AW28

FORECUT



Season themes

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

The big stories of the season, why they are happening and the pieces that carry them.

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 Cargo pockets, Concealed-button blazers and Denim with technical details.

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

Cargo pockets, Concealed-button blazers, Denim with technical details, Double-pocket camp shirts and Half-zip knits are rising.

Test in small quantities

Hybrid quilted bombers, Insulated hybrid hikers, Insulated overshirts, Insulated winter sneakers and Packable down liners are new ideas to try.

Sell through

Drawcord-hem cropped fleece jackets, Floral-lined showerproof jackets, Barrel-leg cargo jeans and Belted field coats are at their height. Do not add depth.

Reduce or rework

Low-rise bootcut jeans, Piped satin track jackets, Suede equestrian jackets and Tonal suede low-profile sneakers are moving out.

Range strategy

Build depth

- Cargo pockets
- Concealed-button blazers
- Denim with technical details
- Double-pocket camp shirts
- Half-zip knits
- Hidden magnetic closures
- Hidden-rivet minimal jeans
- Hidden-zip blouses
- Hiker styles

Test small

- Hybrid quilted bombers
- Insulated hybrid hikers
- Insulated overshirts
- Insulated winter sneakers
- Packable down liners
- Quilted dinner jackets
- Quilted panel skirts
- Quilted suit jackets
- Technical merino layers

Sell through

- Drawcord-hem cropped fleece jackets
- Floral-lined showerproof jackets
- Barrel-leg cargo jeans
- Belted field coats
- Belted knee-high boots
- Belted safari jackets
- Belted shirt dresses
- Belted suit jackets
- Brushed wool-cashmere coats

Exit or rework

- Low-rise bootcut jeans
- Piped satin track jackets
- Suede equestrian jackets
- Tonal suede low-profile sneakers
- Belted trench blazers
- Belted wrap fronts
- Buckled ankle boots
- Cargo midi skirts
- Chelsea ankle boots

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.
- Carry SS28 sole units into boots.
- Add weatherproofing for monsoon and winter markets.
- Keep uppers sleek.
- 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
Cargo pockets	Fading			Emerging	Rising
Concealed-button blazers				Emerging	Rising
Denim with technical details				Emerging	Rising
Double-pocket camp shirts	Emerging	Rising	Rising	Rising	Rising
Half-zip knits	Emerging	Emerging	Rising	Rising	Rising
Hidden magnetic closures				Emerging	Rising
Hidden-rivet minimal jeans				Emerging	Rising
Hidden-zip blouses				Emerging	Rising
Hiker styles	Rising		Peaking		Rising
Hiking boots with tailoring	Rising		Peaking		Rising
Kitten-heel knee boots	Emerging	Rising	Rising	Rising	Rising
Quilted and padded dresses				Emerging	Rising

Carried on from SS28

Belted wrap fronts
Peaking in SS28, fading now

Large flap patch pockets
Rising in SS28, peaking now

Hidden magnetic closures
Emerging in SS28, rising now

Double-belted waists
Rising in SS28, peaking now

Welt-pocket cocoon coats
Peaking in SS28, fading now

Single-breasted car coats
Rising in SS28, peaking 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.

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.

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

Utility vest layers, Belted shirt dresses, Concealed-placket shirts, Utility shirt-jackets

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

Welt-pocket cocoon coats, Single-breasted car coats, Stand-collar field coats, Hidden-placket overcoats

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

Utility vest layers, Quilted liner jackets, Belted safari jackets, Suede equestrian 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

Denim shirt-jackets, Denim with technical details, Patch-pocket denim jackets, Denim chore coats

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

Belted shirt dresses, Concealed-placket shirts, Utility shirt-jackets, Double-pocket camp shirts

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 vest layers, Utility shirt-jackets, Denim shirt-jackets, Denim with technical details

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.