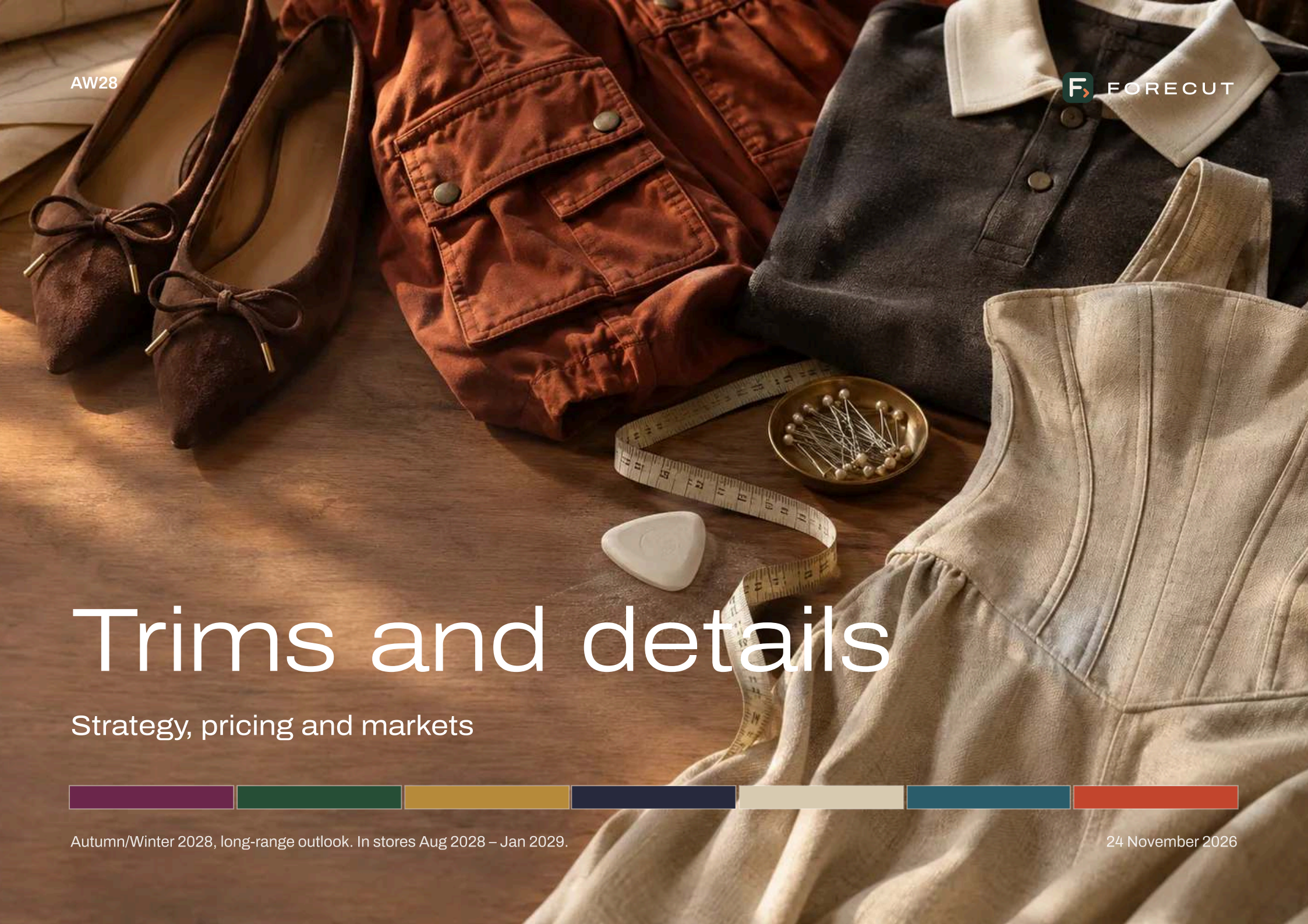


AW28

FORECUT

# Trims and details

## 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

Collars, closures, pockets, hardware, trims and embellishment.

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 Articulated-knee trousers, Bonded, raw-cut seams and Bow-trim flats.

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

Articulated-knee trousers, Bonded, raw-cut seams, Bow-trim flats, Cargo pockets and Concealed-button blazers are rising.

### Test in small quantities

Bonded denim outerwear, Knitted hoods and snoods, Technical wool cargo trousers and Utility vest layers are new ideas to try.

### Sell through

Angrakha-overlap tunics, Ankle-strap balloon trousers, Bead-droplet embroidered dresses and Braided officer coats are at their height. Do not add depth.

### Reduce or rework

Beaded-fringe canvas dresses, Fringed minis with back trains, Off-shoulder tweed sheath dresses and Ombré sequin gowns are moving out.

# Range strategy

## Build depth

- Articulated-knee trousers
- Bonded, raw-cut seams
- Bow-trim flats
- Cargo pockets
- Concealed-button blazers
- Contrast-collar polos
- Corset-seamed dresses
- Cuffed jean hems
- Denim with technical details

## Test small

- Bonded denim outerwear
- Knitted hoods and snoods
- Technical wool cargo trousers
- Utility vest layers

## Sell through

- Angrakha-overlap tunics
- Ankle-strap balloon trousers
- Bead-droplet embroidered dresses
- Braided officer coats
- Convertible backpack puffers
- Drawcord-hem cropped fleece jackets
- Floral-embroidered cropped puffers
- Floral-lined showerproof jackets
- Lacquered funnel-neck trenches

## Exit or rework

- Beaded-fringe canvas dresses
- Fringed minis with back trains
- Off-shoulder tweed sheath dresses
- Ombré sequin gowns
- Starry crystal velvet gowns
- Beads and sequins on knits
- Belted wrap fronts
- Block-heel slingbacks
- Brogue perforations

# 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.
- Test magnets for washing and safety.
- Use fly-front plackets on core shirts.
- Market ease of fastening.
- Carry SS28 sole units into boots.
- Add weatherproofing for monsoon and winter markets.

## 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 |
|---|---|---|---|---|---|
| Articulated-knee trousers | | | | Emerging | Rising |
| Bonded, raw-cut seams | | | | Emerging | Rising |
| Bow-trim flats | Emerging | Emerging | Rising | Rising | Rising |
| Cargo pockets | Fading | | | Emerging | Rising |
| Concealed-button blazers | | | | Emerging | Rising |
| Contrast-collar polos | Emerging | Emerging | Rising | Rising | Rising |
| Corset-seamed dresses | Emerging | Rising | Rising | Rising | Rising |
| Cuffed jean hems | Emerging | Emerging | Rising | Rising | Rising |
| Denim with technical details | | | | Emerging | Rising |
| Double-pocket camp shirts | Emerging | Rising | Rising | Rising | Rising |
| Funnel-neck base layers | | | Emerging | | Rising |
| Funnel-neck knit 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

**Bonded, raw-cut seams**
Emerging in SS28, rising now

**Welt-pocket cocoon coats**
Peaking in SS28, fading now

**Belted safari jackets**
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.

## 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.

# Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

## 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.

## 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

Utility vest layers, Floral-embroidered cropped puffers, Funnel-neck knit dresses, Bead-droplet embroidered dresses

### 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, Stand-collar field coats, Hidden-placket overcoats, Lacquered funnel-neck trenches

### 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, Belted safari jackets, Floral-lined showerproof jackets, Drawcord-hem cropped fleece 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 with technical details, Bonded denim outerwear, Patch-pocket denim jackets, Printed resort shirts

### 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

Floral-embroidered cropped puffers, Bead-droplet embroidered dresses, Band-collar shirts with long placket, Concealed-placket 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 with technical details, Bonded denim outerwear

### 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.