AW28

FORECUT

Menswear

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

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.



Inspiration

Functional tailoring

Tailoring that works hard: belted jackets, useful pockets, clean seams and cargo details in wool.

Why now

Continues SS28 performance thinking into winter suiting.

Key pieces

Belted jackets, Utility pockets, Clean seams; belted suit jackets.

19-4218 TCX, #33363A and 12-4306 TCX, #D8D8D6

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.



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

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.

Moodboard

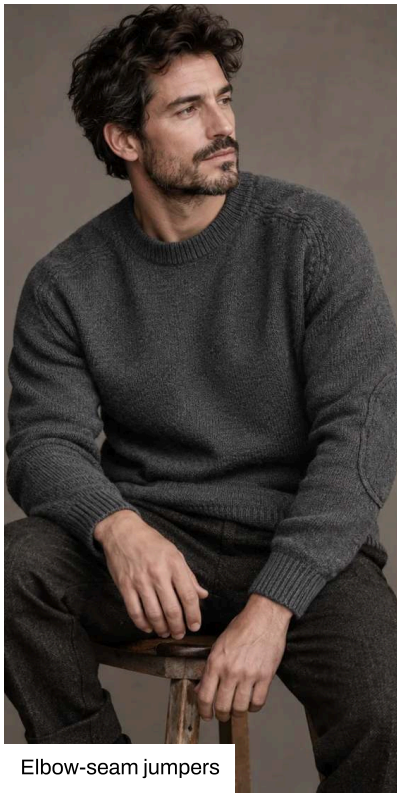




Articulated-knee trousers



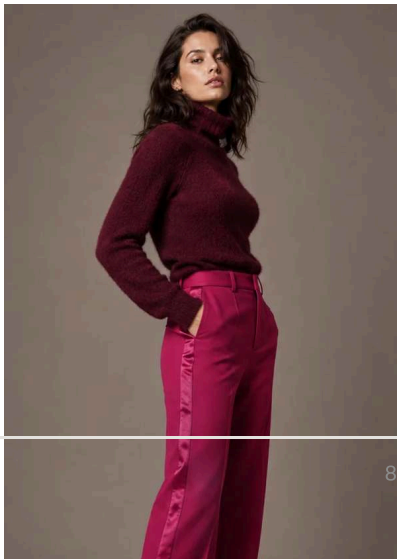
Contrast-collar polos



Elbow-seam jumpers







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

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



Quilted dinner jackets

Menswear, Tailoring, fabric

Shawl-collar evening jackets in quilted satin.

Emerging



Technical merino layers

Menswear, Knitwear, fabric

Fine merino with waffle texture and stretch.

Emerging



Technical wool cargo trousers

Menswear, Trousers, pocket

Tailored cargos in stretch wool.

Emerging

Rising in AW28



Skirts for men

Menswear, Trousers, silhouette

Skirts worn as menswear on the runway; Cynthia Abila sent male models out in skirts at Lagos Fashion Week 2026 (29 Oct).

Rising



Articulated-knee trousers

Menswear, Trousers, seam

Shaped knees for movement.

Rising



Contrast-collar polos

Menswear, Shirts & Polos, collar

Polos with contrast collars.

Rising



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Rising



Flat-front slim trousers

Menswear, Trousers, shape

Clean flat fronts on slim legs.

Rising

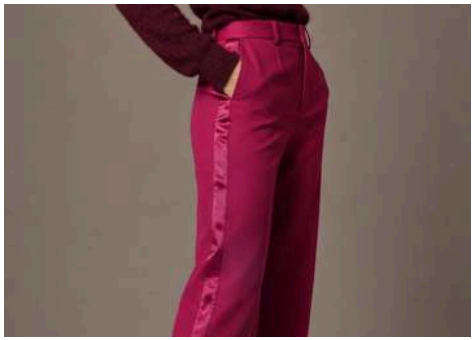


Funnel-neck puffers

Menswear, Outerwear, collar

Puffers with tall funnel necks.

Rising



Satin side-stripe trousers

Menswear, Tailoring, seam

Evening trousers with satin stripes.

Rising



Seamless technical knits

Menswear, Knitwear, fabric

Seam-free quarter-zips with stretch.

Rising

Rising in AW28



Single-pleat suit trousers

Menswear, Tailoring, pleat

One forward pleat on suit trousers.

Rising



Snap-front western shirts

Menswear, Shirts & Polos, hardware

Pointed yokes and pearl snaps.

Rising



Storm-collar jackets

Menswear, Outerwear, collar

High collars with a buttoned storm flap.

Rising

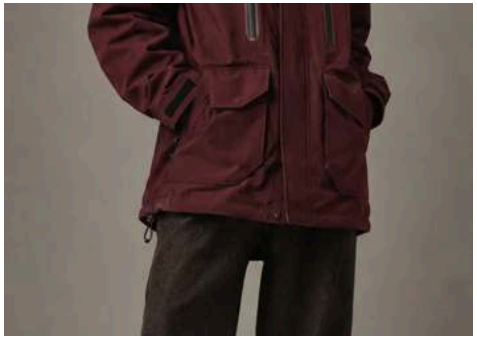


Tailored wool shorts

Menswear, Trousers, length

Pleated shorts in wool.

Rising



Technical parkas

Menswear, Outerwear, garment

Gorpcore parkas with taped seams.

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



Angrakha-overlap tunics

Menswear, Tailoring, closure

Tunics with an overlapping angrakha-style front worn under a bandhgala, as at Tasva by Tarun Tahiliani, Lakmē Fashion Week x FDCI, Delhi (Oct 2026); a festive idea for India and the Gulf.

Peaking



Braided officer coats

Menswear, Outerwear, trim

Officer-style coats and jackets with exaggerated proportions trimmed in braids and cords, reworked from French military dress uniforms; Songzio x Egonlab 'The Art of Dark Poetry', Seoul (Korea Herald, 15 Nov 2026).

Peaking



Convertible backpack puffers

Menswear, Outerwear, closure

Oversized reversible puffers with underarm slits that fold and strap into a backpack; Melitta Baumeister x Nike, New York, 5 Nov 2026.

Peaking



Leather-yoke nylon puffers

Menswear, Outerwear, yoke

Nylon puffers with leather shoulder yokes; Louis Vuitton's Men's SS27 pre-collection 'Whatever the Weather' (launched 29 Oct 2026) puts monogram leather on the shoulders.

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



Band-collar shirts

Menswear, Shirts & Polos, collar

Collarless shirts with a band neck.

Peaking



Barrel trousers

Menswear, Trousers, shape

Curved, tapered barrel legs.

Peaking



Belted field coats

Menswear, Outerwear, waist

Field coats with a waist belt.

Peaking

Peaking in AW28



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Peaking



Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Peaking



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Peaking



Check shackets

Menswear, Shirts & Polos, garment

Heavy check shirt-jackets.

Peaking



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Peaking



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Peaking



Cropped suit trousers

Menswear, Tailoring, length

Suit trousers cut above the ankle.

Peaking



Cropped work jackets

Menswear, Outerwear, shape

Short workwear jackets with chest pockets.

Peaking

Peaking in AW28



Double-knee work trousers

Menswear, Trousers, panel

Reinforced knees on workwear trousers.

Peaking



Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Peaking



Drawstring tailored trousers

Menswear, Trousers, waist

Tailored trousers with a drawstring waist.

Peaking



Embroidered pocket shirts

Menswear, Shirts & Polos, embellishment

Small embroidery on chest pockets.

Peaking



Field jackets with bellows pockets

Menswear, Outerwear, pocket

Field jackets with expanding pockets.

Peaking



Flannel overshirts

Menswear, Shirts & Polos, fabric

Checked flannel overshirts.

Peaking



Fly-front placket shirts

Menswear, Shirts & Polos, placket

Hidden-button plackets for a clean front.

Peaking



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Peaking

Peaking in AW28



Grandad collar linen shirts

Menswear, Shirts & Polos, collar

Band collars on washed linen.

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

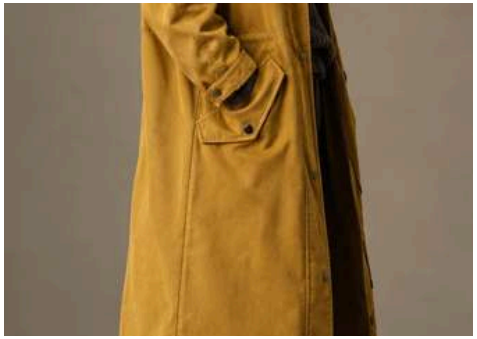


Heritage rugby polos

Menswear, Shirts & Polos, collar

Long-sleeve rugby polos with stripes.

Peaking



Hooded parkas

Menswear, Outerwear, collar

Long parkas with fixed hoods.

Peaking



Knitted bomber jackets

Menswear, Knitwear, garment

Zip bombers in knitted fabric.

Peaking



Knitted overshirts

Menswear, Knitwear, garment

Collared knits worn like shirts.

Peaking



Knitted ties

Menswear, Tailoring, accessory

Slim knitted ties.

Peaking

Peaking in AW28



Mandarin-collar jackets

Menswear, Tailoring, collar

Tailored jackets with band collars.

Peaking



Matching waistcoat three-pieces

Menswear, Tailoring, garment

Three-piece suits with matching waistcoats.

Peaking



Mock-neck fine knits

Menswear, Knitwear, neckline

Fine knits with a low mock neck.

Peaking



Multi-pocket gilets

Menswear, Outerwear, pocket

Utility gilets with bellows pockets.

Peaking



Overshirt chest flap pockets

Menswear, Shirts & Polos, pocket

Twin flap pockets on overshirts.

Peaking



Overshirt jackets

Menswear, Outerwear, garment

Snap-front jackets cut like shirts.

Peaking



Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Peaking



Painter trousers

Menswear, Trousers, pocket

Hammer loops and rule pockets.

Peaking

Peaking in AW28



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Peaking



Raglan-sleeve overcoats

Menswear, Outerwear, sleeve

Overcoats with raglan shoulders.

Peaking



Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Peaking



Saddle shoulders

Menswear, Knitwear, shoulder

Saddle-shoulder construction.

Peaking



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Peaking



Sherpa-lined trucker jackets

Menswear, Outerwear, lining

Trucker jackets with fleece collars.

Peaking



Short-sleeve Oxford shirts

Menswear, Shirts & Polos, collar

Button-down collars on short sleeves.

Peaking



Side-tab trousers

Menswear, Trousers, hardware

Side tabs instead of belt loops.

Peaking

Peaking in AW28



Soft shawl-collar dinner jackets

Menswear, Tailoring, lapel

Shawl lapels on soft evening jackets.

Peaking



Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Peaking



Taped-seam commuter jackets

Menswear, Outerwear, seam

City jackets with bonded, taped seams.

Peaking



Technical stretch chinos

Menswear, Trousers, fabric

Slim chinos with stretch and sewn creases.

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



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Peaking



Tucked shirts with slim ties

Menswear, Shirts & Polos, styling

Tucked-in shirts with narrow ties.

Peaking

Peaking in AW28



Unstructured commuter blazers

Menswear, Tailoring, shape

Soft blazers with articulated sleeves.

Peaking



Utility overshirts with snaps

Menswear, Shirts & Polos, hardware

Snap-front overshirts with chest pockets.

Peaking



Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Peaking



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Peaking

Fading in AW28



Contrast-stitch nylon twill blousons

Menswear, Outerwear, stitching

Nylon twill blousons in black, navy or khaki where thick contrast topstitching is the design accent; sacai Holiday 2026, Tokyo, from 6 Nov 2026.

Fading



Fisherman-style raincoats

Menswear, Outerwear, silhouette

Long, roomy raincoats modelled on fishermen's oilskins with storm flaps and hoods; part of Louis Vuitton's weather-themed Men's SS27 pre-collection (Oct 2026).

Fading



Generous 1980s double-breasted suits

Menswear, Tailoring, silhouette

Roomy double-breasted suits with pleated, higher-waisted trousers in a late-80s/early-90s line; the VRC's Melbourne Cup Carnival 2026 forecast names them for race-day menswear, alongside the return of the tie.

Fading



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



Brushed alpaca

Menswear, Knitwear, fabric

Fluffy, brushed surfaces.

Fading



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Fading



Chore and work jackets

Menswear, Outerwear, pocket

Workwear jackets with large patch pockets.

Fading



Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Fading

Fading in AW28



Corduroy suits

Menswear, Tailoring, fabric

Cotton cord suiting.

Fading



Deep turn-ups

Menswear, Trousers, hem

Deep cuffed hems.

Fading



Double-breasted overcoats

Menswear, Tailoring, closure

Six-button double-breasted overcoats.

Fading



Double-face wool overcoats

Menswear, Outerwear, fabric

Unlined coats with hand-finished edges.

Fading



Fair Isle yokes

Menswear, Knitwear, pattern

Patterned yokes on crewnecks.

Fading



Full straight legs

Menswear, Trousers, leg

Wide, straight trouser legs.

Fading



Fur and shearling collars

Menswear, Outerwear, collar

Fur accents on bombers and coats.

Fading



Grey melange flannel

Menswear, Tailoring, fabric

Mid-grey wool flannel.

Fading

Fading in AW28



Gurkha-buckle waists

Menswear, Trousers, waist

High waists with buckle adjusters.

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



Leather and wool varsity

Menswear, Outerwear, garment

Varsity jackets with rib trims.

Fading



Mac coats

Menswear, Outerwear, shape

Clean single-breasted raincoats.

Fading

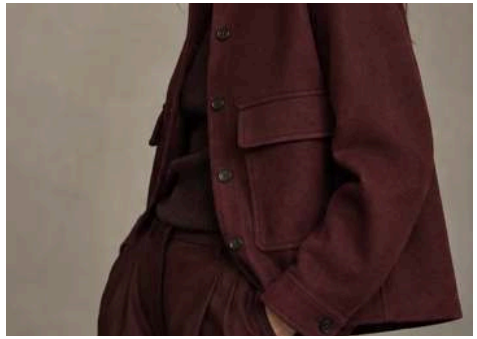


Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Fading



Overshirt-style blazers

Menswear, Tailoring, shape

Blazers with shirt collars and flap pockets.

Fading



Oxford button-downs

Menswear, Shirts & Polos, collar

The classic button-down collar.

Fading

Fading in AW28



Padded leather

Menswear, Outerwear, fabric

Quilted leather jackets.

Fading



Patch pockets on soft jackets

Menswear, Tailoring, pocket

Unstructured jackets with patch pockets.

Fading



Pocket squares

Menswear, Tailoring, accessory

Back in everyday suiting.

Fading



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Fading



Popover shirts

Menswear, Shirts & Polos, placket

Half-placket shirts pulled over the head.

Fading



Printed resort shirts

Menswear, Shirts & Polos, collar

Camp-collar shirts in bold prints.

Fading



Puffed pleated suit trousers

Menswear, Tailoring, pleat

Slightly puffed, pleated trousers.

Fading



Quarter-zip tops

Menswear, Shirts & Polos, closure

Quarter zips on knits and sport shirts.

Fading

Fading in AW28



Quilted gilets

Menswear, Outerwear, layer

Sleeveless quilted layers.

Fading



Relaxed 1930s drape

Menswear, Tailoring, shape

Soft, languid suits with fuller trousers.

Fading



Relaxed pleated chinos

Menswear, Trousers, pleat

Easy chinos with front pleats.

Fading



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Fading



Shearling-collar aviators

Menswear, Outerwear, collar

Aviator jackets with shearling collars.

Fading



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Fading



Single and double pleats

Menswear, Trousers, pleat

Pleats return to everyday trousers.

Fading



Straight leather trousers

Menswear, Trousers, fabric

Leather in straight cuts.

Fading

Fading in AW28



Tailored joggers

Menswear, Trousers, hem

Tailored trousers with elastic cuffs.

Fading



Tailored track pants

Menswear, Trousers, garment

Track pants cut like trousers, with piping.

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



Unlined summer blazers

Menswear, Tailoring, shape

Light blazers with hand-finished edges.

Fading



Utility cargo trousers

Menswear, Trousers, pocket

Cargo pockets on straight legs.

Fading



Velvet shirts

Menswear, Shirts & Polos, fabric

Velvet in aubergine and emerald.

Fading



Waistcoats worn alone

Menswear, Tailoring, garment

Waistcoats worn without jackets.

Fading

Fading in AW28



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Fading



Wide-lapel suits

Menswear, Tailoring, lapel

Broader lapels on two-piece suits.

Fading



Wide-wale corduroy

Menswear, Trousers, fabric

Chunky cord trousers.

Fading



Windbreaker as a blazer

Menswear, Outerwear, layer

Sporty shells worn over tailoring.

Fading



Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Fading



Zip-neck polos

Menswear, Shirts & Polos, closure

Polos closed with a short zip.

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



Functional tailoring: 19-4218 TCX with 12-4306 TCX, for belted suit jackets.



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



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

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.

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

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.