AW28

FORECUT



Menswear

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

Outerwear, shirts, knitwear, tailoring and trousers, item by item.

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 Skirts for men, Articulated-knee trousers and Contrast-collar polos.

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

Skirts for men, Articulated-knee trousers, Contrast-collar polos, Elbow-seam jumpers and Flat-front slim trousers are rising.

Test in small quantities

Hybrid quilted bombers, Insulated overshirts, Quilted dinner jackets, Technical merino layers and Technical wool cargo trousers are new ideas to try.

Sell through

Angrakha-overlap tunics, Braided officer coats, Convertible backpack puffers and Leather-yoke nylon puffers are at their height. Do not add depth.

Reduce or rework

Contrast-stitch nylon twill blousons, Fisherman-style raincoats, Generous 1980s double-breasted suits and Piped satin track jackets are moving out.

Range strategy

Build depth

- Skirts for men
- Articulated-knee trousers
- Contrast-collar polos
- Elbow-seam jumpers
- Flat-front slim trousers
- Funnel-neck puffers
- Satin side-stripe trousers
- Seamless technical knits
- Single-pleat suit trousers

Test small

- Hybrid quilted bombers
- Insulated overshirts
- Quilted dinner jackets
- Technical merino layers
- Technical wool cargo trousers

Sell through

- Angrakha-overlap tunics
- Braided officer coats
- Convertible backpack puffers
- Leather-yoke nylon puffers
- Sheer-panel check shirts
- Band-collar shirts
- Barrel trousers
- Belted field coats
- Brushed cardigan coats

Exit or rework

- Contrast-stitch nylon twill blousons
- Fisherman-style raincoats
- Generous 1980s double-breasted suits
- Piped satin track jackets
- Brushed alpaca
- Cable fisherman jumpers
- Chore and work jackets
- Colour-block knits
- Corduroy suits

Actions and timing

Actions for the range

- Add one useful pocket to core tailoring.
- Belt a suit jacket.
- Offer a utility vest as a layering piece.
- Source technical wool samples early.
- Test water resistance and stretch recovery.
- Position as investment pieces.
- Test magnets for washing and safety.
- Use fly-front plackets on core shirts.

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**
Skirts for men		Emerging	Emerging	Rising	Rising
Articulated-knee trousers				Emerging	Rising
Contrast-collar polos	Emerging	Emerging	Rising	Rising	Rising
Elbow-seam jumpers	Emerging	Emerging	Rising	Rising	Rising
Flat-front slim trousers	Emerging	Emerging	Rising	Rising	Rising
Funnel-neck puffers	Emerging	Emerging	Rising	Rising	Rising
Satin side-stripe trousers	Emerging	Rising	Rising	Rising	Rising
Seamless technical knits				Emerging	Rising
Single-pleat suit trousers	Emerging	Emerging	Rising	Rising	Rising
Snap-front western shirts	Emerging	Rising	Rising	Rising	Rising
Storm-collar jackets	Emerging	Rising	Rising	Rising	Rising
Tailored wool shorts	Emerging	Rising	Rising	Rising	Rising

Carried on from SS28

Windbreaker as a blazer
Peaking in SS28, fading now

Chore and work jackets
Peaking in SS28, fading now

Packable technical shells
Rising in SS28, peaking now

Taped-seam commuter jackets
Rising in SS28, peaking now

Field jackets with bellows pockets
Rising in SS28, peaking now

Waxed cotton jackets
Peaking in SS28, fading now

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.

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.

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.

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

Overshirt jackets, Velvet shirts, Overshirt chest flap pockets, Tucked shirts with slim ties

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

Double-face wool overcoats, Raglan-sleeve overcoats, Mac coats, Belted field coats

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

Technical parkas, Chore and work jackets, Packable technical shells, Taped-seam commuter jackets

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

Waxed cotton jackets, Printed resort shirts, Grandad collar linen shirts, Seersucker suits

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

Overshirt jackets, Velvet shirts, Overshirt chest flap pockets, Tucked shirts with slim ties

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

Utility overshirts with snaps, Printed resort shirts, Grandad collar linen shirts, Sheer-panel check shirts

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.