

AW28

FORECUT

Fabrics and finishes

Full forecast report

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.



Inspiration

Earth deepens

Warm earth orange deepens into rust and brick, often on quilted and padded pieces.

Why now

Colours of the year carry into winter in deeper shades.

Key pieces

Rust, Brick, Quilting; quilted and padded dresses.

19-1250 TCX, #8E3D1F and 12-1110 TCX, #F3D2C2

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.



Inspiration

Technical wool

Wool that stretches, sheds rain and resists creases, for suits and coats that travel well.

Why now

Natural fibre with performance benefits fits the "fewer, better" shift.

Key pieces

Stretch wool, Water-resistant, Travel suits; technical wool suiting.

18-0617 TCX, #7E705A and 11-0103 TCX, #F0E9DC

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Hybrid boots

Smart boots on cushioned sport soles: Chelseas, hikers and weatherproof derbies.

Why now

Winter version of SS28 sport-meets-smart footwear.

Key pieces

Sport soles, Chelseas, Comfort; hybrid sport-smart boots.

19-6050 TCX, #1F4A35 and 12-5504 TCX, #CFE3D6

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Hidden closures

Magnetic and concealed fastenings give clean, uninterrupted fronts on coats, shirts and blazers.

Why now

Supports the minimal, structured look and is easier to fasten.

Key pieces

Magnets, Concealed plackets, Hidden zips; hidden magnetic closures.

19-1540 TCX, #7D3426 and 13-1407 TCX, #F1D3CB

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.

Moodboard





Leather-look trousers

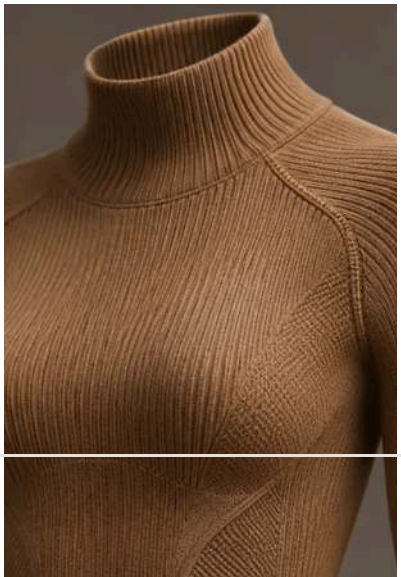


Performance-jersey shirt dresses



Quilted and padded dresses







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

Emerging in AW28



Hybrid quilted bombers

Menswear, Outerwear, fabric

Bombers with quilted bodies and rib trims.

Emerging



Insulated overshirts

Menswear, Shirts & Polos, fabric

Quilted overshirts that replace a light jacket.

Emerging



Insulated winter sneakers

Footwear, Sneakers & Casual, material

Suede sneakers with warm linings.

Emerging



Quilted dinner jackets

Menswear, Tailoring, fabric

Shawl-collar evening jackets in quilted satin.

Emerging



Quilted panel skirts

Womenswear, Trousers & Skirts, fabric

Quilted midi skirts for warmth.

Emerging



Quilted suit jackets

Womenswear, Tailoring, fabric

Tailored jackets in quilted wool.

Emerging



Technical merino layers

Menswear, Knitwear, fabric

Fine merino with waffle texture and stretch.

Emerging



Thermal-knit base layers

Womenswear, Tops & Shirts, fabric

Waffle thermals worn as visible layers.

Emerging

Emerging in AW28



Wool-felt flats

Footwear, Heels & Flats, material

Soft felted wool uppers on flats.

Emerging

Rising in AW28



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising



Leather-look trousers

Womenswear, Trousers & Skirts, fabric

Straight trousers in faux leather.

Rising



Performance-jersey shirt dresses

Womenswear, Dresses, fabric

Shirt dresses in stretch, easy-care jersey.

Rising



Quilted and padded dresses

Womenswear, Dresses, fabric

Quilted dresses for cold-weather layering.

Rising



Satin slip skirts

Womenswear, Trousers & Skirts, fabric

Fluid satin skirts cut on the bias.

Rising



Seamless performance knits

Womenswear, Knitwear, fabric

Seam-free knits with stretch and support.

Rising



Seamless technical knits

Menswear, Knitwear, fabric

Seam-free quarter-zips with stretch.

Rising



Slip-on knit sneakers

Footwear, Sneakers & Casual, material

Laceless knit sneakers.

Rising

Rising in AW28



Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Rising



Technical wool suiting

Womenswear, Tailoring, fabric

Wool suiting with stretch and water resistance.

Rising



Technical wool travel suits

Menswear, Tailoring, fabric

Crease-resistant wool with hidden closures.

Rising



Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising

Peaking in AW28



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).

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.

Peaking



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.

Peaking



Raffia wedge sandals

Footwear, Heels & Flats, material

Woven raffia wedges and heels in metallic gold, chocolate, cinnamon and natural; Monday Swimwear x Billini launched 16 raffia styles in Oct 2026 for the southern summer.

Peaking



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).

Peaking



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.

Peaking



Black and grey denim

Womenswear, Denim, wash

Washed black and grey denim.

Peaking



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Peaking

Peaking in AW28



Brushed mohair

Womenswear, Knitwear, fabric

Hairy, brushed mohair surfaces.

Peaking



Brushed wool-cashmere coats

Womenswear, Coats & Jackets, fabric

Soft, brushed blends with a hazy surface.

Peaking



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Peaking



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Peaking



Check tailoring

Womenswear, Tailoring, fabric

Prince of Wales and windowpane checks.

Peaking



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Peaking



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Peaking



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Peaking

Peaking in AW28



Flannel overshirts

Menswear, Shirts & Polos, fabric

Checked flannel overshirts.

Peaking



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Peaking



Floral print midis

Womenswear, Dresses, print

Small and painterly florals on midi dresses.

Peaking

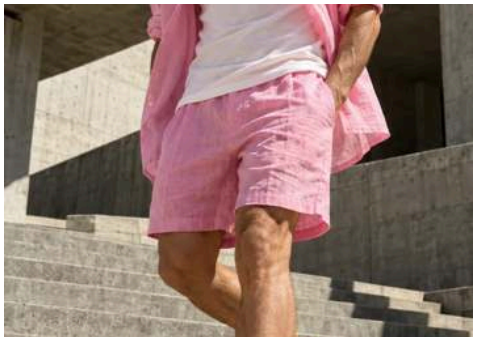


Lightweight technical trench

Womenswear, Coats & Jackets, fabric

Trenches in light technical cotton with taped seams.

Peaking



Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Peaking



Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Peaking



Patent ballet flats

Footwear, Heels & Flats, material

High-shine patent flats.

Peaking



Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Peaking

Peaking in AW28



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Peaking



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Peaking



Quilted liner jackets

Womenswear, Coats & Jackets, fabric

Diamond-quilted jackets worn as outer layers.

Peaking



Raw selvedge denim

Womenswear, Denim, fabric

Unwashed selvedge shown on turn-ups.

Peaking



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Peaking



Sheer organza blouses

Womenswear, Tops & Shirts, fabric

Transparent organza blouses with band collars.

Peaking



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Peaking



Stretch commuter suiting

Womenswear, Tailoring, fabric

Suits with stretch and articulated sleeves.

Peaking

Peaking in AW28



Stretch performance denim

Womenswear, Denim, fabric

Slim denim with recovery stretch.

Peaking



Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Peaking



Suede ankle boots

Footwear, Boots, material

Soft suede ankle boots.

Peaking



Tailored stretch trousers

Womenswear, Trousers & Skirts, fabric

Slim tailored trousers with stretch.

Peaking



Technical stretch chinos

Menswear, Trousers, fabric

Slim chinos with stretch and sewn creases.

Peaking



Technical stretch shirting

Womenswear, Tops & Shirts, fabric

Stretch, crease-resistant shirting with bonded seams.

Peaking



Technical stretch shirts

Menswear, Shirts & Polos, fabric

Stretch shirts with articulated sleeves.

Peaking



Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Peaking

Peaking in AW28



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Peaking



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Peaking



Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Peaking

Fading in AW28



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.

Fading



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).

Fading



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).

Fading



Sun-bleached distressed sneakers

Footwear, Sneakers & Casual, finish

Trainers made in deliberately distressed, sun-bleached fabrics on a cushioned retro sole; Puma x JiyongKim Cell Geo, Seoul (Korea Herald, 15 Nov 2026).

Fading



Tonal suede low-profile sneakers

Footwear, Sneakers & Casual, material

Slim, low-profile sneakers in a single tone of leather or suede; Jil Sander x Puma reworked the Speedcat in all-black, all-white and white suede (on sale Oct 2026).

Fading



Brushed alpaca

Menswear, Knitwear, fabric

Fluffy, brushed surfaces.

Fading



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Fading



Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

Fading

Fading in AW28



Corduroy suits

Menswear, Tailoring, fabric

Cotton cord suiting.

Fading



Dark rinse, clean finish

Womenswear, Denim, wash

Deep indigo with minimal fading.

Fading



Double-face wool overcoats

Menswear, Outerwear, fabric

Unlined coats with hand-finished edges.

Fading



Double-layer sheer skirts

Womenswear, Trousers & Skirts, fabric

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

Fading



Embroidered and silk boots

Footwear, Boots, material

Decorated knee-highs.

Fading



Fair Isle yokes

Menswear, Knitwear, pattern

Patterned yokes on crewnecks.

Fading



Grey melange flannel

Menswear, Tailoring, fabric

Mid-grey wool flannel.

Fading



Leather pencil skirts with slit

Womenswear, Trousers & Skirts, fabric

Glossy leather midis.

Fading

Fading in AW28

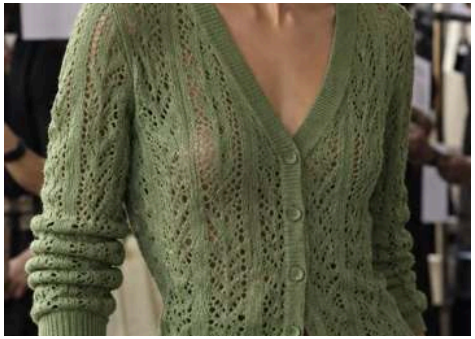


Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Fading



Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Fading



Padded leather

Menswear, Outerwear, fabric

Quilted leather jackets.

Fading



Patent leather

Footwear, Heels & Flats, material

Glossy patent pumps.

Fading



Pinstripe waistcoats

Womenswear, Tailoring, fabric

Pinstripe waistcoats worn alone.

Fading



Rubber clogs

Footwear, Sneakers & Casual, material

Moulded rubber clogs.

Fading



Satin evening pumps

Footwear, Heels & Flats, material

Satin pumps with a soft sheen.

Fading



Second-skin stretch shafts

Footwear, Boots, material

Sock-fit stretch boots.

Fading

Fading in AW28



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Fading



Sequin and chainmail minis

Womenswear, Dresses, fabric

Allover sequins or metal mesh for evening.

Fading



Shearling ballet flats and clogs

Footwear, Sneakers & Casual, material

Cosy shearling casual shoes.

Fading



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Fading



Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Fading



Straight leather trousers

Menswear, Trousers, fabric

Leather in straight cuts.

Fading



Striped Breton tops

Womenswear, Tops & Shirts, pattern

Classic horizontal stripes on jersey.

Fading



Suede T-toe runners

Footwear, Sneakers & Casual, material

Retro suede trainers.

Fading

Fading in AW28



Suede chukkas

Footwear, Men's Shoes, material

Suede desert boots.

Fading



Suede loafers

Footwear, Men's Shoes, material

Soft suede loafers.

Fading



Suede skate shoes

Footwear, Sneakers & Casual, material

Padded suede skate shoes.

Fading



Tartan and check jacquards

Womenswear, Knitwear, pattern

Heritage checks knitted in.

Fading



Tech fleece jackets

Menswear, Outerwear, fabric

Brushed fleece zip jackets.

Fading



Textured knit polos

Menswear, Shirts & Polos, fabric

Waffle and textured knit polos.

Fading



Velvet shirts

Menswear, Shirts & Polos, fabric

Velvet in aubergine and emerald.

Fading



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Fading

Fading in AW28



Wide-wale corduroy

Menswear, Trousers, fabric

Chunky cord trousers.

Fading



Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Fading

Colour

The AW28 palette, with Pantone TCX and HEX codes.



Mulberry
19-2428 TCX
#6B264B



Bottle green
19-6050 TCX
#264E36



Antique gold
16-0948 TCX
#B68A3A



Ink
19-3831 TCX
#27293D

Oat
14-1108 TCX
#D7CAB0



Petrol teal
19-4826 TCX
#2A5C6A



Vermilion
18-1454 TCX
#C2452D

Colour by theme



Earth deepens: 19-1250 TCX with 12-1110 TCX, for quilted and padded dresses.



Technical wool: 18-0617 TCX with 11-0103 TCX, for technical wool suiting.



Hybrid boots: 19-6050 TCX with 12-5504 TCX, for hybrid sport-smart boots.

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.

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

Seasonal fashion forecasts and design tools for designers, brands and fashion schools.

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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.