AW27

FORECUT



Womenswear

Full forecast report

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

2 November 2026

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About this report

Coats, dresses, tops, knitwear, trousers, denim and tailoring, 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 Armour-structured vests, Bead-droplet embroidered dresses and Beaded-fringe canvas dresses.

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

Armour-structured vests, Bead-droplet embroidered dresses, Beaded-fringe canvas dresses, Drawcord-hem cropped fleece jackets and Dropped-crotch Aladdin trousers are rising and keep growing into SS28.

Test in small quantities

Ankle-strap balloon trousers, Lacquered funnel-neck trenches, Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers and Articulated sleeves are new ideas to try.

Sell through

Black tailoring with fuchsia accents, Corseted tea-length crinoline dresses, Cropped parkas over evening gowns and Cup-bodice gold column gowns are at their height. Do not add depth.

Reduce or rework

Backless apron tops, Cape backs and capelets, Contrast collars and cuffs and Dropped, rounded shoulders are moving out.



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

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

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





Bead-droplet embroidered dresses

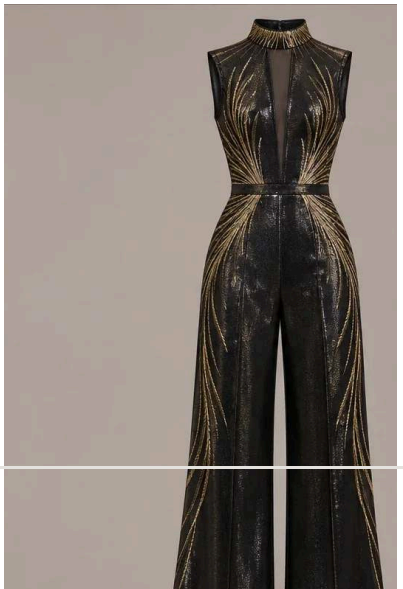


Beaded-fringe canvas dresses



Drawcord-hem cropped fleece jackets







How it developed

Piece	AW26	SS27	**AW27**	SS28	AW28
Armour-structured vests		Emerging	Rising	Rising	Peaking
Bead-droplet embroidered dresses		Emerging	Rising		Peaking
Beaded-fringe canvas dresses		Emerging	Rising	Peaking	Fading
Drawcord-hem cropped fleece jackets	Emerging		Rising		Peaking
Dropped-crotch Aladdin trousers		Emerging	Rising		Peaking
Elongated evening jumpsuits	Emerging		Rising		Peaking
Fishtail gowns with attached drapes	Emerging		Rising		Peaking
Floral-embroidered cropped puffers	Emerging		Rising		Peaking
Floral-lined showerproof jackets	Emerging	Emerging	Rising	Rising	Peaking
Fringed macramé tops		Emerging	Rising		Peaking
Fringed minis with back trains		Emerging	Rising	Peaking	Fading
Laser-cut coral-relief dresses		Emerging	Rising	Peaking	Peaking

Carried on from SS27

Dropped, rounded shoulders
Peaking in SS27, fading now

Belted wrap fronts
Rising in SS27, rising now

Patent trench with storm flaps
Rising in SS27, peaking now

Cape backs and capelets
Peaking in SS27, fading now

Cinched peplum jackets
Emerging in SS27, rising now

Collarless cropped jackets
Rising in SS27, peaking now

What happens in SS28

Armour-structured vests
Rising now, rising in SS28

Beaded-fringe canvas dresses
Rising now, peaking in SS28

Floral-lined showerproof jackets
Rising now, rising in SS28

Fringed minis with back trains
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

Emerging in AW27



Ankle-strap balloon trousers

Womenswear, Trousers & Skirts, hem

Loose balloon-leg trousers gathered at the ankle by a cinchable strap; Ralph Lauren Pre-Fall 2027, 6 Nov 2026.

Emerging next: rising



Lacquered funnel-neck trenches

Womenswear, Coats & Jackets, collar

Trench coats in a lacquered, high-shine finish with a tall funnel neck instead of a notch collar; Ralph Lauren Pre-Fall 2027 (seafoam), New York, 6 Nov 2026.

Emerging next: rising



Parachute-poplin tuxedo shirts

Womenswear, Tops & Shirts, fabric

Pleated-front tuxedo shirts cut in light, crisp parachute-cotton poplin; Ralph Lauren Pre-Fall 2027 evening, 6 Nov 2026.

Emerging next: rising



Taffeta jogger evening trousers

Womenswear, Trousers & Skirts, fabric

Featherweight taffeta joggers with elastic cuffs worn under a tuxedo blazer for evening; Ralph Lauren Pre-Fall 2027, 6 Nov 2026.

Emerging next: rising



Articulated sleeves

Womenswear, Coats & Jackets, sleeve

Shaped elbows for easier movement in outerwear.

Emerging next: rising



Belted suit jackets

Womenswear, Tailoring, waist

Wrapped suit jackets held with a belt.

Emerging next: rising



Clean column dresses

Womenswear, Dresses, shape

Straight, unadorned column shapes.

Emerging next: rising



Concealed-placket shirts

Womenswear, Tops & Shirts, placket

Fly-front plackets that hide the buttons.

Emerging next: rising

Emerging in AW27



Funnel-neck base layers

Womenswear, Tops & Shirts, neckline

Fine ribbed funnel necks for layering.

Emerging



Funnel-neck knit dresses

Womenswear, Dresses, neckline

Ribbed knit dresses with a high funnel neck.

Emerging



Funnel-neck knits

Womenswear, Knitwear, neckline

High funnel necks on fine and chunky knits.

Emerging next: rising



Lightweight technical trench

Womenswear, Coats & Jackets, fabric

Trenches in light technical cotton with taped seams.

Emerging next: rising



Long-line ribbed cardigans

Womenswear, Knitwear, shape

Long ribbed cardigans worn as coats.

Emerging next: rising



Raw selvedge denim

Womenswear, Denim, fabric

Unwashed selvedge shown on turn-ups.

Emerging next: rising



Smocked knit details

Womenswear, Knitwear, detail

Smocking moves onto knit cuffs and hems.

Emerging next: rising



Soft unstructured tailoring

Womenswear, Tailoring, shape

Unlined jackets with soft shoulders.

Emerging next: rising

Emerging in AW27



Stretch commuter suiting

Womenswear, Tailoring, fabric

Suits with stretch and articulated sleeves.

Emerging next: rising



Stretch performance denim

Womenswear, Denim, fabric

Slim denim with recovery stretch.

Emerging next: rising



Tailored stretch trousers

Womenswear, Trousers & Skirts, fabric

Slim tailored trousers with stretch.

Emerging next: rising



Technical stretch shirting

Womenswear, Tops & Shirts, fabric

Stretch, crease-resistant shirting with bonded seams.

Emerging next: rising



Utility shirt-jackets

Womenswear, Tops & Shirts, pocket

Shirt-jackets with snap fronts and chest pockets.

Emerging next: rising

Rising in AW27



Armour-structured vests

Womenswear, Tailoring, silhouette

Structured tailored vests with pronounced shoulders and a protective, armour-like shape over fluid dresses; De Goeye 10th-anniversary show, Brazil (29 Oct 2026).

Rising next: rising



Bead-droplet embroidered dresses

Womenswear, Dresses, embellishment

Dense glass-bead embroidery falling like raindrops over sheer or lace bases, as at Catarina Mina (São Paulo Fashion Week N61 (Oct 2026)); glass-bead layering also at Anushree Reddy, Lakmē Fashion Week x FDCI, Delhi (Oct 2026).

Rising



Beaded-fringe canvas dresses

Womenswear, Dresses, embellishment

Structured canvas dresses finished with long beaded fringe; Hertunba opened Lagos Fashion Week 2026 Day 2 (29 Oct) with a black canvas dress and red beaded fringe.

Rising next: peaking



Drawcord-hem cropped fleece jackets

Womenswear, Coats & Jackets, hem

Cropped zip fleeces with stand collars and gathered drawcord hems, embroidered with tiny flowers; Uniqlo x Cecilie Bahnsen FW26 (announced 5 Nov 2026, Japan launch 20 Nov).

Rising



Dropped-crotch Aladdin trousers

Womenswear, Trousers & Skirts, shape

Very full trousers with a low crotch gathered into a narrow ankle, shown at ALUF, Lilly Sarti and Uó at São Paulo Fashion Week N61 (Oct 2026).

Rising



Elongated evening jumpsuits

Womenswear, Tailoring, garment

Long, lean jumpsuits in black with glossy or metallic finishes and gold embroidery, as in Namrata Joshipura's OBSIDIAN, Lakmē Fashion Week x FDCI, Delhi (Oct 2026).

Rising



Fishtail gowns with attached drapes

Womenswear, Dresses, construction

Strapless fishtail gowns with a drape attached at the bodice and worn like a pallu, as in Suneet Varma's Kashi, Lakmē Fashion Week x FDCI, Delhi (Oct 2026).

Rising



Floral-embroidered cropped puffers

Womenswear, Coats & Jackets, trim

Short, boxy down puffers covered in floral embroidery; The North Face x Cecilie Bahnsen 'Lucia Nuptse Short' in black and navy, launched in Copenhagen 5 Nov 2026.

Rising

Rising in AW27



Floral-lined showerproof jackets

Womenswear, Coats & Jackets, lining

Showerproof field and quilted jackets with printed floral linings and reversible liners; Barbour x FARM Rio 'Tropical Greenhouse', on sale 30 Oct 2026.

Rising next: rising



Fringed macramé tops

Womenswear, Knitwear, texture

Hand-knotted macramé and crochet tops finished with long fringe, at Apartamento 03, Catarina Mina and Mercado Livre, São Paulo Fashion Week N61 (Oct 2026).

Rising



Fringed minis with back trains

Womenswear, Trousers & Skirts, hem

Mini skirts cut in layered fringe with a longer train at the back; Oshobor showed an ombré blue version at Lagos Fashion Week 2026 Day 2.

Rising next: peaking



Laser-cut coral-relief dresses

Womenswear, Dresses, fabric

Dresses laser-cut into branching, coral-like openwork and finished with bead embroidery; Chanel Cruise 2026/27 in Sydney, 5 Nov 2026.

Rising next: peaking



Low-rise slip skirts with bra tops

Womenswear, Trousers & Skirts, waist

A satin dress worn pulled down into a floor-length low-rise skirt with lace at waist and hem and a matching bra top; Simone Rocha SS27 on Camila Cabello at the Latin Grammys, Las Vegas, 12 Nov 2026.

Rising next: peaking



Off-shoulder ruffle dresses

Womenswear, Dresses, neckline

Dresses and corsets cut off the shoulder, with ruffles and gathers along the neckline, at Amir Slama, Ammi and Hisha, São Paulo Fashion Week N61 (Oct 2026).

Rising



Off-shoulder tweed sheath dresses

Womenswear, Dresses, neckline

Fitted midi sheaths in metallic tweed with an off-shoulder, sculpted neckline; Rebecca Vallance's custom tweed dress for Helena Christensen at Victoria Derby Day, Melbourne (31 Oct 2026), in line with the VRC's sleeveless midi sheath forecast for the carnival.

Rising next: peaking



Scale-beaded mermaid hems

Womenswear, Dresses, hem

Gowns and skirts beaded like fish scales that flare into a mermaid hem; Chanel's closing looks in Sydney, 5 Nov 2026, one with over 126,000 sequins.

Rising next: peaking

Rising in AW27

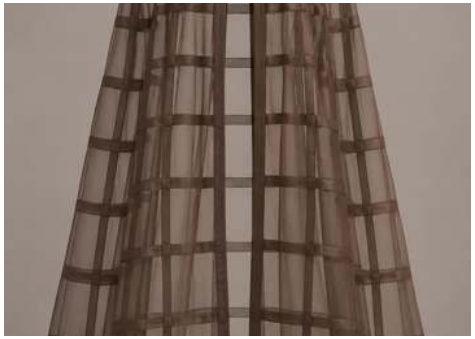


Sequin-flecked Fair Isle jumpers

Womenswear, Knitwear, texture

Neutral Fair Isle jumpers with scattered sequin detail for the holiday season; Mint Velvet's holiday edit (US holiday round-up, 18 Nov 2026).

Rising



Sheer lattice capes

Womenswear, Coats & Jackets, silhouette

Open lattice or sheer capes layered over co-ords and bustiers; shown by Hertunba at Lagos Fashion Week 2026 (29 Oct) over a black-and-white woven peplum set.

Rising next: rising



Shell-paillette jacket edging

Womenswear, Coats & Jackets, trim

Tweed and boxy jackets finished with shell-shaped paillettes along the fronts and hems; Chanel Cruise 2026/27 re-staged at Barangaroo, Sydney, 5 Nov 2026.

Rising next: rising



Shirred-waist fleece skirts

Womenswear, Trousers & Skirts, waist

Soft fleece skirts with a shirred, adjustable waist and frills in a contrast material; Uniqlo x Cecilie Bahnsen AW26 'winter walk', on sale in Japan from 20 Nov 2026.

Rising



Starry crystal velvet gowns

Womenswear, Dresses, embellishment

Black velvet bustier gowns scattered with crystals laid out like a night sky; Louis Vuitton on HoYeon Jung at the Governors Awards, Los Angeles, 15 Nov 2026.

Rising



Striped patchwork shirt dresses

Womenswear, Dresses, panel

Shirt dresses pieced from striped panels with an asymmetric hem; Ajanéé at Lagos Fashion Week 2026 Day 2 showed a pink-and-red striped patchwork version.

Rising next: peaking



Trompe-l'oeil shirt-print tops

Womenswear, Tops & Shirts, print

Sweatshirts, tees and dresses printed with the image of a shirt layered on top, as at À La Garçonne, São Paulo Fashion Week N61 (Oct 2026).

Rising next: peaking



Wired peacoats

Womenswear, Coats & Jackets, silhouette

Double-breasted peacoats with wired edges that hold a curved, stand-away shape; OPEN YY Fall/Winter 2026, Seoul (2 Nov 2026).

Rising

Rising in AW27



Woven-stripe longline overlayers

Womenswear, Coats & Jackets, silhouette

Ankle-length open overlayers in hand-woven stripes running in several directions; DARRA reworked Javanese lurik, ikat and songket this way at Jakarta Fashion Week 2027 (27 Oct 2026).

Rising next: rising



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising next: rising



Asymmetric wrap closures

Womenswear, Coats & Jackets, closure

Off-centre wrap fronts held with a tie.

Rising next: rising



Asymmetric-collar pinstripe shirts

Womenswear, Tops & Shirts, collar

Pinstripe shirts with one exaggerated collar point, tucked into soft skirts, as at Dior SS27.

Rising next: peaking



Band-collar shirts with long placket

Womenswear, Tops & Shirts, collar

Collarless shirts with an extended placket.

Rising next: rising



Barrel-leg cargo jeans

Womenswear, Denim, pocket

Curved legs with cargo pockets.

Rising next: rising



Barrel-leg trousers

Womenswear, Trousers & Skirts, shape

Curved legs that taper at the hem.

Rising next: peaking



Basque waist bodices

Womenswear, Dresses, waist

A pointed waist seam that dips below the natural waist.

Rising next: peaking

Rising in AW27



Belted safari jackets

Womenswear, Coats & Jackets, pocket

Bellows pockets, epaulettes and a self-belt.

Rising next: rising



Belted shirt dresses

Womenswear, Dresses, waist

Classic shirt dresses with a self-belt.

Rising next: rising



Belted wrap fronts

Womenswear, Coats & Jackets, closure

Self-fabric tie belts replacing buttons.

Rising next: peaking



Bishop-sleeve knits

Womenswear, Knitwear, sleeve

Full sleeves gathered into long cuffs.

Rising next: rising



Black and grey denim

Womenswear, Denim, wash

Washed black and grey denim.

Rising next: rising



Boxy cropped jackets

Womenswear, Coats & Jackets, shape

Short, square jackets with dropped shoulders.

Rising next: rising



Brushed mohair

Womenswear, Knitwear, fabric

Hairy, brushed mohair surfaces.

Rising



Brushed wool-cashmere coats

Womenswear, Coats & Jackets, fabric

Soft, brushed blends with a hazy surface.

Rising next: rising

Rising in AW27



Bubble hems

Womenswear, Trousers & Skirts, hem

Puffed hems on short skirts.

Rising next: peaking



Bubble-hem dresses

Womenswear, Dresses, hem

Short dresses with a puffed, gathered hem.

Rising next: rising



Button-fly denim shorts

Womenswear, Denim, length

Short jeans with exposed button flies.

Rising next: peaking



Button-front midi skirts

Womenswear, Trousers & Skirts, closure

Buttons running down the front of the skirt.

Rising next: rising



Button-shoulder knits

Womenswear, Knitwear, closure

Buttoned tabs along the shoulder.

Rising next: peaking



Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

Rising next: peaking



Carpenter jeans

Womenswear, Denim, pocket

Hammer loops and utility pockets.

Rising next: rising



Check tailoring

Womenswear, Tailoring, fabric

Prince of Wales and windowpane checks.

Rising next: rising

Rising in AW27



Cinched one-button jackets

Womenswear, Tailoring, waist

Nipped waists with a single button.

Rising next: peaking



Cinched peplum jackets

Womenswear, Coats & Jackets, waist

Short jackets flared below a defined waist seam.

Rising next: rising



Clean straight-leg trousers

Womenswear, Trousers & Skirts, shape

Straight legs with pressed creases.

Rising next: rising



Clean wide-leg trouser jeans

Womenswear, Denim, shape

Wide jeans cut like trousers, with creases.

Rising next: rising



Collarless double-breasted jackets

Womenswear, Tailoring, closure

Double-breasted fronts without lapels.

Rising next: rising



Collarless tailored jackets

Womenswear, Tailoring, neckline

Jackets with clean V-necklines and no lapels.

Rising next: rising



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising next: rising



Contrast-tipped knits

Womenswear, Knitwear, trim

Contrast stripes at necks and cuffs.

Rising next: peaking

Rising in AW27



Corset-seamed dresses

Womenswear, Dresses, seam

Visible corset-style seams on day dresses.

Rising next: rising



Cropped ankle trousers

Womenswear, Trousers & Skirts, length

Slim trousers cut above the ankle.

Rising next: rising



Cropped boxy shirts

Womenswear, Tops & Shirts, shape

Short camp-collar shirts with straight hems.

Rising next: peaking



Cropped cardigans

Womenswear, Knitwear, shape

Short cardigans ending at the waist.

Rising next: rising



Cuffed jean hems

Womenswear, Denim, hem

Turned-up hems on straight jeans.

Rising next: rising



Cuffed wide trousers

Womenswear, Trousers & Skirts, hem

Wide legs finished with deep turn-ups.

Rising next: rising



Dark rinse, clean finish

Womenswear, Denim, wash

Deep indigo with minimal fading.

Rising next: peaking



Denim chore coats

Womenswear, Denim, garment

Long denim coats with patch pockets.

Rising next: rising

Rising in AW27



Denim midi skirts

Womenswear, Denim, garment

Button-front denim skirts.

Rising next: rising



Denim shirt dresses

Womenswear, Denim, garment

Snap-front denim shirt dresses.

Rising next: rising



Denim shirt-jackets

Womenswear, Denim, garment

Overshirts in denim with chest pockets.

Rising next: peaking



Denim with chain and patch trims

Womenswear, Denim, trim

Hanging chains and patches on jeans.

Rising next: fading



Detachable hoods

Womenswear, Coats & Jackets, collar

Hoods that zip or button off for two looks.

Rising next: peaking



Double front pleats, sharp creases

Womenswear, Trousers & Skirts, pleat

Pressed creases on wide trousers.

Rising next: peaking



Double-belted waistbands

Womenswear, Trousers & Skirts, waist

Two thin belts on high-rise trousers.

Rising next: rising



Double-belted waists

Womenswear, Coats & Jackets, waist

Two slim belts stacked at the waist.

Rising next: rising

Rising in AW27



Double-pocket camp shirts

Womenswear, Tops & Shirts, pocket

Camp-collar shirts with two chest pockets.

Rising next: rising



Drawstring wide trousers

Womenswear, Trousers & Skirts, waist

Easy drawstring waists on wide legs.

Rising next: rising



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Rising next: rising



Fine-gauge zip polos

Womenswear, Knitwear, closure

Collared knits with a short zip.

Rising next: rising



Flap-pocket blazers

Womenswear, Tailoring, pocket

Oversized flap pockets on blazers.

Rising next: rising



Floral print midis

Womenswear, Dresses, print

Small and painterly florals on midi dresses.

Rising next: rising



Funnel neck with concealed zip

Womenswear, Coats & Jackets, neckline

Stand-up collars closing with a hidden zip.

Rising



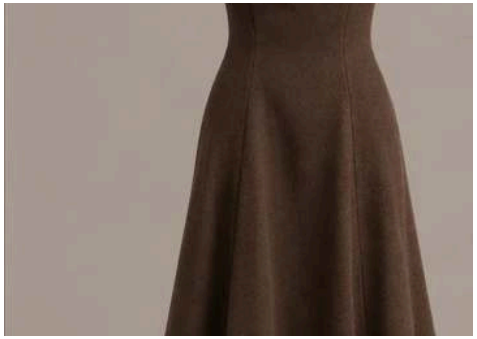
Half-zip knits

Womenswear, Knitwear, closure

Short zips on funnel-neck knits.

Rising next: rising

Rising in AW27



Halter-neck dresses

Womenswear, Dresses, neckline

Necklines tied at the back of the neck.

Rising next: rising



Henley plackets

Womenswear, Tops & Shirts, placket

Short button plackets on jersey tops.

Rising next: rising



Hidden-placket overcoats

Womenswear, Coats & Jackets, closure

Fly fronts that hide the buttons.

Rising next: rising



High necklines

Womenswear, Dresses, neckline

Stand-up and high round necklines.

Rising next: peaking



High-rise sailor trousers

Womenswear, Trousers & Skirts, closure

Button-front flaps on high-rise wide legs.

Rising next: rising



High-waisted pleated trousers

Womenswear, Trousers & Skirts, waist

High rises with two front pleats.

Rising next: rising



Lace-cami layering tops

Womenswear, Tops & Shirts, trim

Lace-edged camisoles for layering.

Rising next: rising



Layered slip-over-dress

Womenswear, Dresses, layer

A longer slip showing below the dress hem.

Rising next: peaking

Rising in AW27



Leather-look trousers

Womenswear, Trousers & Skirts, fabric

Straight trousers in faux leather.

Rising next: rising



Long satin boxer shorts

Womenswear, Trousers & Skirts, shape

Knee-grazing satin shorts with an elastic or drawcord waist, as at Ann Demeulemeester SS27.

Rising



Longline blazers

Womenswear, Tailoring, shape

Blazers reaching mid-thigh.

Rising next: peaking



Longline knit vests

Womenswear, Knitwear, shape

Long sleeveless knits over shirts.

Rising next: rising

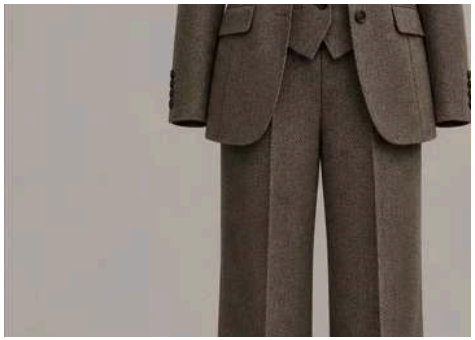


Matching denim suits

Womenswear, Denim, garment

Denim blazers worn with matching jeans.

Rising next: rising



Menswear three-piece suits

Womenswear, Tailoring, garment

Waistcoats worn under matching jackets.

Rising next: rising



Mesh-panel tops

Womenswear, Tops & Shirts, panel

Sheer mesh panels pieced into jersey.

Rising next: rising



Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Rising next: peaking

Rising in AW27



Oversized boyfriend shirts

Womenswear, Tops & Shirts, shape

Roomy shirts with dropped shoulders.

Rising next: peaking



Patch-pocket blazers

Womenswear, Tailoring, pocket

Relaxed blazers with patch pockets.

Rising next: rising



Patch-pocket denim jackets

Womenswear, Denim, pocket

Short jackets with patch pockets.

Rising next: rising



Peak-lapel coats

Womenswear, Tailoring, lapel

Tailored coats with peak lapels.

Rising next: rising



Peplum blouses

Womenswear, Tops & Shirts, waist

Blouses flared below a waist seam.

Rising next: rising



Pinstripe waistcoats

Womenswear, Tailoring, fabric

Pinstripe waistcoats worn alone.

Rising next: peaking



Pleated bib fronts

Womenswear, Tops & Shirts, front

Pin-tucked or pleated bibs on shirts.

Rising next: rising



Pleated midi dresses

Womenswear, Dresses, pleat

Knife-pleated skirts on fitted bodices.

Rising next: rising

Rising in AW27



Pleated midi skirts

Womenswear, Trousers & Skirts, pleat

Knife-pleated midi skirts.

Rising next: rising



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: rising



Polo-collar knit tops

Womenswear, Tops & Shirts, collar

Knitted polo collars on fitted tops.

Rising next: rising



Puff-shoulder cardigans

Womenswear, Knitwear, shoulder

Raised, gathered shoulders on cardigans.

Rising next: rising



Puff-shoulder minis

Womenswear, Dresses, sleeve

Short dresses with gathered puff shoulders.

Rising next: peaking



Puff-sleeve blouses

Womenswear, Tops & Shirts, sleeve

Gathered puff sleeves on short blouses.

Rising next: rising



Quilted liner jackets

Womenswear, Coats & Jackets, fabric

Diamond-quilted jackets worn as outer layers.

Rising next: rising



Raglan baseball tees

Womenswear, Tops & Shirts, sleeve

Contrast raglan sleeves on jersey tees.

Rising next: peaking

Rising in AW27



Raglan sleeve coats

Womenswear, Coats & Jackets, sleeve

Sleeves cut in one with the shoulder for a softer line.

Rising next: peaking



Raw-hem jeans

Womenswear, Denim, hem

Cut, unfinished hems.

Rising next: rising

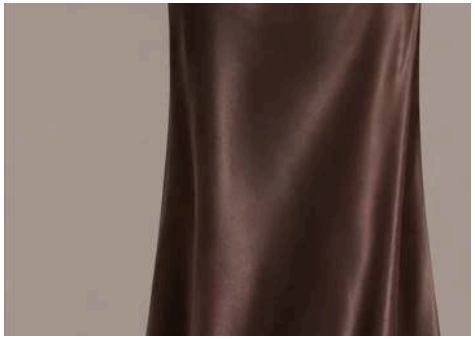


Ribbed polo knits

Womenswear, Knitwear, collar

Ribbed knits with polo collars.

Rising next: peaking



Satin slip skirts

Womenswear, Trousers & Skirts, fabric

Fluid satin skirts cut on the bias.

Rising next: rising



Satin tailored blazers

Womenswear, Tailoring, fabric

Classic blazer shapes cut in liquid satin for day and evening, as at Givenchy SS27.

Rising next: peaking



Saucer-buckle wide belts

Womenswear, Trousers & Skirts, waist

Wide belts with oversized round buckles cinching trousers and skirts, led by Celine SS27.

Rising next: peaking



Scarf-tie necklines

Womenswear, Tops & Shirts, neckline

Long ties at the neck worn loose or knotted.

Rising next: rising



Seersucker sundresses

Womenswear, Dresses, fabric

Puckered cotton for light summer dresses.

Rising next: peaking

Rising in AW27



Shawl-lapel jackets

Womenswear, Tailoring, lapel

Rounded shawl lapels on day jackets.

Rising next: rising



Sheer organza blouses

Womenswear, Tops & Shirts, fabric

Transparent organza blouses with band collars.

Rising next: rising



Sheer-sleeve dresses

Womenswear, Dresses, sleeve

Transparent sleeves on opaque dresses.

Rising next: peaking



Shirred bodice midis

Womenswear, Dresses, bodice

Elastic shirring across the bodice.

Rising next: peaking



Side-stripe tuxedo trousers

Womenswear, Trousers & Skirts, seam

Satin stripes down the outseam.

Rising next: rising



Single-breasted car coats

Womenswear, Coats & Jackets, shape

Hip-to-thigh length coats with patch pockets.

Rising next: rising

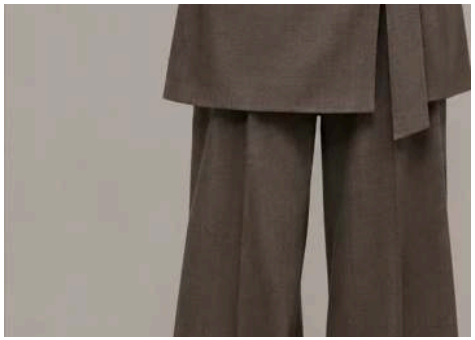


Single-button tuxedo jackets

Womenswear, Tailoring, lapel

Satin-faced peak lapels.

Rising next: peaking



Skirt-overlay trousers

Womenswear, Trousers & Skirts, layer

Fluid trousers with a skirt-like panel or apron layered over the front, seen at Louis Vuitton SS27.

Rising next: rising

Rising in AW27



Slim cigarette trousers

Womenswear, Tailoring, leg

Slim ankle-length suit trousers return.

Rising next: peaking



Smocked bodices

Womenswear, Dresses, bodice

Elasticated smocking across the bodice.

Rising next: rising



Smocked necklines and cuffs

Womenswear, Tops & Shirts, detail

Smocked bands at the neck and cuffs.

Rising next: peaking



Soft drape jackets

Womenswear, Tailoring, shape

Unstructured wrap jackets with soft shoulders.

Rising next: peaking



Square-neck sundresses

Womenswear, Dresses, neckline

Square necklines on tiered cotton dresses.

Rising next: rising



Stand-collar field coats

Womenswear, Coats & Jackets, collar

Short stand collars on zip-front field coats.

Rising next: rising



Straight-leg vintage jeans

Womenswear, Denim, shape

Classic straight jeans with a vintage feel.

Rising next: peaking



Tie-cuff sleeves

Womenswear, Coats & Jackets, cuff

Cuffs finished with contrast tabs and ties.

Rising next: peaking

Rising in AW27



Tiered maxi skirts

Womenswear, Trousers & Skirts, hem

Gathered tiers on long skirts.

Rising next: peaking



Tiered prairie dresses

Womenswear, Dresses, hem

High-neck dresses with tiered skirts.

Rising next: rising



Tunic-length knits

Womenswear, Knitwear, shape

Long knits worn over trousers.

Rising next: rising



Tuxedo stripe trousers

Womenswear, Tailoring, seam

Slim trousers with satin side stripes.

Rising next: rising



Two-tone denim panels

Womenswear, Denim, panel

Contrasting washes pieced together.

Rising next: peaking



Two-tone panelled coats

Womenswear, Coats & Jackets, panel

Contrasting panels pieced across the body.

Rising next: rising



Unfinished raw hems

Womenswear, Dresses, hem

Undone, frayed hems on light cottons.

Rising next: fading



Velvet lapel facings

Womenswear, Tailoring, trim

Velvet trims on wool tailoring.

Rising

Rising in AW27



Vintage poster-print tops

Womenswear, Tops & Shirts, print

Tops and tees printed with old film-poster style graphics, as at Dries Van Noten SS27.

Rising next: fading



Waistcoat and trouser sets

Womenswear, Tailoring, garment

Matching waistcoats and trousers.

Rising next: rising



Wax-coated denim

Womenswear, Denim, finish

Coated denim with a waxy sheen.

Rising next: fading



Welt-pocket cocoon coats

Womenswear, Coats & Jackets, pocket

Rounded cocoon coats with clean welt pockets.

Rising next: peaking



Wide-leg jeans

Womenswear, Denim, shape

Full wide legs from the hip.

Rising next: peaking



Wide-leg palazzo trousers

Womenswear, Trousers & Skirts, shape

Very wide, fluid trouser legs.

Rising next: peaking



Wide-leg suit trousers

Womenswear, Tailoring, leg

Wide legs with a single pleat.

Rising next: rising



Wrap and tie-front tops

Womenswear, Tops & Shirts, front

Wrapped fronts tied at the waist.

Rising next: peaking

Rising in AW27



Wrap and twist-front dresses

Womenswear, Dresses, front

Wrapped bodices tied at the side waist.

Rising next: rising



Wrap cardigans

Womenswear, Knitwear, front

Long cardigans wrapped and belted.

Rising next: peaking



Wrap midi dresses

Womenswear, Dresses, front

Wrapped bodices and skirts tied at the side.

Rising next: rising



Wrap mini skirts

Womenswear, Trousers & Skirts, front

Short wrapped skirts tied at the hip.

Rising next: peaking



Wrap skirts

Womenswear, Trousers & Skirts, front

Wrapped skirts tied at the waist.

Rising next: peaking



Wrap-front blouses

Womenswear, Tops & Shirts, front

Blouses wrapped and tied at the waist.

Rising next: peaking

Peaking in AW27



Black tailoring with fuchsia accents

Womenswear, Tailoring, colour

Black wool and corduroy suiting with fuchsia kept as the only accent colour, never mixed in one outfit; Reserved x Dawid Woliński capsule, Europe, 5 Nov 2026.

Peaking next: fading



Corseted tea-length crinoline dresses

Womenswear, Dresses, silhouette

Strapless corset bodices over a crinoline-lined petticoat skirt cut to tea length, softened with tulle draped over the shoulders; Vivienne Westwood custom black Chantilly-lace dress for Ariana Grande at the London 'Focker-In-Law' premiere, 18 Nov 2026.

Peaking next: fading



Cropped parkas over evening gowns

Womenswear, Coats & Jackets, layer

A short parka-style jacket thrown over a beaded evening gown; bbyclose at the 40th ARIA Music Awards, Sydney, 18 Nov 2026, alongside moto jackets over dresses on the same carpet.

Peaking next: fading



Cup-bodice gold column gowns

Womenswear, Dresses, bodice

Long metallic-gold gowns with a defined cup or bustier bodice, all-over shine and a high slit; several stars at the 47th Cairo International Film Festival, 11 Nov 2026.

Peaking next: fading



Lace-up corset-back sequin gowns

Womenswear, Dresses, back

Fully sequinned column gowns closed with corset lacing down the back; Tamara Ralph on Lily James at the Governors Awards, Los Angeles, 15 Nov 2026, with Karol G's lace-up corset bodice (Celia Kritharioti couture) at the Latin Grammys, 12 Nov.

Peaking next: fading



Low-rise bootcut jeans

Womenswear, Denim, shape

Low-slung jeans, slim through the thigh with a slight flare below the knee, as in Madhappy x Lucky Brand (Oct 2026).

Peaking next: peaking



Ombré sequin gowns

Womenswear, Dresses, embellishment

Long gowns with sequins graded from dense to sparse or light to dark; Elie Saab's dégradé sequins reached the high street in the H&M collaboration launched 22 Oct 2026.

Peaking



Suede equestrian jackets

Womenswear, Coats & Jackets, fabric

Structured riding-style jackets in suede with shearling trims, as in Cara Cara's Equestrian capsule (Oct 2026).

Peaking

Peaking in AW27



Tone-on-tone embroidered tuxedos

Womenswear, Tailoring, embellishment

Black smoking suits embroidered all over in black, worn as the alternative to a gown; Marian Saud for Débora Plager at the Martín Fierro de Cable awards, Buenos Aires, 12 Nov 2026.

Peaking next: fading



Velvet cape tops

Womenswear, Tops & Shirts, sleeve

Evening tops with a short cape layer in place of sleeves, in burgundy velvet; Mint Velvet holiday 2026, with Sézane x Lucia Zolea's Angeline cape in the same round-up (18 Nov 2026).

Peaking



Balloon trousers

Womenswear, Trousers & Skirts, shape

Volume gathered into the ankle.

Peaking next: fading



Barrel leg with curved outseam

Womenswear, Denim, seam

Curved seams shaping the leg.

Peaking



Beads and sequins on knits

Womenswear, Knitwear, embellishment

Embellishment moving onto everyday jumpers.

Peaking



Belted trench blazers

Womenswear, Tailoring, waist

Trench details on belted blazers.

Peaking next: peaking



Bermuda suit shorts

Womenswear, Tailoring, length

Tailored shorts worn with blazers.

Peaking next: fading



Bias-cut velvet

Womenswear, Dresses, cut

Fluid bias-cut velvet in jewel tones.

Peaking

Peaking in AW27



Brooch-fastened cardigans

Womenswear, Knitwear, hardware

Brooches replacing buttons.

Peaking next: fading



Cargo midi skirts

Womenswear, Trousers & Skirts, pocket

Utility patch pockets on midi skirts.

Peaking next: peaking



Check-printed quilted puffers

Womenswear, Coats & Jackets, fabric

Gingham and tartan on quilted channels.

Peaking



Chunky rib turtlenecks

Womenswear, Knitwear, neckline

Deep ribbed roll necks.

Peaking next: peaking



Chunky shawl-collar cardigans

Womenswear, Knitwear, collar

Oversized shawl collars on long cardigans.

Peaking



Collarless cropped jackets

Womenswear, Coats & Jackets, neckline

Round-neck cropped jackets with clean edges.

Peaking next: fading



Contrast sash waists

Womenswear, Dresses, waist

Cummerbunds and sashes tied at the waist.

Peaking next: fading



Contrast-piped edges

Womenswear, Coats & Jackets, trim

Fine piping outlining fronts and collars.

Peaking next: fading

Peaking in AW27



Cricket cables with tipping

Womenswear, Knitwear, trim

Cable jumpers with striped V-neck tipping.

Peaking



Cropped blazers

Womenswear, Tailoring, shape

Short blazers ending at the waist.

Peaking next: fading



Cummerbunds over suits

Womenswear, Tailoring, waist

Contrast waistbands layered on suits.

Peaking next: fading



Denim waistcoats

Womenswear, Denim, garment

Topstitched denim waistcoats.

Peaking next: peaking



Double-breasted jackets

Womenswear, Tailoring, closure

Six-button double-breasted fronts.

Peaking next: fading



Double-layer sheer skirts

Womenswear, Trousers & Skirts, fabric

Two sheer layers, sometimes beaded, worn over another skirt or trousers for SS27.

Peaking



Drop-shoulder shirt dresses

Womenswear, Dresses, shape

Relaxed shirt dresses with low shoulder seams.

Peaking next: peaking



Elongated rib cuffs

Womenswear, Knitwear, cuff

Long ribbed cuffs that bunch at the wrist.

Peaking next: fading

Peaking in AW27



Embroidered denim

Womenswear, Denim, embellishment

Floral embroidery on denim.

Peaking next: fading



Epaulette shirts

Womenswear, Tops & Shirts, shoulder

Shoulder tabs on utility shirts.

Peaking next: fading



Faux-fur cuffs and hems

Womenswear, Coats & Jackets, trim

Fur bands finishing cuffs and hems on tailored coats.

Peaking



Flat-front straight trousers

Womenswear, Trousers & Skirts, shape

Straight legs with a clean flat front.

Peaking next: fading



Fluid satin wide legs

Womenswear, Trousers & Skirts, fabric

Satin trousers for day and evening.

Peaking next: fading



Gathered waist maxis

Womenswear, Dresses, waist

Long dresses gathered into the waist seam.

Peaking next: fading



Gilded embroidered shirting

Womenswear, Tops & Shirts, embellishment

Metallic embroidery on crisp poplin.

Peaking next: fading



Knit fringe at hems

Womenswear, Knitwear, hem

Fringe at hems and sleeve ends.

Peaking next: fading

Peaking in AW27



Knitted polo collars

Womenswear, Knitwear, collar

Polo collars with zip or button plackets.

Peaking next: fading

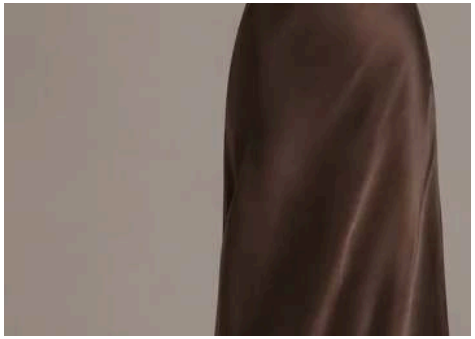


Lace yoke insets

Womenswear, Tops & Shirts, trim

Lace panels inset at yoke or sleeve.

Peaking next: fading



Lace-edged bias slips

Womenswear, Dresses, trim

Bias-cut slips finished with lace hems.

Peaking next: fading



Lace-embroidered poplin shirts

Womenswear, Tops & Shirts, embellishment

Crisp poplin with lace cuffs and embroidery.

Peaking next: fading



Lace-trimmed hems

Womenswear, Trousers & Skirts, hem

Lace bands at trouser and skirt hems.

Peaking next: fading

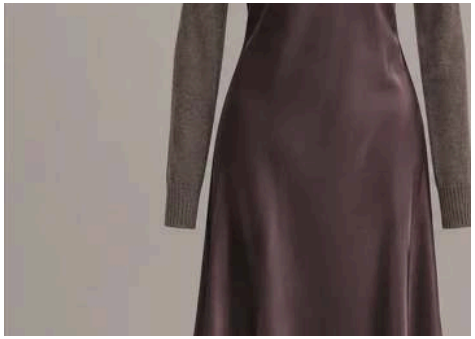


Lace-trimmed jacket edges

Womenswear, Coats & Jackets, trim

Lace bands finishing hems and cuffs on light jackets.

Peaking next: fading



Lace-trimmed slips over knits

Womenswear, Dresses, trim

Lace-edged slips layered on fine knits.

Peaking



Leather pencil skirts with slit

Womenswear, Trousers & Skirts, fabric

Glossy leather midis.

Peaking

Peaking in AW27



Leather-trimmed collars

Womenswear, Coats & Jackets, collar

Leather or faux-leather facings on wool collars.

Peaking next: peaking



Mid-rise relaxed jeans

Womenswear, Denim, shape

Easy relaxed fits with soft whiskering.

Peaking next: fading



Moody tiered ruffle maxis

Womenswear, Dresses, hem

Boho tiers in deep, dark colours.

Peaking



Oversized shawl and notch collars

Womenswear, Coats & Jackets, collar

Wide collars that frame the face on wool and shearling coats.

Peaking



Patent trench with storm flaps

Womenswear, Coats & Jackets, fabric

Glossy trenches keeping gun flaps and epaulettes.

Peaking next: fading



Pencil midi skirts

Womenswear, Trousers & Skirts, shape

Fitted midi skirts with a back slit.

Peaking next: fading



Photographic and art prints

Womenswear, Dresses, print

Still-life and photo prints on column dresses.

Peaking next: fading



Pinstripe suiting

Womenswear, Tailoring, fabric

Chalk and pin stripes in slate and navy.

Peaking

Peaking in AW27



Pleated tartan minis

Womenswear, Trousers & Skirts, pleat

Kilt-style pleated minis.

Peaking



Pressed front seam

Womenswear, Denim, seam

A sewn crease down the front of the leg.

Peaking next: fading

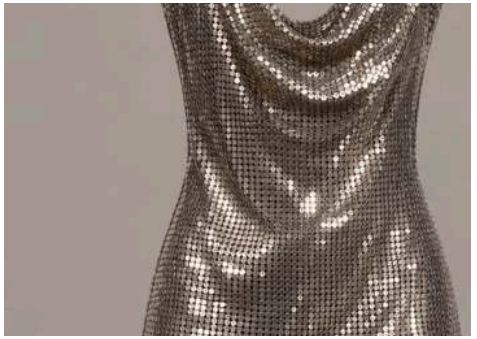


Pussy-bow and scarf necks

Womenswear, Tops & Shirts, neckline

Tie necks in silk satin.

Peaking



Sequin and chainmail minis

Womenswear, Dresses, fabric

Allover sequins or metal mesh for evening.

Peaking



Sequinned and beaded jeans

Womenswear, Denim, embellishment

Embellishment on everyday denim.

Peaking



Shaped elbow seams

Womenswear, Coats & Jackets, sleeve

Seamed elbows for a curved, modern sleeve.

Peaking next: fading

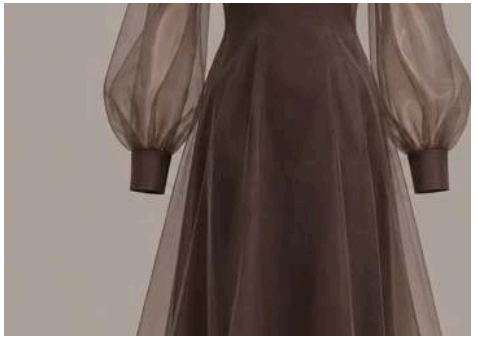


Shawl-collar knit coats

Womenswear, Knitwear, collar

Long knit coats with shawl collars.

Peaking next: fading



Sheer organza overlays

Womenswear, Dresses, fabric

Transparent layers over opaque linings.

Peaking next: fading

Peaking in AW27



Slogan T-shirts

Womenswear, Tops & Shirts, print

Bold text graphics on fitted tees.

Peaking next: fading



Square-neck knits

Womenswear, Knitwear, neckline

Fine knits with square necklines.

Peaking next: fading



Striped Breton tops

Womenswear, Tops & Shirts, pattern

Classic horizontal stripes on jersey.

Peaking next: peaking



Tartan and check jacquards

Womenswear, Knitwear, pattern

Heritage checks knitted in.

Peaking



Toggle and horn-button closures

Womenswear, Coats & Jackets, hardware

Duffle toggles and horn buttons on wool.

Peaking



Waistcoats worn as tops

Womenswear, Tailoring, garment

Fitted waistcoats on their own.

Peaking next: fading



Western yokes and pearl snaps

Womenswear, Denim, hardware

Pointed yokes with snap closures.

Peaking next: fading



Wide peak lapels

Womenswear, Tailoring, lapel

Peak lapels on jackets and coats.

Peaking next: fading

Peaking in AW27



Wide ruffle collars

Womenswear, Tops & Shirts, collar

Oversized soft collars on crisp shirts.

Peaking next: fading

Fading in AW27

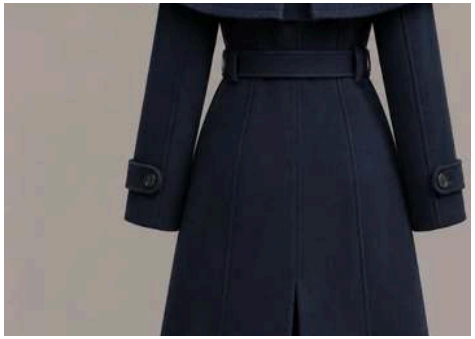


Backless apron tops

Womenswear, Tops & Shirts, neckline

Halter tops that tie at the neck and leave the back open.

Fading



Cape backs and capelets

Womenswear, Coats & Jackets, back

Caped backs and detachable capelets over coats.

Fading



Contrast collars and cuffs

Womenswear, Tops & Shirts, collar

White collars and cuffs on coloured shirting.

Fading



Dropped, rounded shoulders

Womenswear, Coats & Jackets, shoulder

Cocoon coats with soft, dropped shoulder seams.

Fading



Floppy oversized collars

Womenswear, Tops & Shirts, collar

Wide soft collars borrowed from school uniforms.

Fading



Fringed hems

Womenswear, Dresses, hem

Silk or bead fringe swinging from the hem.

Fading



Long denim coats

Womenswear, Denim, garment

Denim trench coats with belts.

Fading



Long exposed button fly

Womenswear, Denim, closure

High rise with visible buttons.

Fading

Fading in AW27



Mesh midi skirts

Womenswear, Trousers & Skirts, fabric

Sheer mesh over shorts or slips.

Fading



Ruched centre fronts

Womenswear, Tops & Shirts, front

Gathering at centre front on satin tops.

Fading



Ruched side seams

Womenswear, Dresses, seam

Gathered side seams on jersey bodycon shapes.

Fading



Rugby stripes, short plackets

Womenswear, Tops & Shirts, placket

Rugby shirts with white collars.

Fading



Sharp pointed shoulders

Womenswear, Tailoring, shoulder

Strong, pointed shoulder lines.

Fading



Sheer fine-gauge layers

Womenswear, Knitwear, fabric

Transparent fine knits under tailoring.

Fading



Sheer mesh layering tops

Womenswear, Tops & Shirts, fabric

Mesh worn over or under heavier pieces.

Fading



Thick contrast topstitching

Womenswear, Denim, stitch

Heavy thread on seams and yokes.

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



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



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



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

Range strategy

Build depth

- Armour-structured vests
- Bead-droplet embroidered dresses
- Beaded-fringe canvas dresses
- Drawcord-hem cropped fleece jackets
- Dropped-crotch Aladdin trousers
- Elongated evening jumpsuits
- Fishtail gowns with attached drapes
- Floral-embroidered cropped puffers
- Floral-lined showerproof jackets

Test small

- Ankle-strap balloon trousers
- Lacquered funnel-neck trenches
- Parachute-poplin tuxedo shirts
- Taffeta jogger evening trousers
- Articulated sleeves
- Belted suit jackets
- Clean column dresses
- Concealed-placket shirts
- Funnel-neck base layers

Sell through

- Black tailoring with fuchsia accents
- Corseted tea-length crinoline dresses
- Cropped parkas over evening gowns
- Cup-bodice gold column gowns
- Lace-up corset-back sequin gowns
- Low-rise bootcut jeans
- Ombré sequin gowns
- Suede equestrian jackets
- Tone-on-tone embroidered tuxedos

Exit or rework

- Backless apron tops
- Cape backs and capelets
- Contrast collars and cuffs
- Dropped, rounded shoulders
- Floppy oversized collars
- Fringed hems
- Long denim coats
- Long exposed button fly
- Mesh midi skirts

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.

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.

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

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

Check-printed quilted puffers, Patent trench with storm flaps, Lightweight technical trench, Raglan sleeve 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

Cinched peplum jackets, Collarless cropped jackets, Lightweight technical trench, Lace-trimmed jacket edges

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

Check-printed quilted puffers, Photographic and art prints, Floral print midis, Seersucker sundresses

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

Check-printed quilted puffers, Floral-embroidered cropped puffers, Photographic and art prints, Drop-shoulder shirt 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

Check-printed quilted puffers, Sheer lattice capes, Sheer organza overlays, Photographic and art prints

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.