



Penny loafers

Footwear, Men's Shoes, style

Penny loafers at their peak.

Peaking next: fading



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

Peaking in AW27



Shearling ballet flats and clogs

Footwear, Sneakers & Casual, material

Cosy shearling casual shoes.

Peaking



Shearling linings and cuffs

Footwear, Boots, lining

Shearling showing at the top.

Peaking



Slouchy mid-calf boots

Footwear, Boots, shaft

Soft mid-calf shafts.

Peaking next: fading



Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Peaking next: fading



Split-toe trainers

Footwear, Sneakers & Casual, toe

Split toes in casual shoes.

Peaking next: fading



Square-toe ankle boots

Footwear, Boots, toe

Ankle boots with squared toes.

Peaking next: fading



Square-toe ballet flats

Footwear, Heels & Flats, toe

Ballet flats with square toes.

Peaking next: fading



Statement socks

Footwear, Men's Shoes, styling

Visible patterned socks.

Peaking next: fading

Peaking in AW27



Stretch knee boots on block heels

Footwear, Boots, shaft

Sock-fit knee boots on block heels.

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



T-bar and T-strap pumps

Footwear, Heels & Flats, strap

Deco-inspired straps on heels.

Peaking



Tasselled loafers

Footwear, Men's Shoes, trim

Loafers finished with tassels.

Peaking next: fading



Two-tone cap toes

Footwear, Heels & Flats, toe

Contrast toes on slingbacks and flats.

Peaking next: fading



Western stitching

Footwear, Boots, stitch

Decorative western topstitch.

Peaking next: fading

Fading in AW27



Ballet flats

Footwear, Heels & Flats, shape

Ballet flats at their peak.

Fading



Clear PVC heels

Footwear, Heels & Flats, material

Transparent pumps and jelly shoes.

Fading



Feathers on satin

Footwear, Heels & Flats, embellishment

Feather trims on evening shoes.

Fading



Football terrace trainers

Footwear, Sneakers & Casual, style

Terrace styles at their peak.

Fading



Plastic clogs and jellies

Footwear, Sneakers & Casual, material

Clear and coloured plastic.

Fading

Colour

The AW27 palette, with Pantone TCX and HEX codes.

Deep violet	Tannic bordeaux	Dusty mauve	Tinted black	Mushroom	Waxy ochre	Sage
19-3638 TCX	19-1724 TCX	16-2107 TCX	19-3713 TCX	13-1105 TCX	16-0953 TCX	15-6414 TCX
#563474	#64242E	#B0879B	#2C2A33	#C7BBA4	#C4962C	#A1AD92

Colour by theme



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



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



Waisted outerwear: 18-1244 TCX with 12-1006 TCX, for double-belted waists.

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.

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

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.