SS27

FORECUT



Colour forecast

Strategy, pricing and markets

Spring/Summer 2027, next season forecast. In stores Feb – Jul 2027.

24 November 2026

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About this report

The season palette with Pantone TCX and HEX codes, and the colours behind each theme.

The waist returns and handcraft moves into everyday clothes. Shapes get defined again, sneakers step back for elegant shoes, and colour comes back in full: purple, true red and Klein blue over sun-faded whites and sand.

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 Corseted tea-length crinoline dresses, Cup-bodice gold column gowns and Generous 1980s double-breasted suits.

The waist returns and handcraft moves into everyday clothes. Shapes get defined again, sneakers step back for elegant shoes, and colour comes back in full: purple, true red and Klein blue over sun-faded whites and sand.

Build into the range

Corseted tea-length crinoline dresses, Cup-bodice gold column gowns, Generous 1980s double-breasted suits, Lace-up corset-back sequin gowns and Low-rise bootcut jeans are rising and keep growing into AW27.

Test in small quantities

Ankle-strap balloon trousers, Barefoot sole-less sandals, Bead-droplet embroidered dresses, Beaded-fringe canvas dresses and Fringed macramé tops are new ideas to try.

Sell through

Belted trench blazers, Cropped blazers, Denim trucker jackets and Denim waistcoats are at their height. Do not add depth.

Reduce or rework

Drop waist with pleated skirt, Hoodie under tailoring and Low-slung belted waists are moving out.

Range strategy

Build depth

- Corseted tea-length crinoline dresses
- Cup-bodice gold column gowns
- Generous 1980s double-breasted suits
- Lace-up corset-back sequin gowns
- Low-rise bootcut jeans
- Studded and ruffled Mary Jane clogs
- Tone-on-tone embroidered tuxedos
- Apron-toe derbies
- Asymmetric wrap closures

Test small

- Ankle-strap balloon trousers
- Barefoot sole-less sandals
- Bead-droplet embroidered dresses
- Beaded-fringe canvas dresses
- Fringed macramé tops
- Fringed minis with back trains
- Laser-cut coral-relief dresses
- Low-rise slip skirts with bra tops
- Off-shoulder ruffle dresses

Sell through

- Belted trench blazers
- Cropped blazers
- Denim trucker jackets
- Denim waistcoats
- Fringed hems
- Lace-edged bias slips
- Long denim coats
- Mesh midi skirts
- Mid-rise relaxed jeans

Exit or rework

- Drop waist with pleated skirt
- Hoodie under tailoring
- Low-slung belted waists

Actions and timing

Actions for the range

- Add slim ties and pocket squares as add-on sales.
- Style shirts tucked into pleated trousers in imagery.
- Shift footwear mix from sneakers toward mules and flats.
- Add a peplum version of your best-selling blouse.
- Cut a basque-waist seam into a core dress block.
- Sell double belts as an add-on accessory.
- Test raw hems in wash trials before bulk.
- Layer a longer slip under existing dresses.

Season timing

Shown on the runway	Sep–Oct (year before)
In stores, northern hemisphere	Feb – Jul 2027
Southern hemisphere	Same trends sold Sep–Feb, a season later, in local spring/summer
Tropical and seasonless markets	Core of the year: lightweight trends sell 9–12 months

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
Corseted tea-length crinoline dresses	Rising	Rising	Peaking	Fading	
Cup-bodice gold column gowns	Peaking	Rising	Peaking	Fading	
Generous 1980s double-breasted suits	Emerging	Rising	Rising	Peaking	Fading
Lace-up corset-back sequin gowns	Peaking	Rising	Peaking	Fading	
Low-rise bootcut jeans	Rising	Rising	Peaking	Peaking	Fading
Studded and ruffled Mary Jane clogs	Emerging	Rising	Rising	Peaking	Fading
Tone-on-tone embroidered tuxedos	Rising	Rising	Peaking	Fading	
Apron-toe derbies	Rising	Rising	Rising	Peaking	
Asymmetric wrap closures	Rising	Rising	Rising	Rising	Peaking
Backless apron tops		Rising	Fading		
Balloon trousers	Rising	Rising	Peaking	Fading	
Band-collar shirts with long placket		Rising	Rising	Rising	Peaking

Carried on from AW26

Belted wrap fronts
Rising in AW26, rising now

Quilted liner jackets
Rising in AW26, rising now

Belted safari jackets
Emerging in AW26, rising now

Asymmetric wrap closures
Rising in AW26, rising now

Tie-cuff sleeves
Rising in AW26, rising now

Drop waist with pleated skirt
Peaking in AW26, fading now

What happens in AW27

Corseted tea-length crinoline dresses
Rising now, peaking in AW27

Cup-bodice gold column gowns
Rising now, peaking in AW27

Generous 1980s double-breasted suits
Rising now, rising in AW27

Lace-up corset-back sequin gowns
Rising now, peaking in AW27

Low-rise bootcut jeans
Rising now, peaking in AW27

Studded and ruffled Mary Jane clogs
Rising now, rising in AW27

Key colours

Colour comes back in full: purple and lilac, head-to-toe red and Klein blue over sun-faded whites, sand and tobacco.

Confirmed by the runways. Each colour is a real Pantone TCX colour; confirm with a physical Pantone book before dyeing.

Core

Optic white

Pantone 11-0602 TCX Snow White
#F2F0EB

Crisp white for shirting, linen and tailoring; the biggest riser on the runways.

Core

Sand

Pantone 13-1009 TCX Biscotti
#DAC7AB

Sun-faded neutral for linen suits, knits and outerwear.

Core

Tobacco

Pantone 18-1028 TCX Emperador
#684832

Warm brown that replaces black in summer tailoring and leather.

Core

Midnight

Pantone 19-3933 TCX Medieval Blue
#29304E

Deep blue for tailoring and denim.

Seasonal

Lilac

Pantone 15-3720 TCX Lilac Breeze
#B3A0C9

Soft purple for dresses, knits and relaxed workwear.

Seasonal

Violet

Pantone 19-3642 TCX Royal Purple
#603F83

Saturated purple for statement pieces, leather and evening.

Seasonal

True red

Pantone 18-1763 TCX High Risk Red
#C71F2D

Worn head to toe, not just as a pop.

Seasonal

Butter

Pantone 12-0711 TCX Lemon Meringue
#F6E199

Soft yellow for knits, shirting and menswear polos.

Accent

Klein blue

Pantone 18-3949 TCX Dazzling Blue
#3850A0

Intense ultramarine for single statement pieces.

Accent

Grass green

Pantone 16-0237 TCX Foliage
#75A14F

A living green for knits, prints and swim.

Colour stories

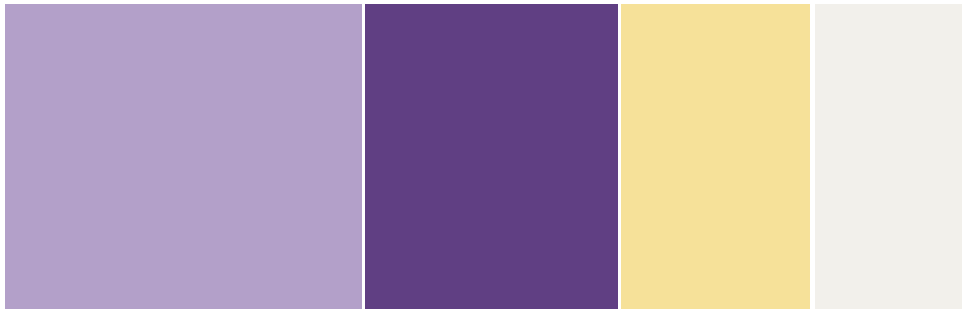


Sun-faded

Whites, sand, tobacco and ice blue, as if bleached by summer. Linen, cotton and soft tailoring.

Use for: Tailoring, shirting, linen, menswear

Optic white: Pantone 11-0602 TCX, #F2F0EB
Sand: Pantone 13-1009 TCX, #DAC7AB
Tobacco: Pantone 18-1028 TCX, #684832
Ice blue: Pantone 12-4805 TCX, #CBDCDF



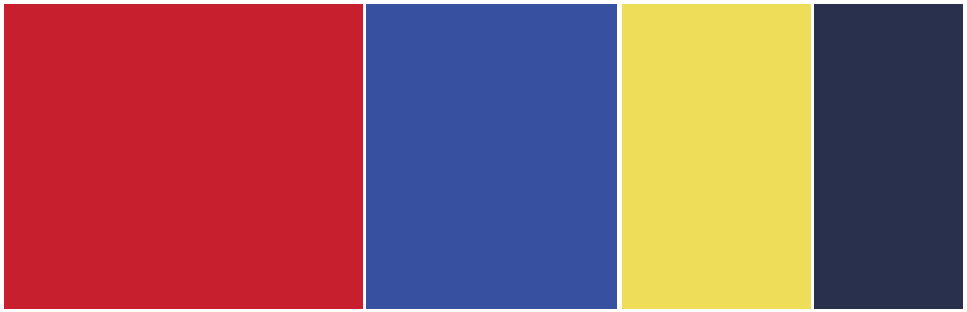
Purple reign

From lilac to violet, the season's most talked-about colour, paired with butter for an unexpected summer mix.

Use for: Dresses, knits, leather, evening

Lilac: Pantone 15-3720 TCX, #B3A0C9
Violet: Pantone 19-3642 TCX, #603F83
Butter: Pantone 12-0711 TCX, #F6E199
Optic white: Pantone 11-0602 TCX, #F2F0EB

Colour stories



Full colour

Red, Klein blue and lemon worn head to toe. Primary colour without prints.

Use for: Statement dresses, outerwear, shoes

True red: Pantone 18-1763 TCX, #C71F2D
Klein blue: Pantone 18-3949 TCX, #3850A0
Lemon: Pantone 12-0642 TCX, #EDDD59
Midnight: Pantone 19-3933 TCX, #29304E



Living green

Grass green and teal from nature and the pool: summer knits, swim and prints.

Use for: Swim, knits, prints, kidswear

Grass green: Pantone 16-0237 TCX, #75A14F
Teal: Pantone 17-5117 TCX, #358082
Sand: Pantone 13-1009 TCX, #DAC7AB
Butter: Pantone 12-0711 TCX, #F6E199

By department

Womenswear



Lilac and violet lead, with true red and Klein blue for statement pieces and butter for softness.

Lilac: 15-3720 TCX, #B3A0C9
Violet: 19-3642 TCX, #603F83
True red: 18-1763 TCX, #C71F2D
Klein blue: 18-3949 TCX, #3850A0
Butter: 12-0711 TCX, #F6E199
Optic white: 11-0602 TCX, #F2F0EB

Menswear



Sun-faded earth tones and linen, ice blue as the new shirt colour, with butter, lavender, salmon pink and red pops.

Sand: 13-1009 TCX, #DAC7AB
Tobacco: 18-1028 TCX, #684832
Ice blue: 12-4805 TCX, #CBDCDF
Butter: 12-0711 TCX, #F6E199
Salmon pink: 15-1523 TCX, #E29A86
Rust: 18-1250 TCX, #9F5130

Kidswear



Pool brights over sandy neutrals: lemon, aqua, grass green and coral, with lavender for the softer side.

Lemon: 12-0642 TCX, #EDDD59
Aqua: 14-4816 TCX, #58C9D4
Grass green: 16-0237 TCX, #75A14F
Coral: 16-1541 TCX, #F6745F
Lavender: 14-3812 TCX, #BDB0D0
Sand: 13-1009 TCX, #DAC7AB

Footwear



Sandy suedes and natural tones, sea and sky blues, lemon and green reptile effects, and red for heels.

Sand suede: 14-1116 TCX, #CCB390
Sea blue: 18-4250 TCX, #006CA9
Sky blue: 14-4317 TCX, #A5C5D9
Lemon: 12-0642 TCX, #EDDD59
Reptile green: 18-0130 TCX, #53713D
True red: 18-1763 TCX, #C71F2D

How we built it

Read from the spring/summer 2027 shows (June menswear and Pitti Uomo, September womenswear) and the Première Vision February fabric fair. White rose the most on the runways; purple was the most reported colour in New York; red returned head to toe; menswear moved to butter yellow, lavender, pink and ice blue over earth tones.

Public sources

- Refinery29: NYFW spring/summer 2027 colour: https://www.refinery29.com/en-us/new-york-fashion-week-spring-summer-2027-color-trends
- Runway colour share, Spring 2027 (tfashion): https://tfashion.ai/runway/ss27/colors
- The Impression: Spring 2027 colour forecast: https://theimpression.com/?p=12070953
- Première Vision: key colours SS27: https://www.premierevision.com/en/articles/2a0d1f83-bafa-f011-832e-000d3a43e2d8/key-colors-for-spring-summer-2027-meaningful-shades
- FashionUnited: Pitti Uomo 110: https://fashionunited.com/news/fairs/pitti-uomo-110-loud-beats-quiet-collections/2026061973088
- International Leather Maker: SS27 leather colours: https://internationalleathermaker.com/spring-summer-2027-sees-wearing-and-living-leather-trends/

Pricing and cost

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

Elegant ease

Key garment	Value	Mid	Premium
Slim silk tie	₹499–999	₹1,200–2,500	₹4,500+
Pleated trousers	₹1,299–2,499	₹3,000–6,000	₹10,000+
Refined mules	₹1,499–2,799	₹3,500–7,000	₹12,000+

Cost level: low. Mostly styling and small accessories. Pleated trousers reuse existing blocks; mules use less leather than closed shoes.

The waist returns

Key garment	Value	Mid	Premium
Peplum blouse	₹899–1,799	₹2,200–4,500	₹8,000+
Bubble-hem dress	₹1,499–2,799	₹3,500–7,000	₹12,000+
Cinched peplum jacket	₹2,499–3,999	₹5,000–9,500	₹16,000+

Cost level: low to medium. Waist seams and peplums use existing blocks with a cut at the waist. Bubble hems need a lining and more fabric.

Pricing and cost

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

Undone

Key garment	Value	Mid	Premium
Raw-hem slip dress	₹1,299–2,499	₹3,000–6,500	₹11,000+
Layered slip skirt	₹899–1,799	₹2,200–4,500	₹8,000+
Backless apron top	₹799–1,499	₹1,800–3,800	₹7,000+

Cost level: low. Raw edges skip hemming, but fabrics must be chosen so they fray evenly and pass wash tests.

In motion

Key garment	Value	Mid	Premium
Fringed-hem dress	₹1,499–2,999	₹3,500–7,500	₹13,000+
Striped shirt and short set	₹1,299–2,499	₹3,000–6,000	₹10,000+
Striped knit	₹999–1,899	₹2,400–4,800	₹8,000+

Cost level: medium. Fringe adds trim cost and QC time. Stripes need matching at seams; yarn-dyed stripes cost more than prints.

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 direction

- Heritage textiles and motifs (brocade, kesi, handloom) on modern silhouettes
- Sheer and translucent layers worn over opaque bases for modesty and heat
- Tailoring with technical and utility details, cropped jackets and windbreakers
- Cobalt blue and earth tones; metallic silver accents

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

Sheer lattice capes, Woven-stripe longline overlayers, Lace-trimmed slips over knits, Sheer organza overlays

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 direction

- Featherlight, see-through fabrics: organza, voile, ripstop
- The waist returns: peplums, basques, defined jackets
- Skirts as the key piece, often at "the Chanel length" below the knee
- Soft "ASMR" pastels: butter, lavender, sage, light blue

Climate

Temperate four-season climate: cold, wet winters in the north, hot dry summers around the Mediterranean.

Best fit from this report

Sheer lattice capes, Lace-trimmed slips over knits, Sheer organza overlays, Sheer-sleeve dresses

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 direction

- Sheer skirts and overlays on opaque bases: the wearable version
- Primary colours with cobalt blue; marigold as the breakout shade
- Knits and shirts tied low at the waist
- Denim reworked with tailoring

Climate

From cold Canadian winters to hot, humid southern US summers and Mexico's warm highlands and coasts.

Best fit from this report

Cinched peplum jackets, Lace-trimmed jacket edges, Quilted liner jackets, Belted safari 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 direction

- International SS27 trends reach local stores for spring/summer, Sep 2027–Feb 2028
- Featherlight and sheer fabrics translated into beach and resort wear
- Bold colour: Cobalt blue, marigold, berry reds
- Crochet, raffia and cotton craft

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

Trompe-l'oeil shirt-print tops, Crochet tops and cardigans, Long denim coats, Matching denim 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 direction

- Cinched waists and volume: puff, bubble and peplum shapes
- Bold colour and print; chocolate brown as a neutral
- Craft and heritage textiles in contemporary tailoring
- Lagos FW 2026 (Oct): beaded and raffia fringe, red and brown, peplum bustiers, skirts for men

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, Bead-droplet embroidered dresses, Striped patchwork shirt dresses, Gilded embroidered shirting

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 direction

- International SS27 trends reach local stores for spring/summer, Sep 2027–Feb 2028
- Sheer layers and silk organza (Resort 27 confirms it)
- Surf-inflected tailoring, wraps and sarong ties
- Race-day dressing (VRC Spring Carnival 2026): dropped waists, midi sheaths, butter yellow and Klein blue, brimmed hats

Climate

Southern-hemisphere seasons: summer Dec–Feb, winter Jun–Aug. Mostly temperate, tropical in the north of Australia.

Best fit from this report

Sheer lattice capes, Sheer organza overlays, Sheer-sleeve dresses, Sheer mesh layering tops

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 SS27 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: SS27 themes summarise published runway and trade coverage from the September–October 2026 shows, including FashionUnited and The Zoe Report. Pantone announces its 2027 colour of the year in December 2026.

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.