AW28

FORECUT



Season themes

Inspiration and design

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



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

Hybrid boots

Smart boots on cushioned sport soles: Chelseas, hikers and weatherproof derbies.

Why now

Winter version of SS28 sport-meets-smart footwear.

Key pieces

Sport soles, Chelseas, Comfort; hybrid sport-smart boots.

19-6050 TCX, #1F4A35 and 12-5504 TCX, #CFE3D6

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

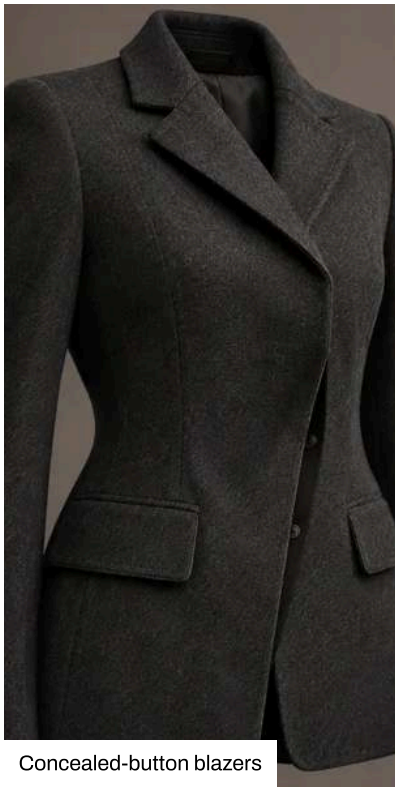
Rust, Brick, Quilting; quilted and padded dresses.

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





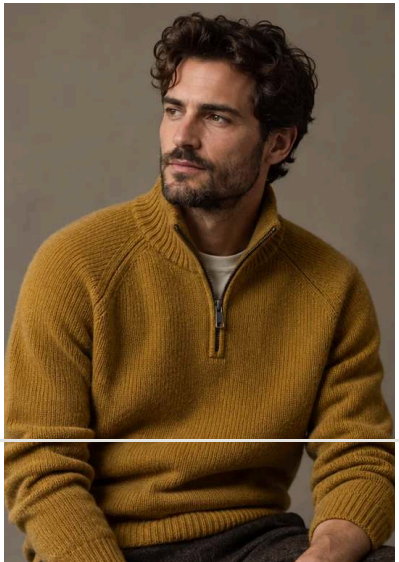
Concealed-button blazers

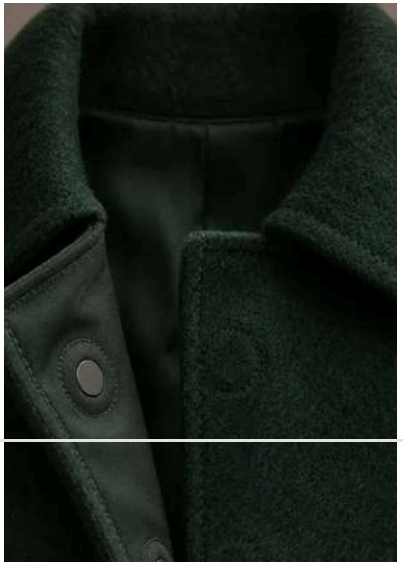


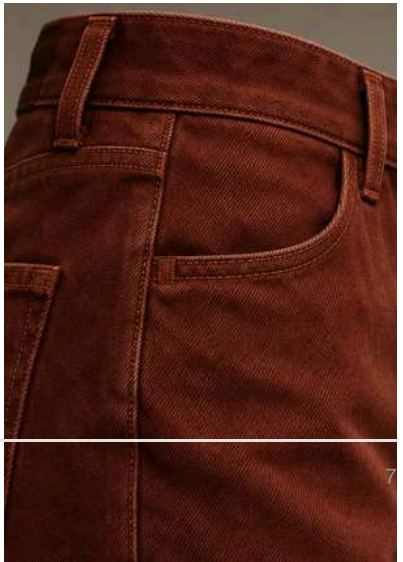
Denim with technical details



Double-pocket camp shirts







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.



Hybrid boots: 19-6050 TCX with 12-5504 TCX, for hybrid sport-smart boots.



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

Key pieces



Cargo pockets

Womenswear, Trousers & Skirts, pocket

Utility cargos cooling in womenswear.

Rising



Concealed-button blazers

Womenswear, Tailoring, closure

Blazers with hidden buttons for a clean front.

Rising



Denim with technical details

Womenswear, Denim, detail

Denim jackets with zips and bellows pockets.

Rising



Double-pocket camp shirts

Womenswear, Tops & Shirts, pocket

Camp-collar shirts with two chest pockets.

Rising



Half-zip knits

Womenswear, Knitwear, closure

Short zips on funnel-neck knits.

Rising



Hidden magnetic closures

Womenswear, Coats & Jackets, closure

Fronts that close with concealed magnets instead of buttons.

Rising



Hidden-rivet minimal jeans

Womenswear, Denim, hardware

Jeans with concealed rivets and minimal trims.

Rising



Hidden-zip blouses

Womenswear, Tops & Shirts, closure

Blouses with a concealed front zip.

Rising

Key pieces



Hiker styles

Footwear, Boots, sole

Hiking boots worn with tailoring.

Rising



Hiking boots with tailoring

Footwear, Men's Shoes, sole

Rugged soles under suits.

Rising



Kitten-heel knee boots

Footwear, Boots, heel

Knee boots on low kitten heels.

Rising



Quilted and padded dresses

Womenswear, Dresses, fabric

Quilted dresses for cold-weather layering.

Rising



Rubber-soled Chelseas

Footwear, Men's Shoes, sole

Chelseas on lugged rubber soles.

Rising



Seamless technical knits

Menswear, Knitwear, fabric

Seam-free quarter-zips with stretch.

Rising



Stand-collar field coats

Womenswear, Coats & Jackets, collar

Short stand collars on zip-front field coats.

Rising



Tailored wool shorts

Menswear, Trousers, length

Pleated shorts in wool.

Rising

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.