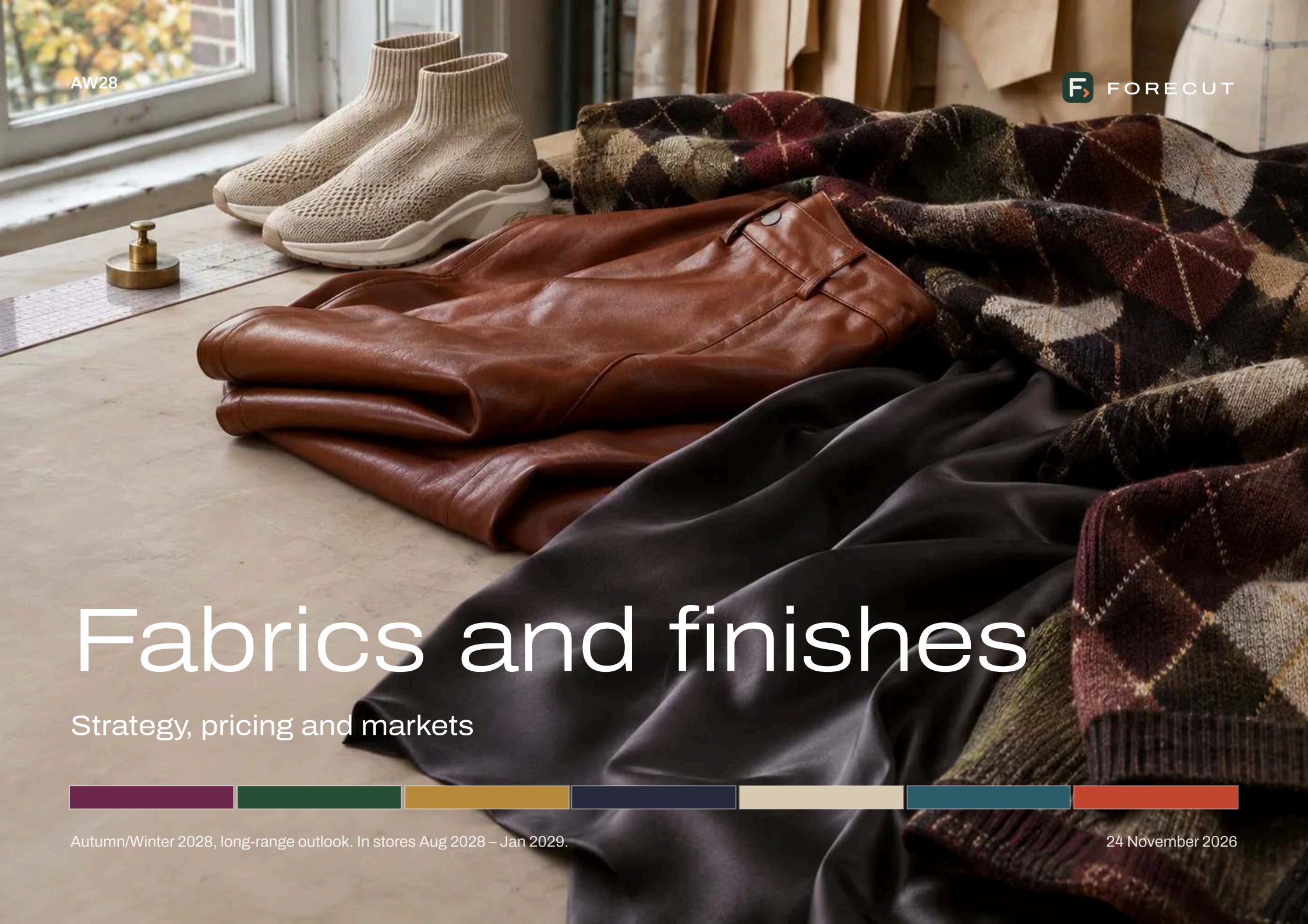


AW28

FORECUT

Fabrics and finishes

Strategy, pricing and markets

Autumn/Winter 2028, long-range outlook. In stores Aug 2028 – Jan 2029.

24 November 2026

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About this report

Fabrics, materials, washes, prints and finishes across every category.

Long-range outlook. Functional tailoring and technical wool for winter, hidden closures and hybrid boots, in ink blues, mulberry and bottle green.

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 Argyle knits, Leather-look trousers and Performance-jersey shirt dresses.

Long-range outlook. Functional tailoring and technical wool for winter, hidden closures and hybrid boots, in ink blues, mulberry and bottle green.

Build into the range

Argyle knits, Leather-look trousers, Performance-jersey shirt dresses, Quilted and padded dresses and Satin slip skirts are rising.

Test in small quantities

Hybrid quilted bombers, Insulated overshirts, Insulated winter sneakers, Quilted dinner jackets and Quilted panel skirts are new ideas to try.

Sell through

Fringed macramé tops, Laser-cut coral-relief dresses, Parachute-poplin tuxedo shirts and Raffia wedge sandals are at their height. Do not add depth.

Reduce or rework

Piped satin track jackets, Sequin-flecked Fair Isle jumpers, Suede equestrian jackets and Sun-bleached distressed sneakers are moving out.

Range strategy

Build depth

- Argyle knits
- Leather-look trousers
- Performance-jersey shirt dresses
- Quilted and padded dresses
- Satin slip skirts
- Seamless performance knits
- Seamless technical knits
- Slip-on knit sneakers
- Sock-knit trainers

Test small

- Hybrid quilted bombers
- Insulated overshirts
- Insulated winter sneakers
- Quilted dinner jackets
- Quilted panel skirts
- Quilted suit jackets
- Technical merino layers
- Thermal-knit base layers
- Wool-felt flats

Sell through

- Fringed macramé tops
- Laser-cut coral-relief dresses
- Parachute-poplin tuxedo shirts
- Raffia wedge sandals
- Sheer-panel check shirts
- Taffeta jogger evening trousers
- Black and grey denim
- Brushed cardigan coats
- Brushed mohair

Exit or rework

- Piped satin track jackets
- Sequin-flecked Fair Isle jumpers
- Suede equestrian jackets
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Brushed alpaca
- Cable fisherman jumpers
- Cable-front cardigans
- Corduroy suits

Actions and timing

Actions for the range

- Lab-dip rust and brick shades early.
- Add quilting to dresses and skirts.
- Pair with charcoal and oatmeal.
- Source technical wool samples early.
- Test water resistance and stretch recovery.
- Position as investment pieces.
- Carry SS28 sole units into boots.
- Add weatherproofing for monsoon and winter markets.

Season timing

Shown on the runway	Feb–Mar
In stores, northern hemisphere	Aug 2028 – Jan 2029
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**
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Leather-look trousers	Emerging	Rising	Rising	Rising	Rising
Performance-jersey shirt dresses				Emerging	Rising
Quilted and padded dresses				Emerging	Rising
Satin slip skirts	Emerging	Emerging	Rising	Rising	Rising
Seamless performance knits				Emerging	Rising
Seamless technical knits				Emerging	Rising
Slip-on knit sneakers				Emerging	Rising
Sock-knit trainers	Emerging	Rising	Rising	Rising	Rising
Technical wool suiting				Emerging	Rising
Technical wool travel suits				Emerging	Rising
Textured stripe knits	Emerging	Rising	Rising	Rising	Rising

Carried on from SS28

Lightweight technical trench
Rising in SS28, peaking now

Quilted liner jackets
Rising in SS28, peaking now

Brushed wool-cashmere coats
Rising in SS28, peaking now

Performance-jersey shirt dresses
Emerging in SS28, rising now

Quilted and padded dresses
Emerging in SS28, rising now

Column knit dresses
Rising in SS28, peaking now

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Earth deepens

Key garment	Value	Mid	Premium
Quilted dress	₹1,999–3,299	₹4,000–8,000	₹14,000+
Rust suede jacket	₹3,499–5,499	₹7,000–14,000	₹25,000+
Packable down liner	₹1,999–3,499	₹4,000–8,000	₹14,000+

Cost level: medium. Quilting adds machine time; suede costs more than smooth leather.

Technical wool

Key garment	Value	Mid	Premium
Technical wool suit	₹5,999–8,999	₹10,000–20,000	₹35,000+
Merino quarter-zip	₹1,999–3,499	₹4,000–8,000	₹14,000+
Water-resistant wool coat	₹4,999–7,999	₹9,000–18,000	₹32,000+

Cost level: high. Technical wool is a premium fabric; use blends for mid prices.

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Hybrid boots

Key garment	Value	Mid	Premium
Hybrid sport-sole Chelsea	₹2,499–3,999	₹5,000–9,500	₹16,000+
Insulated hybrid hiker	₹2,999–4,499	₹5,500–10,500	₹18,000+
Weatherproof derbies	₹2,299–3,499	₹4,500–8,500	₹15,000+

Cost level: medium. Reuse SS28 sport sole units to save tooling cost.

Hidden closures

Key garment	Value	Mid	Premium
Magnetic-closure coat	₹3,999–5,999	₹7,500–14,000	₹26,000+
Concealed-placket shirt	₹999–1,899	₹2,400–4,800	₹8,000+
Hidden-zip blouse	₹1,199–2,199	₹2,800–5,500	₹9,000+

Cost level: low to medium. Magnets cost more than buttons and must pass wash and safety tests.

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 directions for AW28 follow as coverage arrives.

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

Performance-jersey shirt dresses, Column knit dresses, Technical stretch shirting, Thermal-knit base layers

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 directions for AW28 follow as coverage arrives.

Climate

Temperate four-season climate: cold, wet winters in the north, hot dry summers around the Mediterranean.

Best fit from this report

Lightweight technical trench, Brushed wool-cashmere coats, Column knit dresses, Thermal-knit base layers

Key selling moments

- France, Italy & UK: January and July sales, Christmas, summer holidays
- Nordics: Midsummer, Christmas
- Southern Europe: Summer travel season, Easter

North America

Regional directions for AW28 follow as coverage arrives.

Climate

From cold Canadian winters to hot, humid southern US summers and Mexico's warm highlands and coasts.

Best fit from this report

Lightweight technical trench, Quilted liner jackets, Suede equestrian jackets, Performance-jersey shirt dresses

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 directions for AW28 follow as coverage arrives.

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

Floral print midis, Stretch performance denim, Raw selvedge denim, Black and grey 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 directions for AW28 follow as coverage arrives.

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

Performance-jersey shirt dresses, Floral print midis, Technical stretch shirting, Parachute-poplin tuxedo 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 directions for AW28 follow as coverage arrives.

Climate

Southern-hemisphere seasons: summer Dec–Feb, winter Jun–Aug. Mostly temperate, tropical in the north of Australia.

Best fit from this report

Floral print midis, Sheer organza blouses, Double-layer sheer skirts, Stretch performance denim

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 AW28 through festive and wedding demand, summer weights and handloom. Forecut publishes separate India season reports with craft clusters, colours that sell there and price bands.

See forecut.in/india.html for the India forecasts.

Forecut

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Sources: AW28 is a long-range Forecut projection based on SS28 direction and Forecut's warm earth-orange colour direction. It will be refined as SS28 and AW28 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.