AW27

FORECUT



# Knitwear

## Strategy, pricing and markets

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

24 November 2026

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## About this report

Knit shapes, stitches and yarns for women and men.

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, Sequin-flecked Fair Isle jumpers and Argyle knits.

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, Sequin-flecked Fair Isle jumpers, Argyle knits, Bishop-sleeve knits and Brushed cardigan coats are rising and keep growing into SS28.

### Test in small quantities

Funnel-neck knits, Knitted overshirts, Long-line ribbed cardigans, Mock-neck fine knits and Smocked knit details are new ideas to try.

### Sell through

Beads and sequins on knits, Brooch-fastened cardigans, Brushed alpaca and Chunky rib turtlenecks are at their height. Do not add depth.

### Reduce or rework

Sheer fine-gauge layers are moving out.

# Range strategy

## Build depth

- Fringed macramé tops
- Sequin-flecked Fair Isle jumpers
- Argyle knits
- Bishop-sleeve knits
- Brushed cardigan coats
- Brushed mohair
- Button-shoulder knits
- Cable fisherman jumpers
- Cable-front cardigans

## Test small

- Funnel-neck knits
- Knitted overshirts
- Long-line ribbed cardigans
- Mock-neck fine knits
- Smocked knit details

## Sell through

- Beads and sequins on knits
- Brooch-fastened cardigans
- Brushed alpaca
- Chunky rib turtlenecks
- Chunky shawl-collar cardigans
- Colour-block knits
- Cricket cables with tipping
- Cricket jumpers
- Elongated rib cuffs

## Exit or rework

- Sheer fine-gauge layers

# 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.
- Lab-dip cobalt and ink shades across knit, woven and leather.
- Use deep blue as a core neutral, not just an accent.
- Pair with cognac and cream.
- 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.

# How it developed

| Piece | AW26 | SS27 | AW27 | SS28 | AW28 |
|---|---|---|---|---|---|
| Fringed macramé tops | | Emerging | Rising | | Peaking |
| Sequin-flecked Fair Isle jumpers | Peaking | | Rising | | Fading |
| Argyle knits | Emerging | Rising | Rising | Rising | Rising |
| Bishop-sleeve knits | Rising | Rising | Rising | Rising | Peaking |
| Brushed cardigan coats | Rising | Rising | Rising | Rising | Peaking |
| Brushed mohair | | | Rising | | Peaking |
| Button-shoulder knits | Rising | Rising | Rising | Peaking | |
| Cable fisherman jumpers | Rising | Rising | Rising | Peaking | Fading |
| Cable-front cardigans | Rising | Rising | Rising | Peaking | Fading |
| Cardigans worn as shirts | | Emerging | Rising | Rising | Peaking |
| Contrast-tipped knits | Rising | Rising | Rising | Peaking | Fading |
| Cropped cardigans | Emerging | Rising | Rising | Rising | Peaking |

## Carried on from SS27

**Cricket cables with tipping**
Rising in SS27, peaking now

**Knit fringe at hems**
Rising in SS27, peaking now

**Sheer fine-gauge layers**
Peaking in SS27, fading now

**Brooch-fastened cardigans**
Rising in SS27, peaking now

**Knitted polo collars**
Rising in SS27, peaking now

**Elongated rib cuffs**
Rising in SS27, peaking now

## What happens in SS28

**Argyle knits**
Rising now, rising in SS28

**Bishop-sleeve knits**
Rising now, rising in SS28

**Brushed cardigan coats**
Rising now, rising in SS28

**Button-shoulder knits**
Rising now, peaking in SS28

**Cable fisherman jumpers**
Rising now, peaking in SS28

**Cable-front cardigans**
Rising now, peaking in SS28

# 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.

## Deep blue

| Key garment | Value | Mid | Premium |
|---|---|---|---|
| Cobalt knit jumper | ₹1,199–2,299 | ₹2,800–5,500 | ₹9,000+ |
| Ink-blue wool coat | ₹3,499–5,499 | ₹7,000–13,000 | ₹24,000+ |
| Blue leather accessories | ₹999–1,999 | ₹2,500–5,000 | ₹9,000+ |

**Cost level: low.** A colour story, not new construction. Lab-dip early for shade consistency across fabrics.

# 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

Knit fringe at hems, Beads and sequins on knits, Sheer fine-gauge layers, Knitted polo collars

### 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

Knit fringe at hems, Beads and sequins on knits, Tartan and check jacquards, Sheer fine-gauge layers

### 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

Knitted polo collars, Fine-gauge zip polos, Ribbed polo knits, Rib-knit sweatshirts

### 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.

### 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

Rib-knit sweatshirts, Knitted overshirts, Cardigans worn as shirts, Colour-block knits

### 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

Sheer fine-gauge layers

### 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.