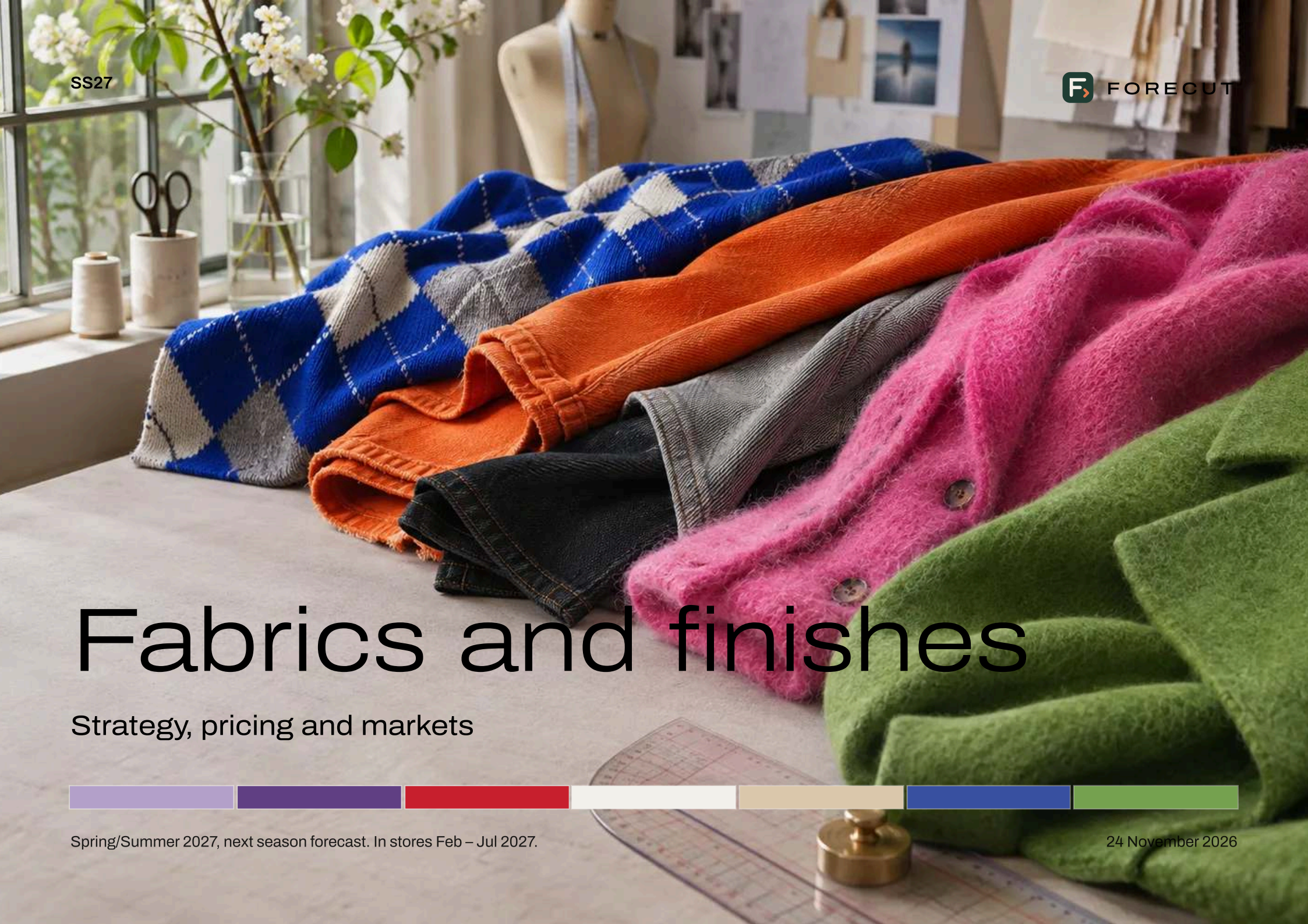
SS27

FORECUT



Fabrics and finishes

Strategy, pricing and markets

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

24 November 2026

Contents

Overview

Range strategy

How it developed

Actions and timing

Pricing and cost

Margin checklist

Markets

India

About this report

Fabrics, materials, washes, prints and finishes across every category.

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 Piped satin track jackets, Sun-bleached distressed sneakers and Tonal suede low-profile sneakers.

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

Piped satin track jackets, Sun-bleached distressed sneakers, Tonal suede low-profile sneakers, Argyle knits and Black and grey denim are rising and keep growing into AW27.

Test in small quantities

Fringed macramé tops, Laser-cut coral-relief dresses, Raffia wedge sandals, Sheer-panel check shirts and Trompe-l'oeil shirt-print tops are new ideas to try.

Sell through

Gingham and handkerchief checks, Mesh midi skirts, Rubber clogs and Satin evening pumps are at their height. Do not add depth.

Range strategy

Build depth

- Piped satin track jackets
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Argyle knits
- Black and grey denim
- Broderie anglaise dresses
- Brushed cardigan coats
- Brushed wool-cashmere coats
- Cable fisherman jumpers

Test small

- Fringed macramé tops
- Laser-cut coral-relief dresses
- Raffia wedge sandals
- Sheer-panel check shirts
- Trompe-l'oeil shirt-print tops
- Mesh and fabric ankle boots
- Mesh running sneakers
- Packable technical shells
- Rain boots with refined lasts

Sell through

- Gingham and handkerchief checks
- Mesh midi skirts
- Rubber clogs
- Satin evening pumps
- Sheer fine-gauge layers
- Sheer mesh layering tops
- Striped Breton tops
- Suede skate shoes
- Tech fleece jackets

Exit or rework

- Nothing at this stage

Actions and timing

Actions for the range

- Test raw hems in wash trials before bulk.
- Layer a longer slip under existing dresses.
- Style straps off-shoulder in imagery, not just in the garment.
- Use fringe on hems only to control cost.
- Offer stripes as co-ord sets.
- Shoot in motion for e-commerce and reels.
- Add lace trims at cuffs and hems of core shirts.
- Use machine smocking on bodices and cuffs.

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
Piped satin track jackets	Rising	Rising	Peaking		Fading
Sun-bleached distressed sneakers	Emerging	Rising	Rising	Peaking	Fading
Tonal suede low-profile sneakers	Emerging	Rising	Rising	Peaking	Fading
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Black and grey denim	Emerging	Rising	Rising	Rising	Peaking
Broderie anglaise dresses		Rising		Peaking	
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Brushed wool-cashmere coats	Rising	Rising	Rising	Rising	Peaking
Cable fisherman jumpers	Rising	Rising	Rising	Peaking	Fading
Cable-front cardigans	Rising	Rising	Rising	Peaking	Fading
Chambray work shirts	Emerging	Rising	Rising	Rising	Peaking
Check sports jackets	Rising	Rising	Rising	Rising	Peaking

Carried on from AW26

Patent trench with storm flaps
Emerging in AW26, rising now

Quilted liner jackets
Rising in AW26, rising now

Brushed wool-cashmere coats
Rising in AW26, rising now

Sheer organza overlays
Peaking in AW26, rising now

Photographic and art prints
Emerging in AW26, rising now

Column knit dresses
Rising in AW26, rising now

What happens in AW27

Piped satin track jackets
Rising now, peaking in AW27

Sun-bleached distressed sneakers
Rising now, rising in AW27

Tonal suede low-profile sneakers
Rising now, rising in AW27

Argyle knits
Rising now, rising in AW27

Black and grey denim
Rising now, rising in AW27

Brushed cardigan coats
Rising now, rising in AW27

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.

Pricing and cost

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

Handcraft

Key garment	Value	Mid	Premium
Lace-trimmed poplin shirt	₹1,199–2,199	₹2,800–5,500	₹9,000+
Smocked-bodice dress	₹1,499–2,999	₹3,500–7,500	₹13,000+
Crochet top	₹999–1,999	₹2,500–5,000	₹9,000+

Cost level: medium to high. Hand embroidery and crochet are slow. Use Schiffli embroidery, lace trims and machine smocking for scale; India has strong craft clusters for premium ranges.

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.

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 organza overlays, Column knit dresses, Sheer mesh layering tops, Slogan T-shirts

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

Patent trench with storm flaps, Brushed wool-cashmere coats, Sheer organza overlays, Gingham and handkerchief checks

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

Seersucker and linen jackets, Quilted liner jackets, Slogan T-shirts, Seersucker and gingham shirting

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

Seersucker and linen jackets, Photographic and art prints, Floral print midis, Seersucker sundresses

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

Seersucker and linen jackets, Photographic and art prints, Floral print midis, Slogan T-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 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

Seersucker and linen jackets, Sheer organza overlays, Photographic and art prints, Floral print midis

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

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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.