AW28

FORECUT



Footwear

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

Heels, flats, boots, men's shoes and sneakers.

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 Bow-trim flats, Flat espadrille sneakers and Hiker styles.

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

Bow-trim flats, Flat espadrille sneakers, Hiker styles, Hiking boots with tailoring and Kitten-heel knee boots are rising.

Test in small quantities

Insulated hybrid hikers, Insulated winter sneakers, Weatherproof derbies and Wool-felt flats are new ideas to try.

Sell through

Raffia wedge sandals, Sculpted rocker-sole trainers, Belgian loafers and Belted knee-high boots are at their height. Do not add depth.

Reduce or rework

Studded and ruffled Mary Jane clogs, Sun-bleached distressed sneakers, Tonal suede low-profile sneakers and Black oxfords are moving out.

Range strategy

Build depth

- Bow-trim flats
- Flat espadrille sneakers
- Hiker styles
- Hiking boots with tailoring
- Kitten-heel knee boots
- Rubber-soled Chelseas
- Slim tassel loafers
- Slip-on knit sneakers
- Sock-knit trainers

Test small

- Insulated hybrid hikers
- Insulated winter sneakers
- Weatherproof derbies
- Wool-felt flats

Sell through

- Raffia wedge sandals
- Sculpted rocker-sole trainers
- Belgian loafers
- Belted knee-high boots
- Chelsea boots for tailoring
- Comfort block heels
- Cupsole derbies
- Flat strappy sandals
- Flat suede knee boots

Exit or rework

- Studded and ruffled Mary Jane clogs
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Black oxfords
- Block-heel slingbacks
- Brogue perforations
- Buckled ankle boots
- Cap-toe kitten slingbacks
- Cap-toe oxfords

Actions and timing

Actions for the range

- Carry SS28 sole units into boots.
- Add weatherproofing for monsoon and winter markets.
- Keep uppers sleek.
- Lab-dip rust and brick shades early.
- Add quilting to dresses and skirts.
- Pair with charcoal and oatmeal.
- Add one useful pocket to core tailoring.
- Belt a suit jacket.

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**
Bow-trim flats	Emerging	Emerging	Rising	Rising	Rising
Flat espadrille sneakers	Emerging	Emerging	Rising	Rising	Rising
Hiker styles	Rising		Peaking		Rising
Hiking boots with tailoring	Rising		Peaking		Rising
Kitten-heel knee boots	Emerging	Rising	Rising	Rising	Rising
Rubber-soled Chelseas	Emerging	Rising	Rising	Rising	Rising
Slim tassel loafers	Emerging	Emerging	Rising	Rising	Rising
Slip-on knit sneakers				Emerging	Rising
Sock-knit trainers	Emerging	Rising	Rising	Rising	Rising
Stiletto court shoes	Emerging	Rising	Rising	Rising	Rising
Western knee boots	Emerging	Emerging	Rising	Rising	Rising
Raffia wedge sandals	Emerging	Emerging	Rising		Peaking

Carried on from SS28

Two-tone cap toes
Fading in SS28, fading now

Square toes
Peaking in SS28, fading now

Patent leather
Fading in SS28, fading now

Horsebit vamp hardware
Fading in SS28, fading now

Slingback kitten heels
Rising in SS28, peaking now

Refined mules
Rising in SS28, peaking now

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.

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.

Pricing and cost

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

Functional tailoring

Key garment	Value	Mid	Premium
Belted suit jacket	₹2,799–4,499	₹5,500–11,000	₹19,000+
Wool cargo trousers	₹1,699–2,899	₹3,500–7,000	₹12,000+
Utility vest	₹1,299–2,299	₹2,800–5,500	₹9,000+

Cost level: medium. Extra pockets add make time; keep them flat and functional.

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.

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

Embroidered and silk boots, Hiking boots with tailoring, Chelsea boots for tailoring, Slip-on knit sneakers

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

Horsebit loafers, Check-trimmed loafers, Hiking boots with tailoring, Slim-sole loafers

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

Sneaker-sole loafers, Slim, low-profile sneakers, Mary Jane sneakers, Mesh running sneakers

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

Flat strappy sandals, Low block sandals, Raffia wedge sandals

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

Flat strappy sandals, Low block sandals, Raffia wedge sandals, Embroidered and silk boots

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

Flat strappy sandals, Low block sandals, Raffia wedge sandals

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.