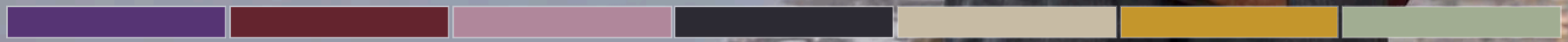
AW27

FORECUT

Menswear

Strategy, pricing and markets



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

24 November 2026

Contents

Overview

Range strategy

How it developed

Actions and timing

Pricing and cost

Margin checklist

Markets

India

About this report

Outerwear, shirts, knitwear, tailoring and trousers, item by item.

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 Angrakha-overlap tunics, Braided officer coats and Contrast-stitch nylon twill blousons.

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

Angrakha-overlap tunics, Braided officer coats, Contrast-stitch nylon twill blousons, Convertible backpack puffers and Generous 1980s double-breasted suits are rising and keep growing into SS28.

Test in small quantities

Skirts for men, Fly-front placket shirts, Knitted overshirts, Mock-neck fine knits and Taped-seam commuter jackets are new ideas to try.

Sell through

Fisherman-style raincoats, Piped satin track jackets, Belted high waists and Brushed alpaca are at their height. Do not add depth.

Reduce or rework

Contrast cuffs, Pointed shoulders, Striped rugby shirts and Technical parkas are moving out.

Range strategy

Build depth

- Angrakha-overlap tunics
- Braided officer coats
- Contrast-stitch nylon twill blousons
- Convertible backpack puffers
- Generous 1980s double-breasted suits
- Leather-yoke nylon puffers
- Sheer-panel check shirts
- Band-collar shirts
- Barrel trousers

Test small

- Skirts for men
- Fly-front placket shirts
- Knitted overshirts
- Mock-neck fine knits
- Taped-seam commuter jackets
- Technical stretch chinos
- Technical stretch shirts
- Unstructured commuter blazers

Sell through

- Fisherman-style raincoats
- Piped satin track jackets
- Belted high waists
- Brushed alpaca
- Buckle side adjusters
- Clean leather bombers
- Colour-block knits
- Cricket jumpers
- Double-breasted two-piece

Exit or rework

- Contrast cuffs
- Pointed shoulders
- Striped rugby shirts
- Technical parkas

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.
- Add a self-belt to your core coat.
- Test a double-belt version in one colour.
- Carry SS27 peplum jackets into wool.
- 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
Angrakha-overlap tunics	Emerging		Rising		Peaking
Braided officer coats	Emerging		Rising		Peaking
Contrast-stitch nylon twill blousons	Rising	Rising	Rising	Peaking	Fading
Convertible backpack puffers	Emerging		Rising		Peaking
Generous 1980s double-breasted suits	Emerging	Rising	Rising	Peaking	Fading
Leather-yoke nylon puffers	Emerging		Rising		Peaking
Sheer-panel check shirts		Emerging	Rising		Peaking
Band-collar shirts		Emerging	Rising	Rising	Peaking
Barrel trousers	Rising	Rising	Rising	Rising	Peaking
Belted field coats	Rising	Rising	Rising	Rising	Peaking
Boxy short-sleeve shirts	Rising	Rising	Rising	Peaking	
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking

Carried on from SS27

Clean leather bombers
Rising in SS27, peaking now

Utility trench details
Rising in SS27, peaking now

Windbreaker as a blazer
Rising in SS27, rising now

Short suede blousons
Rising in SS27, peaking now

Chore and work jackets
Rising in SS27, rising now

Packable technical shells
Emerging in SS27, rising now

What happens in SS28

Contrast-stitch nylon twill blousons
Rising now, peaking in SS28

Generous 1980s double-breasted suits
Rising now, peaking in SS28

Band-collar shirts
Rising now, rising in SS28

Barrel trousers
Rising now, rising in SS28

Belted field coats
Rising now, rising in SS28

Boxy short-sleeve shirts
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.

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.

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.

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.

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

Overshirt jackets, Leather overshirts, Open Johnny-collar knit polos, Striped rugby 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

Utility trench details, Double-face wool overcoats, Raglan-sleeve overcoats, Mac 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

Utility trench details, Technical parkas, Chore and work jackets, Packable technical shells

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

Waxed cotton jackets, Printed resort shirts, Grandad collar linen shirts, Seersucker suits

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

Overshirt jackets, Leather overshirts, Striped rugby shirts, Velvet 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

Utility trench details, Utility overshirts with snaps, Printed resort shirts, Grandad collar linen shirts

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.