AW28

FORECUT



Knitwear

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

Knit shapes, stitches and yarns for women and men.

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, Elbow-seam jumpers and Half-zip knits.

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, Elbow-seam jumpers, Half-zip knits, Seamless performance knits and Seamless technical knits are rising.

Test in small quantities

Knitted hoods and snoods and Technical merino layers are new ideas to try.

Sell through

Fringed macramé tops, Bishop-sleeve knits, Brushed cardigan coats and Brushed mohair are at their height. Do not add depth.

Reduce or rework

Sequin-flecked Fair Isle jumpers, Beads and sequins on knits, Brushed alpaca and Cable fisherman jumpers are moving out.

Range strategy

Build depth

- Argyle knits
- Elbow-seam jumpers
- Half-zip knits
- Seamless performance knits
- Seamless technical knits
- Textured stripe knits

Test small

- Knitted hoods and snoods
- Technical merino layers

Sell through

- Fringed macramé tops
- Bishop-sleeve knits
- Brushed cardigan coats
- Brushed mohair
- Cardigans worn as shirts
- Cropped cardigans
- Fair Isle yoke cardigans
- Fine-gauge zip polos
- Funnel-neck knits

Exit or rework

- Sequin-flecked Fair Isle jumpers
- Beads and sequins on knits
- Brushed alpaca
- Cable fisherman jumpers
- Cable-front cardigans
- Chunky rib turtlenecks
- Chunky shawl-collar cardigans
- Colour-block knits
- Contrast-tipped knits

Actions and timing

Actions for the range

- Test magnets for washing and safety.
- Use fly-front plackets on core shirts.
- Market ease of fastening.
- Source technical wool samples early.
- Test water resistance and stretch recovery.
- Position as investment pieces.

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
Elbow-seam jumpers	Emerging	Emerging	Rising	Rising	Rising
Half-zip knits	Emerging	Emerging	Rising	Rising	Rising
Seamless performance knits				Emerging	Rising
Seamless technical knits				Emerging	Rising
Textured stripe knits	Emerging	Rising	Rising	Rising	Rising
Fringed macramé tops		Emerging	Rising		Peaking
Bishop-sleeve knits	Rising	Rising	Rising	Rising	Peaking
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Brushed mohair			Rising		Peaking
Cardigans worn as shirts		Emerging	Rising	Rising	Peaking
Cropped cardigans	Emerging	Rising	Rising	Rising	Peaking

Carried on from SS28

Openwork and pointelle knits
Peaking in SS28, fading now

Smocked knit details
Rising in SS28, peaking now

Fine-gauge zip polos
Rising in SS28, peaking now

Seamless performance knits
Emerging in SS28, rising now

Funnel-neck knits
Rising in SS28, peaking now

Long-line ribbed cardigans
Rising in SS28, peaking now

Pricing and cost

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

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.

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

Beads and sequins on knits, Openwork and pointelle knits, Smocked knit details, Seamless performance 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 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

Beads and sequins on knits, Tartan and check jacquards, Openwork and pointelle knits, Smocked knit details

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

Fine-gauge zip polos, Ribbed polo knits, Zip-through knit jackets, Seamless technical knits

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.

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

Knitted overshirts, Cardigans worn as shirts, Colour-block knits

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.

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.