AW27

FORECUT



Season themes

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

The big stories of the season, why they are happening and the pieces that carry them.

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 Bead-droplet embroidered dresses, Drawcord-hem cropped fleece jackets and Dropped-crotch Aladdin trousers.

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

Bead-droplet embroidered dresses, Drawcord-hem cropped fleece jackets, Dropped-crotch Aladdin trousers, Elongated evening jumpsuits and Floral-embroidered cropped puffers are rising and keep growing into SS28.

Test in small quantities

Ankle-strap balloon trousers, Lacquered funnel-neck trenches, Parachute-poplin tuxedo shirts, Belted knee-high boots and Belted suit jackets are new ideas to try.

Sell through

Cup-bodice gold column gowns, Lace-up corset-back sequin gowns, Low-rise bootcut jeans and Suede equestrian jackets are at their height. Do not add depth.

Reduce or rework

Long denim coats and Sheer fine-gauge layers are moving out.

Range strategy

Build depth

- Bead-droplet embroidered dresses
- Drawcord-hem cropped fleece jackets
- Dropped-crotch Aladdin trousers
- Elongated evening jumpsuits
- Floral-embroidered cropped puffers
- Fringed macramé tops
- Generous 1980s double-breasted suits
- Laser-cut coral-relief dresses
- Low-rise slip skirts with bra tops

Test small

- Ankle-strap balloon trousers
- Lacquered funnel-neck trenches
- Parachute-poplin tuxedo shirts
- Belted knee-high boots
- Belted suit jackets
- Clean column dresses
- Concealed-placket shirts
- Fly-front placket shirts
- Funnel-neck base layers

Sell through

- Cup-bodice gold column gowns
- Lace-up corset-back sequin gowns
- Low-rise bootcut jeans
- Suede equestrian jackets
- Tone-on-tone embroidered tuxedos
- Balloon trousers
- Beads and sequins on knits
- Belted high waists
- Belted trench blazers

Exit or rework

- Long denim coats
- Sheer fine-gauge layers

Actions and timing

Actions for the range

- Add a self-belt to your core coat.
- Test a double-belt version in one colour.
- Carry SS27 peplum jackets into wool.
- Move SS27 smocking details onto knit cuffs.
- Use tonal embroidery to keep it subtle.
- Offer mohair blends at mid price.
- 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
Bead-droplet embroidered dresses		Emerging	Rising		Peaking
Drawcord-hem cropped fleece jackets	Emerging		Rising		Peaking
Dropped-crotch Aladdin trousers		Emerging	Rising		Peaking
Elongated evening jumpsuits	Emerging		Rising		Peaking
Floral-embroidered cropped puffers	Emerging		Rising		Peaking
Fringed macramé tops		Emerging	Rising		Peaking
Generous 1980s double-breasted suits	Emerging	Rising	Rising	Peaking	Fading
Laser-cut coral-relief dresses		Emerging	Rising	Peaking	Peaking
Low-rise slip skirts with bra tops		Emerging	Rising	Peaking	Fading
Sheer lattice capes		Emerging	Rising	Rising	Peaking
Shirred-waist fleece skirts	Emerging		Rising		Fading
Wired peacoats	Emerging		Rising		Peaking

Carried on from SS27

Belted wrap fronts
Rising in SS27, rising now

Cinched peplum jackets
Emerging in SS27, rising now

Collarless cropped jackets
Rising in SS27, peaking now

Double-belted waists
Emerging in SS27, rising now

Welt-pocket cocoon coats
Rising in SS27, rising now

Belted safari jackets
Rising in SS27, rising now

What happens in SS28

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

Laser-cut coral-relief dresses
Rising now, peaking in SS28

Low-rise slip skirts with bra tops
Rising now, peaking in SS28

Sheer lattice capes
Rising now, rising in SS28

Woven-stripe longline overlayers
Rising now, rising in SS28

Argyle knits
Rising now, rising in SS28

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.

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.

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.

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.

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

Sheer lattice capes, Woven-stripe longline overlayers, Floral-embroidered cropped puffers, Lace-trimmed slips over knits

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

Welt-pocket cocoon coats, Hidden-placket overcoats, Brushed wool-cashmere coats, Sheer lattice capes

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

Cinched peplum jackets, Collarless cropped jackets, Belted safari jackets, Suede equestrian jackets

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

Photographic and art prints, Long denim coats, Denim waistcoats, Embroidered denim

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

Floral-embroidered cropped puffers, Photographic and art prints, Belted shirt dresses, Bead-droplet embroidered dresses

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 lattice capes, Photographic and art prints, Sheer fine-gauge layers, Double-layer sheer skirts

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.