AW27

FORECUT



Menswear

Full forecast report

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

24 November 2026

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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.



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.



Inspiration

Deep blue

Bright cobalt blue deepens for winter into cobalt and ink on knitwear, wool coats and leather.

Why now

Colours of the year usually carry through both seasons of their year in adapted shades.

Key pieces

Cobalt, Ink blue, Knitwear; funnel-neck knits.

19-3964 TCX, #23407A and 13-3920 TCX, #B9CDF3

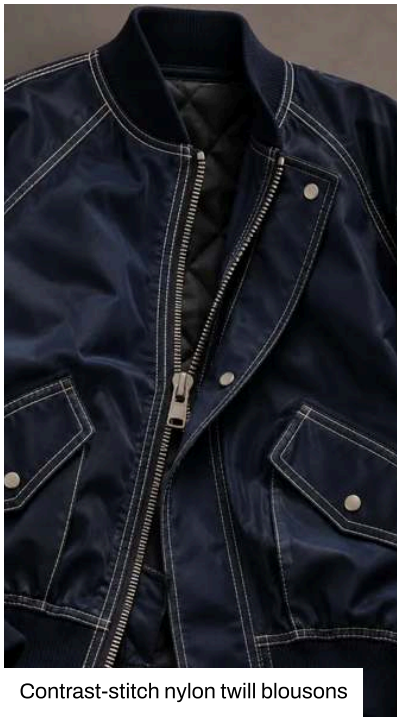
Source: Based on Forecut's colour direction for the season. Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.

Moodboard





Braided officer coats

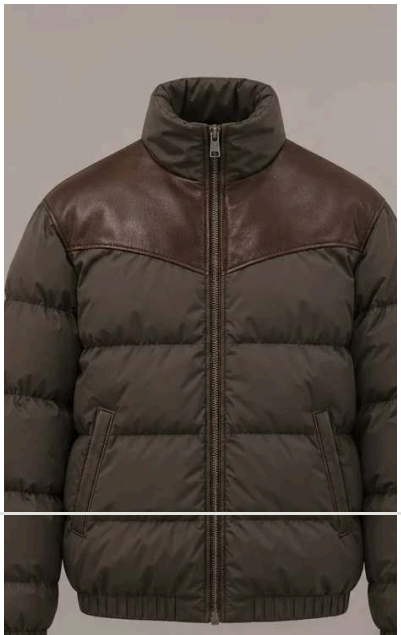


Contrast-stitch nylon twill blousons



Convertible backpack puffers







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

Emerging in AW27



Skirts for men

Menswear, Trousers, silhouette

Skirts worn as menswear on the runway; Cynthia Abila sent male models out in skirts at Lagos Fashion Week 2026 (29 Oct).

Emerging next: rising



Fly-front placket shirts

Menswear, Shirts & Polos, placket

Hidden-button plackets for a clean front.

Emerging next: rising



Knitted overshirts

Menswear, Knitwear, garment

Collared knits worn like shirts.

Emerging next: rising



Mock-neck fine knits

Menswear, Knitwear, neckline

Fine knits with a low mock neck.

Emerging next: rising



Taped-seam commuter jackets

Menswear, Outerwear, seam

City jackets with bonded, taped seams.

Emerging next: rising



Technical stretch chinos

Menswear, Trousers, fabric

Slim chinos with stretch and sewn creases.

Emerging next: rising



Technical stretch shirts

Menswear, Shirts & Polos, fabric

Stretch shirts with articulated sleeves.

Emerging next: rising



Unstructured commuter blazers

Menswear, Tailoring, shape

Soft blazers with articulated sleeves.

Emerging next: rising

Rising in AW27



Angrakha-overlap tunics

Menswear, Tailoring, closure

Tunics with an overlapping angrakha-style front worn under a bandhgala, as at Tasva by Tarun Tahiliani, Lakmē Fashion Week x FDCI, Delhi (Oct 2026); a festive idea for India and the Gulf.

Rising



Braided officer coats

Menswear, Outerwear, trim

Officer-style coats and jackets with exaggerated proportions trimmed in braids and cords, reworked from French military dress uniforms; Songzio x Egonlab 'The Art of Dark Poetry', Seoul (Korea Herald, 15 Nov 2026).

Rising



Contrast-stitch nylon twill blousons

Menswear, Outerwear, stitching

Nylon twill blousons in black, navy or khaki where thick contrast topstitching is the design accent; sacai Holiday 2026, Tokyo, from 6 Nov 2026.

Rising next: peaking



Convertible backpack puffers

Menswear, Outerwear, closure

Oversized reversible puffers with underarm slits that fold and strap into a backpack; Melitta Baumeister x Nike, New York, 5 Nov 2026.

Rising



Generous 1980s double-breasted suits

Menswear, Tailoring, silhouette

Roomy double-breasted suits with pleated, higher-waisted trousers in a late-80s/early-90s line; the VRC's Melbourne Cup Carnival 2026 forecast names them for race-day menswear, alongside the return of the tie.

Rising next: peaking



Leather-yoke nylon puffers

Menswear, Outerwear, yoke

Nylon puffers with leather shoulder yokes; Louis Vuitton's Men's SS27 pre-collection 'Whatever the Weather' (launched 29 Oct 2026) puts monogram leather on the shoulders.

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



Band-collar shirts

Menswear, Shirts & Polos, collar

Collarless shirts with a band neck.

Rising next: rising

Rising in AW27



Barrel trousers

Menswear, Trousers, shape

Curved, tapered barrel legs.

Rising next: rising



Belted field coats

Menswear, Outerwear, waist

Field coats with a waist belt.

Rising next: rising



Boxy short-sleeve shirts

Menswear, Shirts & Polos, shape

Wide, boxy short-sleeve shirts.

Rising next: peaking



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: rising



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Rising next: peaking



Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Rising next: rising



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Rising next: rising



Check shackets

Menswear, Shirts & Polos, garment

Heavy check shirt-jackets.

Rising next: rising

Rising in AW27



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising next: rising



Chore and work jackets

Menswear, Outerwear, pocket

Workwear jackets with large patch pockets.

Rising next: peaking



Contrast-collar polos

Menswear, Shirts & Polos, collar

Polos with contrast collars.

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



Cropped suit trousers

Menswear, Tailoring, length

Suit trousers cut above the ankle.

Rising next: rising

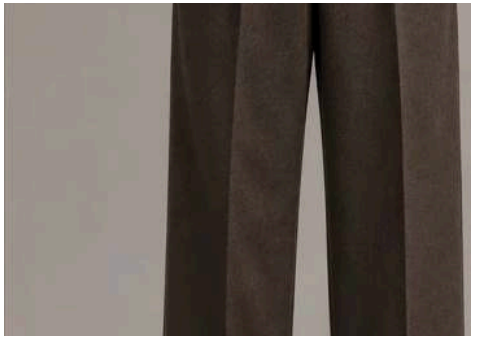


Cropped work jackets

Menswear, Outerwear, shape

Short workwear jackets with chest pockets.

Rising next: rising



Deep turn-ups

Menswear, Trousers, hem

Deep cuffed hems.

Rising next: peaking

Rising in AW27



Double-breasted overcoats

Menswear, Tailoring, closure

Six-button double-breasted overcoats.

Rising next: peaking



Double-knee work trousers

Menswear, Trousers, panel

Reinforced knees on workwear trousers.

Rising next: rising



Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Rising next: rising



Drawstring tailored trousers

Menswear, Trousers, waist

Tailored trousers with a drawstring waist.

Rising next: rising



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Rising next: rising



Embroidered pocket shirts

Menswear, Shirts & Polos, embellishment

Small embroidery on chest pockets.

Rising next: rising



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

Rising in AW27



Field jackets with bellows pockets

Menswear, Outerwear, pocket

Field jackets with expanding pockets.

Rising next: rising



Flannel overshirts

Menswear, Shirts & Polos, fabric

Checked flannel overshirts.

Rising



Flat-front slim trousers

Menswear, Trousers, shape

Clean flat fronts on slim legs.

Rising next: rising



Full straight legs

Menswear, Trousers, leg

Wide, straight trouser legs.

Rising next: peaking



Funnel-neck puffers

Menswear, Outerwear, collar

Puffers with tall funnel necks.

Rising next: rising



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Rising next: rising



Grandad collar linen shirts

Menswear, Shirts & Polos, collar

Band collars on washed linen.

Rising next: rising



Gurkha-buckle waists

Menswear, Trousers, waist

High waists with buckle adjusters.

Rising next: peaking

Rising in AW27



Half-button polo jumpers

Menswear, Knitwear, collar

Jumpers with polo collars and buttons.

Rising next: rising



Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Rising next: rising



Heritage rugby polos

Menswear, Shirts & Polos, collar

Long-sleeve rugby polos with stripes.

Rising next: rising



Hooded parkas

Menswear, Outerwear, collar

Long parkas with fixed hoods.

Rising next: rising



Knitted bomber jackets

Menswear, Knitwear, garment

Zip bombers in knitted fabric.

Rising next: rising

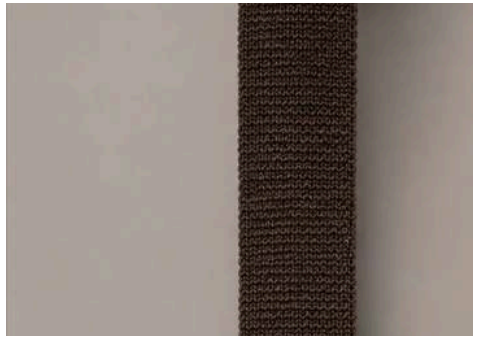


Knitted tank vests

Menswear, Knitwear, shape

Sleeveless knits with cable and tipping.

Rising next: peaking



Knitted ties

Menswear, Tailoring, accessory

Slim knitted ties.

Rising next: rising



Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Rising next: peaking

Rising in AW27



Linen waistcoats

Menswear, Tailoring, fabric

Unlined linen waistcoats.

Rising next: peaking



Loop-free waistbands

Menswear, Trousers, waist

Clean waistbands without belt loops.

Rising next: peaking



Mac coats

Menswear, Outerwear, shape

Clean single-breasted raincoats.

Rising next: peaking



Mandarin-collar jackets

Menswear, Tailoring, collar

Tailored jackets with band collars.

Rising next: rising



Matching waistcoat three-pieces

Menswear, Tailoring, garment

Three-piece suits with matching waistcoats.

Rising next: rising



Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Rising next: peaking



Multi-pocket gilets

Menswear, Outerwear, pocket

Utility gilets with bellows pockets.

Rising next: rising



Overshirt jackets

Menswear, Outerwear, garment

Snap-front jackets cut like shirts.

Rising next: rising

Rising in AW27



Oversized lapel flower brooches

Menswear, Tailoring, accessory

Large fabric, tulle or crochet flowers pinned to jacket lapels, at Dior, Sacai and Simone Rocha SS27.

Rising next: fading



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



Painter trousers

Menswear, Trousers, pocket

Hammer loops and rule pockets.

Rising next: rising



Patch pockets on soft jackets

Menswear, Tailoring, pocket

Unstructured jackets with patch pockets.

Rising next: peaking



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: rising



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Rising next: peaking



Printed resort shirts

Menswear, Shirts & Polos, collar

Camp-collar shirts in bold prints.

Rising next: peaking

Rising in AW27



Puffed pleated suit trousers

Menswear, Tailoring, pleat

Slightly puffed, pleated trousers.

Rising next: peaking



Quilted gilets

Menswear, Outerwear, layer

Sleeveless quilted layers.

Rising next: peaking



Raglan-sleeve overcoats

Menswear, Outerwear, sleeve

Overcoats with raglan shoulders.

Rising next: rising



Relaxed pleated chinos

Menswear, Trousers, pleat

Easy chinos with front pleats.

Rising next: peaking



Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Rising next: rising



Ribbed tank tops

Menswear, Knitwear, shape

Ribbed sleeveless knits.

Rising next: peaking



Saddle shoulders

Menswear, Knitwear, shoulder

Saddle-shoulder construction.

Rising



Satin side-stripe trousers

Menswear, Tailoring, seam

Evening trousers with satin stripes.

Rising next: rising

Rising in AW27



Scarf-tied waistbands

Menswear, Trousers, waist

Silk scarves or cummerbund-like sashes worn in place of a belt, as at Prada and Celine SS27.

Rising next: peaking



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Rising next: rising



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Rising next: peaking



Sherpa-lined trucker jackets

Menswear, Outerwear, lining

Trucker jackets with fleece collars.

Rising next: rising



Short-sleeve Oxford shirts

Menswear, Shirts & Polos, collar

Button-down collars on short sleeves.

Rising next: rising



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Rising next: peaking



Side-tab trousers

Menswear, Trousers, hardware

Side tabs instead of belt loops.

Rising next: rising



Single-pleat suit trousers

Menswear, Tailoring, pleat

One forward pleat on suit trousers.

Rising next: rising

Rising in AW27



Snap-front western shirts

Menswear, Shirts & Polos, hardware

Pointed yokes and pearl snaps.

Rising next: rising



Soft shawl-collar dinner jackets

Menswear, Tailoring, lapel

Shawl lapels on soft evening jackets.

Rising next: rising



Storm-collar jackets

Menswear, Outerwear, collar

High collars with a buttoned storm flap.

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



Tailored joggers

Menswear, Trousers, hem

Tailored trousers with elastic cuffs.

Rising next: peaking



Tailored track pants

Menswear, Trousers, garment

Track pants cut like trousers, with piping.

Rising next: peaking



Tailored wool shorts

Menswear, Trousers, length

Pleated shorts in wool.

Rising next: rising

Rising in AW27



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



Tucked shirts with slim ties

Menswear, Shirts & Polos, styling

Tucked-in shirts with narrow ties.

Rising next: rising



Unlined summer blazers

Menswear, Tailoring, shape

Light blazers with hand-finished edges.

Rising next: peaking



Utility overshirts with snaps

Menswear, Shirts & Polos, hardware

Snap-front overshirts with chest pockets.

Rising next: rising



Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Rising next: rising



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Rising next: rising

Rising in AW27



Velvet shirts

Menswear, Shirts & Polos, fabric

Velvet in aubergine and emerald.

Rising



Waistcoats worn alone

Menswear, Tailoring, garment

Waistcoats worn without jackets.

Rising next: peaking



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Rising next: peaking



Windbreaker as a blazer

Menswear, Outerwear, layer

Sporty shells worn over tailoring.

Rising next: peaking



Zip-neck polos

Menswear, Shirts & Polos, closure

Polos closed with a short zip.

Rising next: peaking



Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

Rising next: peaking

Peaking in AW27



Fisherman-style raincoats

Menswear, Outerwear, silhouette

Long, roomy raincoats modelled on fishermen's oilskins with storm flaps and hoods; part of Louis Vuitton's weather-themed Men's SS27 pre-collection (Oct 2026).

Peaking next: peaking



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



Belted high waists

Menswear, Trousers, waist

Worn belted and high.

Peaking next: fading



Brushed alpaca

Menswear, Knitwear, fabric

Fluffy, brushed surfaces.

Peaking



Buckle side adjusters

Menswear, Trousers, hardware

Adjusters replacing belt loops.

Peaking next: fading



Clean leather bombers

Menswear, Outerwear, garment

Brown, navy and burgundy leather bombers.

Peaking next: fading



Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Peaking next: peaking



Cricket jumpers

Menswear, Knitwear, trim

Cables with striped tipping.

Peaking next: fading

Peaking in AW27



Double-breasted two-piece

Menswear, Tailoring, closure

DB suits with wide lapels.

Peaking next: fading



Double-face wool overcoats

Menswear, Outerwear, fabric

Unlined coats with hand-finished edges.

Peaking



Fur and shearling collars

Menswear, Outerwear, collar

Fur accents on bombers and coats.

Peaking



Geometric panel piecing

Menswear, Shirts & Polos, panel

Triangular and angled panels.

Peaking next: fading



Grey melange flannel

Menswear, Tailoring, fabric

Mid-grey wool flannel.

Peaking



Heavy shawl-collar cardigans

Menswear, Knitwear, collar

Chunky shawl collars.

Peaking



Jewel-tone cashmere

Menswear, Knitwear, colour

Fine knits in aubergine, mustard and emerald.

Peaking



Leather and wool varsity

Menswear, Outerwear, garment

Varsity jackets with rib trims.

Peaking

Peaking in AW27



Long-sleeve knitted polos

Menswear, Knitwear, collar

Polo collars on long-sleeve knits.

Peaking next: fading



Open Johnny-collar knit polos

Menswear, Shirts & Polos, collar

Open collars on fine knits.

Peaking next: fading



Overshirt-style blazers

Menswear, Tailoring, shape

Blazers with shirt collars and flap pockets.

Peaking next: peaking



Oxford button-downs

Menswear, Shirts & Polos, collar

The classic button-down collar.

Peaking next: fading



Pocket squares

Menswear, Tailoring, accessory

Back in everyday suiting.

Peaking next: fading



Pocketless clean shirts

Menswear, Shirts & Polos, shape

Minimal shirts with hidden plackets.

Peaking next: fading



Popover shirts

Menswear, Shirts & Polos, placket

Half-placket shirts pulled over the head.

Peaking next: fading



Quarter-zip tops

Menswear, Shirts & Polos, closure

Quarter zips on knits and sport shirts.

Peaking

Peaking in AW27



Quilt-lined car coats

Menswear, Outerwear, layer

Car coats with quilted linings.

Peaking next: fading



Raglan sweatshirts

Menswear, Knitwear, sleeve

Sweatshirts with raglan sleeves.

Peaking next: fading



Relaxed 1930s drape

Menswear, Tailoring, shape

Soft, languid suits with fuller trousers.

Peaking next: fading



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Peaking next: fading



Shawl-collar pullovers

Menswear, Knitwear, collar

Pullovers with shawl collars.

Peaking next: fading



Shearling-collar aviators

Menswear, Outerwear, collar

Aviator jackets with shearling collars.

Peaking next: fading



Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Peaking next: fading



Shorts with turn-ups

Menswear, Trousers, hem

Tailored shorts with deep turn-ups.

Peaking next: fading

Peaking in AW27



Single and double pleats

Menswear, Trousers, pleat

Pleats return to everyday trousers.

Peaking next: fading



Soft-shoulder Neapolitan jackets

Menswear, Tailoring, shoulder

Unpadded, natural shoulders.

Peaking next: fading



Statement collars

Menswear, Shirts & Polos, collar

Wide or long-point collars as a focal point.

Peaking next: fading



Striped and repp ties

Menswear, Tailoring, accessory

Bold stripes back on ties.

Peaking next: fading



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



Utility cargo trousers

Menswear, Trousers, pocket

Cargo pockets on straight legs.

Peaking next: fading



Utility trench details

Menswear, Outerwear, detail

Gun flaps, epaulettes and belts.

Peaking next: fading

Peaking in AW27



Wide-lapel suits

Menswear, Tailoring, lapel

Broader lapels on two-piece suits.

Peaking next: fading



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



Contrast cuffs

Menswear, Shirts & Polos, cuff

White or contrast cuffs.

Fading



Pointed shoulders

Menswear, Tailoring, shoulder

Sharper shoulder lines.

Fading



Striped rugby shirts

Menswear, Shirts & Polos, garment

Rugby shirts with white collars.

Fading



Technical parkas

Menswear, Outerwear, garment

Gorpcore parkas with taped seams.

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.



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



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

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.

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

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.