AW28

FORECUT



Knitwear

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

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.



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.



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

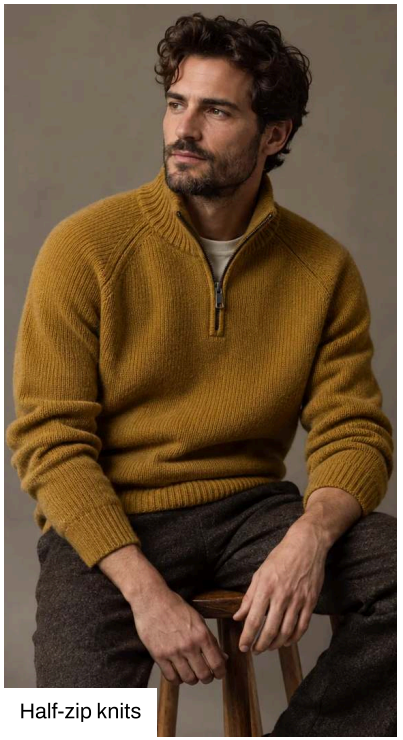
Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.

Moodboard

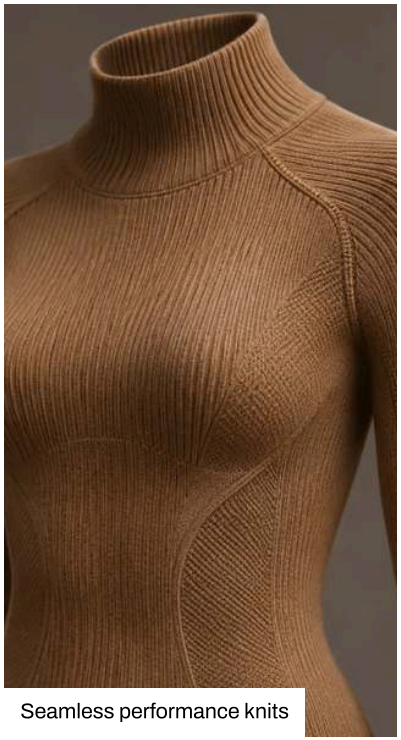




Elbow-seam jumpers



Half-zip knits



Seamless performance knits







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

Emerging in AW28



Knitted hoods and snoods

Womenswear, Knitwear, collar

Knits with attached hoods and snood collars.

Emerging



Technical merino layers

Menswear, Knitwear, fabric

Fine merino with waffle texture and stretch.

Emerging

Rising in AW28



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Rising



Half-zip knits

Womenswear, Knitwear, closure

Short zips on funnel-neck knits.

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



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



Bishop-sleeve knits

Womenswear, Knitwear, sleeve

Full sleeves gathered into long cuffs.

Peaking



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Peaking



Brushed mohair

Womenswear, Knitwear, fabric

Hairy, brushed mohair surfaces.

Peaking



Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Peaking



Cropped cardigans

Womenswear, Knitwear, shape

Short cardigans ending at the waist.

Peaking



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Peaking



Fine-gauge zip polos

Womenswear, Knitwear, closure

Collared knits with a short zip.

Peaking

Peaking in AW28



Funnel-neck knits

Womenswear, Knitwear, neckline

High funnel necks on fine and chunky knits.

Peaking



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Peaking



Half-button polo jumpers

Menswear, Knitwear, collar

Jumpers with polo collars and buttons.

Peaking



Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Peaking



Knitted bomber jackets

Menswear, Knitwear, garment

Zip bombers in knitted fabric.

Peaking



Knitted overshirts

Menswear, Knitwear, garment

Collared knits worn like shirts.

Peaking



Long-line ribbed cardigans

Womenswear, Knitwear, shape

Long ribbed cardigans worn as coats.

Peaking



Longline knit vests

Womenswear, Knitwear, shape

Long sleeveless knits over shirts.

Peaking

Peaking in AW28



Mock-neck fine knits

Menswear, Knitwear, neckline

Fine knits with a low mock neck.

Peaking



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Peaking



Puff-shoulder cardigans

Womenswear, Knitwear, shoulder

Raised, gathered shoulders on cardigans.

Peaking



Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Peaking



Saddle shoulders

Menswear, Knitwear, shoulder

Saddle-shoulder construction.

Peaking



Smocked knit details

Womenswear, Knitwear, detail

Smocking moves onto knit cuffs and hems.

Peaking



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Peaking



Tunic-length knits

Womenswear, Knitwear, shape

Long knits worn over trousers.

Peaking

Peaking in AW28



Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Peaking

Fading in AW28



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



Beads and sequins on knits

Womenswear, Knitwear, embellishment

Embellishment moving onto everyday jumpers.

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



Chunky rib turtlenecks

Womenswear, Knitwear, neckline

Deep ribbed roll necks.

Fading



Chunky shawl-collar cardigans

Womenswear, Knitwear, collar

Oversized shawl collars on long cardigans.

Fading



Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Fading

Fading in AW28



Contrast-tipped knits

Womenswear, Knitwear, trim

Contrast stripes at necks and cuffs.

Fading



Fair Isle yokes

Menswear, Knitwear, pattern

Patterned yokes on crewnecks.

Fading



Heavy shawl-collar cardigans

Menswear, Knitwear, collar

Chunky shawl collars.

Fading



Knitted tank vests

Menswear, Knitwear, shape

Sleeveless knits with cable and tipping.

Fading

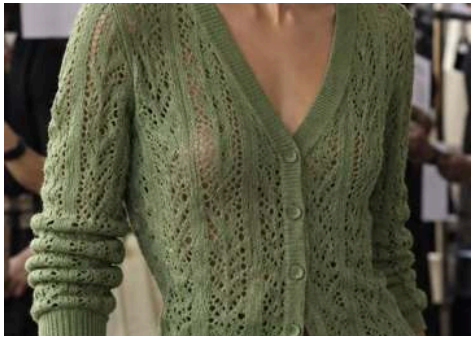


Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Fading



Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Fading



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Fading



Ribbed polo knits

Womenswear, Knitwear, collar

Ribbed knits with polo collars.

Fading

Fading in AW28



Square-neck knits

Womenswear, Knitwear, neckline

Fine knits with square necklines.

Fading



Tartan and check jacquards

Womenswear, Knitwear, pattern

Heritage checks knitted in.

Fading



Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

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



Hidden closures: 19-1540 TCX with 13-1407 TCX, for hidden magnetic closures.



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

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.

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.