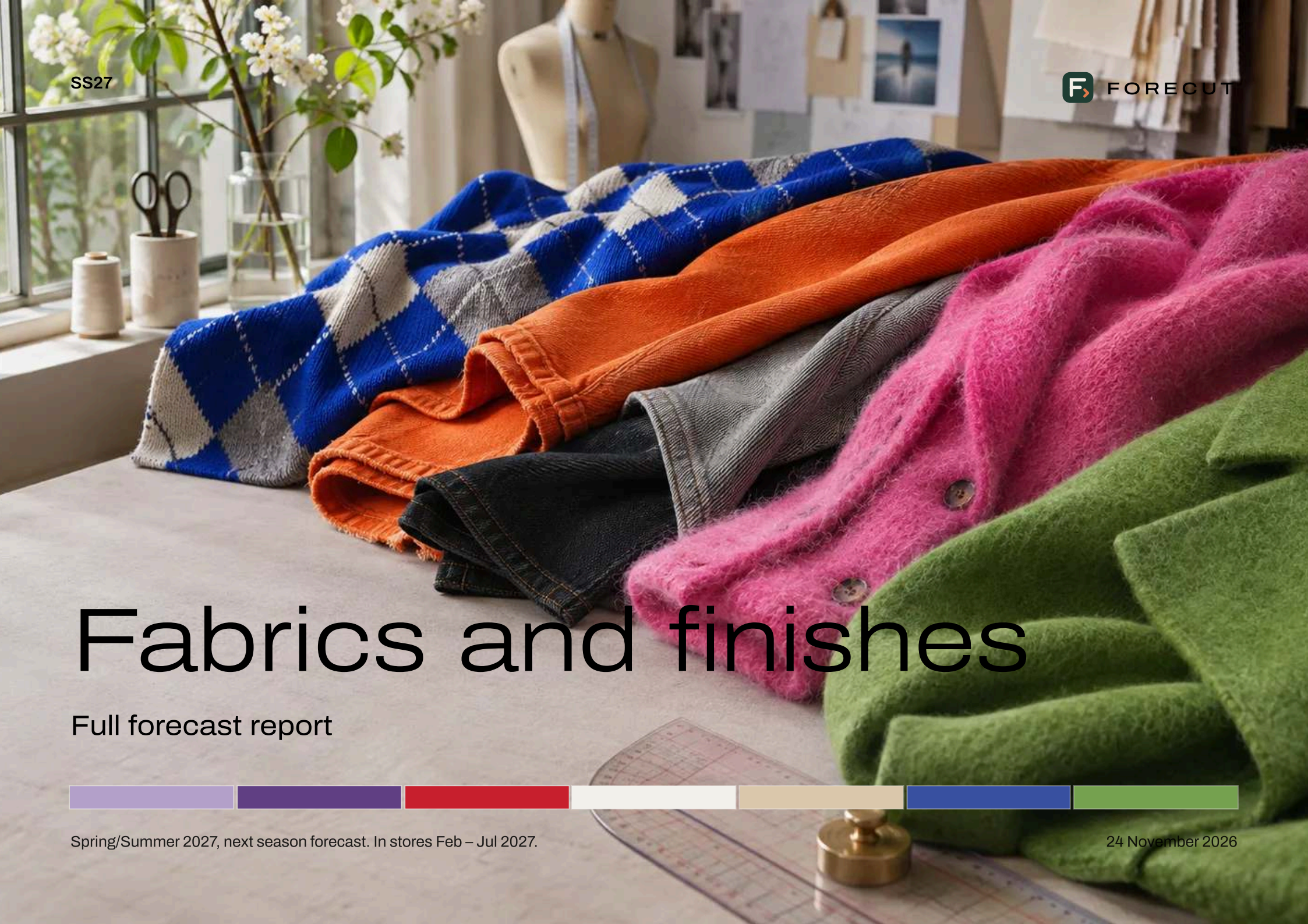
SS27

FORECUT



Fabrics and finishes

Full forecast report

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

24 November 2026

Contents

Overview

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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.



Inspiration

Undone

A deliberately unfinished look: straps falling off the shoulder, exposed or unhooked undergarments, top layers left unsewn and raw, frayed hems on muslin-like cottons.

Why now

A relaxed, personal take on elegance, and raw edges suit natural fabrics.

Seen at

Altuzarra: Deshabille looks; Christian Cowan: Undone layers; Coach and Prabal Gurung: Muslin looks; LII: Double-layer minis

Key pieces

Raw hems, Slip straps, Muslin; unfinished raw hems.

17-0610 TCX, #8F897C and 11-0608 TCX, #F2EFE8

Source: The Zoe Report, NYFW SS27 trends; FashionUnited, SS27 Paris coverage



Inspiration

In motion

Long fringe that moves with every step, and bold head-to-toe stripes, from rainbow to tonal.

Why now

Movement and stripes photograph well for video-led social media.

Seen at

Luar, Kim Shui, Ulla Johnson, Heirlome, Monse: Long, figure-covering fringe; DVF: Rainbow stripes with long shorts; Proenza Schouler, Tommy Hilfiger: Head-to-toe stripes

Key pieces

Fringe, Stripes, Swing; fringed hems.

16-1448 TCX, #D4651F and 12-1009 TCX, #FFE1C9

Source: The Zoe Report, NYFW SS27 trends



Inspiration

Handcraft

Lace flowers, embroidery and smocking move onto crisp, everyday shirting. Craft techniques such as wrapping, gathering, pleating and openwork feel personal and slow.

Why now

Lace is named a growth category, and craft adds perceived value to simple poplin and knits.

Seen at

Chloé: Embroidery and waxed jackets; Gabriela Hearst: Mirrorwork inspired by Afghan craftsmanship; Lace (category): Forecasters call it a growth category

Key pieces

Lace, Smocking, Embroidery; lace-embroidered poplin shirts.

17-1147 TCX, #A8623F and 11-1306 TCX, #F6E2D4

Source: FashionUnited, SS27 Paris coverage and SS27 trend report



Inspiration

Elegant ease

Dressing gets refined again. The tie returns, shirts are tucked in, trousers are pleated and slightly puffed, and elegant mules and pointed flats replace sneakers.

Why now

Fabric forecasters say street style and sneakers are giving way to elegance.

Seen at

Loewe: The return of the tie; Munich Fabric Start forecasters: "Everything is becoming elegant"; SS27 menswear: Slimmer ties, pleated and puffed trousers

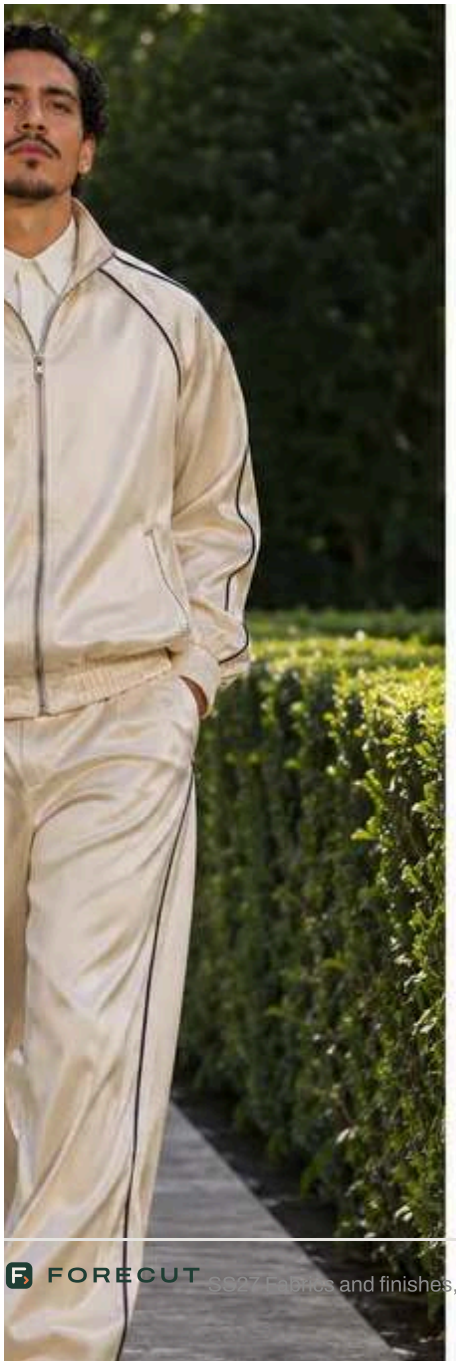
Key pieces

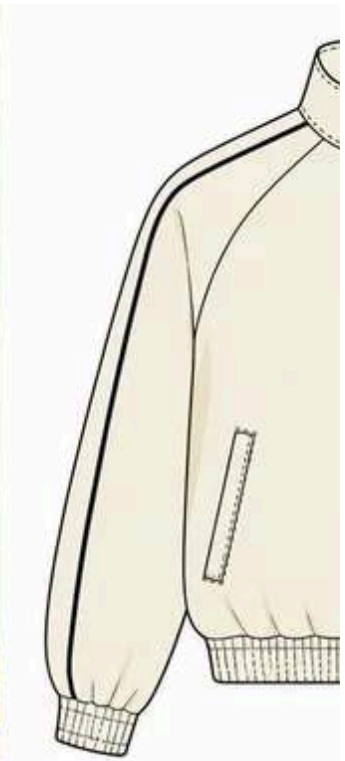
Slim ties, Mules, Pointed flats; tucked shirts with slim ties.

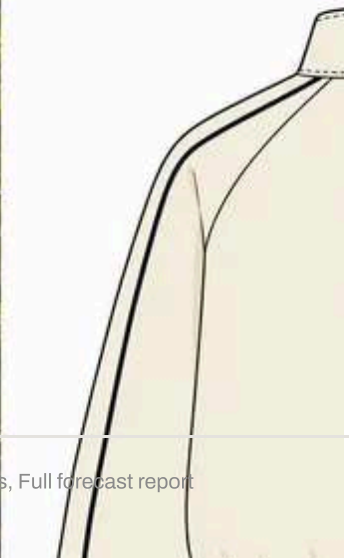
17-6333 TCX, #4F7A3C and 12-5404 TCX, #E4F0DA

Source: FashionUnited, SS27 Paris coverage and SS27 trend report

Moodboard

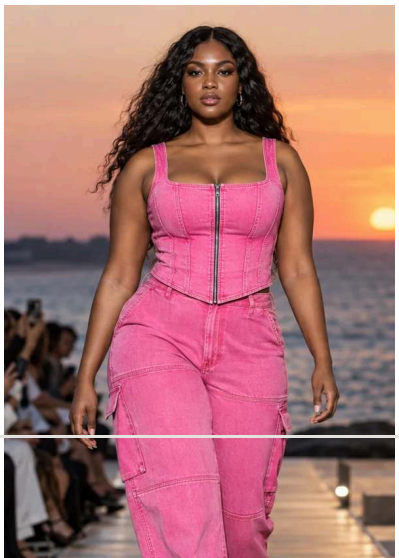








Sun-bleached distressed sneakers





Tonal suede low-profile sneakers





Argyle knits



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

Emerging in SS27



Fringed macramé tops

Womenswear, Knitwear, texture

Hand-knotted macramé and crochet tops finished with long fringe, at Apartamento 03, Catarina Mina and Mercado Livre, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising



Laser-cut coral-relief dresses

Womenswear, Dresses, fabric

Dresses laser-cut into branching, coral-like openwork and finished with bead embroidery; Chanel Cruise 2026/27 in Sydney, 5 Nov 2026.

Emerging next: rising



Raffia wedge sandals

Footwear, Heels & Flats, material

Woven raffia wedges and heels in metallic gold, chocolate, cinnamon and natural; Monday Swimwear x Billini launched 16 raffia styles in Oct 2026 for the southern summer.

Emerging next: rising



Sheer-panel check shirts

Menswear, Shirts & Polos, fabric

Check shirts with sheer inset panels in gender-fluid tailoring, as at João Pimenta, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising

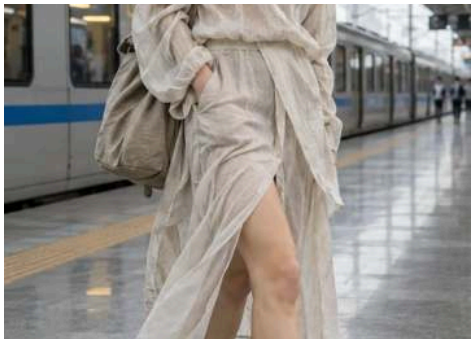


Trompe-l'oeil shirt-print tops

Womenswear, Tops & Shirts, print

Sweatshirts, tees and dresses printed with the image of a shirt layered on top, as at À La Garçonne, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising

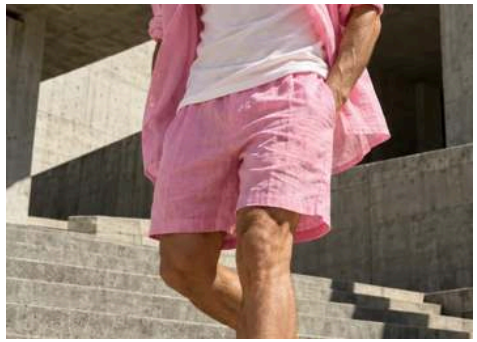


Mesh and fabric ankle boots

Footwear, Boots, material

Breathable mesh and fabric uppers.

Emerging



Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Emerging next: rising



Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Emerging next: rising

Emerging in SS27



Rain boots with refined lasts

Footwear, Boots, material

Rubber rain boots on slim lasts.

Emerging



Satin slip skirts

Womenswear, Trousers & Skirts, fabric

Fluid satin skirts cut on the bias.

Emerging next: rising



Seersucker trousers

Menswear, Trousers, fabric

Puckered cotton summer trousers.

Emerging



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Emerging next: rising



Vintage poster-print tops

Womenswear, Tops & Shirts, print

Tops and tees printed with old film-poster style graphics, as at Dries Van Noten SS27.

Emerging next: rising

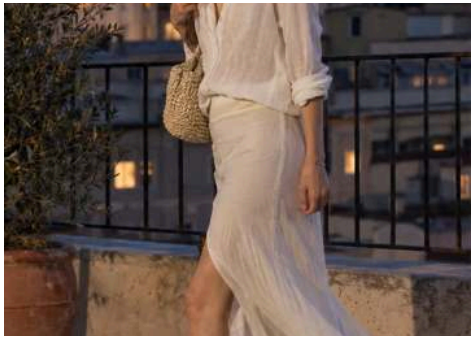


Wax-coated denim

Womenswear, Denim, finish

Coated denim with a waxy sheen.

Emerging next: rising



Woven leather flats

Footwear, Heels & Flats, material

Hand-woven leather uppers.

Emerging

Rising in SS27



Piped satin track jackets

Menswear, Outerwear, fabric

Zip-up satin track jackets with contrast piping, as in Born x Raised's Pre-Holiday 2026 drop; sporty polish for evening.

Rising next: peaking



Sun-bleached distressed sneakers

Footwear, Sneakers & Casual, finish

Trainers made in deliberately distressed, sun-bleached fabrics on a cushioned retro sole; Puma x JiyongKim Cell Geo, Seoul (Korea Herald, 15 Nov 2026).

Rising next: rising



Tonal suede low-profile sneakers

Footwear, Sneakers & Casual, material

Slim, low-profile sneakers in a single tone of leather or suede; Jil Sander x Puma reworked the Speedcat in all-black, all-white and white suede (on sale Oct 2026).

Rising next: rising



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising next: rising



Black and grey denim

Womenswear, Denim, wash

Washed black and grey denim.

Rising next: rising



Broderie anglaise dresses

Womenswear, Dresses, fabric

White eyelet-embroidered cotton dresses with puff sleeves and tiers, as at Chloé SS27.

Rising



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: rising



Brushed wool-cashmere coats

Womenswear, Coats & Jackets, fabric

Soft, brushed blends with a hazy surface.

Rising next: rising

Rising in SS27



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Rising next: rising



Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

Rising next: rising



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Rising next: rising



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising next: rising



Check tailoring

Womenswear, Tailoring, fabric

Prince of Wales and windowpane checks.

Rising next: rising



Clear PVC heels

Footwear, Heels & Flats, material

Transparent pumps and jelly shoes.

Rising next: fading



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising next: rising



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising next: rising

Rising in SS27



Crochet tops and cardigans

Womenswear, Knitwear, fabric

Granny-square and crochet textures.

Rising



Dark rinse, clean finish

Womenswear, Denim, wash

Deep indigo with minimal fading.

Rising next: rising



Double-layer sheer skirts

Womenswear, Trousers & Skirts, fabric

Two sheer layers, sometimes beaded, worn over another skirt or trousers for SS27.

Rising next: peaking



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Rising next: rising



Featherweight trench windbreakers

Menswear, Outerwear, fabric

Trench shapes in light windbreaker cloth, often in yellow, at Saint Laurent and Dries Van Noten SS27.

Rising next: rising



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: rising



Floral print midis

Womenswear, Dresses, print

Small and painterly florals on midi dresses.

Rising next: rising



Fluid satin wide legs

Womenswear, Trousers & Skirts, fabric

Satin trousers for day and evening.

Rising next: peaking

Rising in SS27



Gingham and seersucker skirts

Womenswear, Trousers & Skirts, fabric

Checked and puckered midi skirts.

Rising

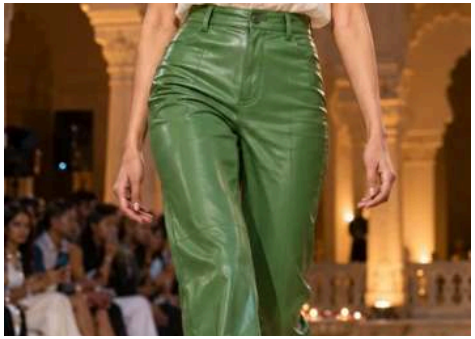


Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Rising next: rising



Leather-look trousers

Womenswear, Trousers & Skirts, fabric

Straight trousers in faux leather.

Rising next: rising



Light bleached washes

Womenswear, Denim, wash

Pale, sun-faded washes with whiskering.

Rising



Linen and seersucker shirts

Menswear, Shirts & Polos, fabric

Camp-collar shirts in summer fabrics.

Rising



Linen and seersucker suiting

Womenswear, Tailoring, fabric

Summer suits in linen and seersucker.

Rising



Linen travel suits

Menswear, Tailoring, fabric

Unlined linen suits for warm weather.

Rising



Linen waistcoats

Menswear, Tailoring, fabric

Unlined linen waistcoats.

Rising next: rising

Rising in SS27



Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Rising next: rising



Open-stitch summer knits

Menswear, Knitwear, fabric

Open stitches for lightweight summer knits.

Rising



Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Rising next: rising



Patent ballet flats

Footwear, Heels & Flats, material

High-shine patent flats.

Rising next: rising



Patent evening loafers

Footwear, Men's Shoes, material

High-shine loafers for evening.

Rising next: peaking



Patent knee boots

Footwear, Boots, material

High-shine knee boots.

Rising next: peaking



Patent leather

Footwear, Heels & Flats, material

Glossy patent pumps.

Rising next: peaking



Patent trench with storm flaps

Womenswear, Coats & Jackets, fabric

Glossy trenches keeping gun flaps and epaulettes.

Rising next: peaking

Rising in SS27



Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Rising next: rising



Photographic and art prints

Womenswear, Dresses, print

Still-life and photo prints on column dresses.

Rising next: peaking



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: rising



Pinstripe suiting

Womenswear, Tailoring, fabric

Chalk and pin stripes in slate and navy.

Rising next: peaking



Pinstripe waistcoats

Womenswear, Tailoring, fabric

Pinstripe waistcoats worn alone.

Rising next: rising



Plastic clogs and jellies

Footwear, Sneakers & Casual, material

Clear and coloured plastic.

Rising next: fading



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: rising



Quilted liner jackets

Womenswear, Coats & Jackets, fabric

Diamond-quilted jackets worn as outer layers.

Rising next: rising

Rising in SS27



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Rising next: peaking



Rubber Chelsea boots

Footwear, Boots, material

Waterproof rubber Chelseas.

Rising next: rising



Satin tailored blazers

Womenswear, Tailoring, fabric

Classic blazer shapes cut in liquid satin for day and evening, as at Givenchy SS27.

Rising next: rising



Seersucker and gingham shirting

Womenswear, Tops & Shirts, fabric

Checked and puckered summer shirting.

Rising



Seersucker and linen jackets

Womenswear, Coats & Jackets, fabric

Puckered seersucker and linen for summer tailoring.

Rising



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Rising next: rising



Seersucker sundresses

Womenswear, Dresses, fabric

Puckered cotton for light summer dresses.

Rising next: rising



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Rising next: rising

Rising in SS27



Sheer organza blouses

Womenswear, Tops & Shirts, fabric

Transparent organza blouses with band collars.

Rising next: rising



Sheer organza overlays

Womenswear, Dresses, fabric

Transparent layers over opaque linings.

Rising next: peaking



Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Rising next: peaking



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Rising next: rising



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: rising



Slogan T-shirts

Womenswear, Tops & Shirts, print

Bold text graphics on fitted tees.

Rising next: peaking



Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Rising next: rising



Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Rising next: peaking

Rising in SS27



Striped cotton crewnecks

Menswear, Knitwear, pattern

Breton and block stripes on cotton knits.

Rising



Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Rising next: rising



Suede T-toe runners

Footwear, Sneakers & Casual, material

Retro suede trainers.

Rising next: peaking



Suede ankle boots

Footwear, Boots, material

Soft suede ankle boots.

Rising next: rising



Suede chukkas

Footwear, Men's Shoes, material

Suede desert boots.

Rising next: peaking



Suede driving shoes

Footwear, Men's Shoes, material

Soft suede drivers with nub soles.

Rising



Suede loafers

Footwear, Men's Shoes, material

Soft suede loafers.

Rising next: rising



Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Rising next: rising

Rising in SS27



Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising next: rising



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Rising next: rising



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Rising next: rising



Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Rising next: rising

Peaking in SS27



Gingham and handkerchief checks

Womenswear, Dresses, print

Small checks on cotton and linen dresses.

Peaking



Mesh midi skirts

Womenswear, Trousers & Skirts, fabric

Sheer mesh over shorts or slips.

Peaking next: fading



Rubber clogs

Footwear, Sneakers & Casual, material

Moulded rubber clogs.

Peaking next: peaking



Satin evening pumps

Footwear, Heels & Flats, material

Satin pumps with a soft sheen.

Peaking next: peaking

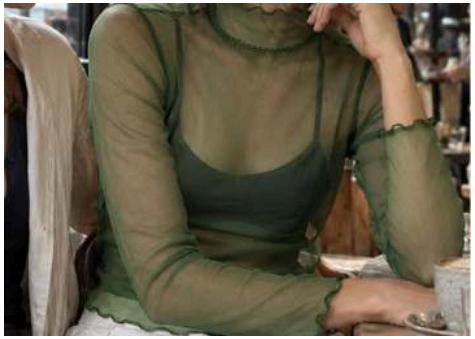


Sheer fine-gauge layers

Womenswear, Knitwear, fabric

Transparent fine knits under tailoring.

Peaking next: fading



Sheer mesh layering tops

Womenswear, Tops & Shirts, fabric

Mesh worn over or under heavier pieces.

Peaking next: fading



Striped Breton tops

Womenswear, Tops & Shirts, pattern

Classic horizontal stripes on jersey.

Peaking next: peaking



Suede skate shoes

Footwear, Sneakers & Casual, material

Padded suede skate shoes.

Peaking next: peaking

Peaking in SS27



Tech fleece jackets

Menswear, Outerwear, fabric

Brushed fleece zip jackets.

Peaking next: peaking



Textured knit polos

Menswear, Shirts & Polos, fabric

Waffle and textured knit polos.

Peaking next: peaking



Wool flannel trousers

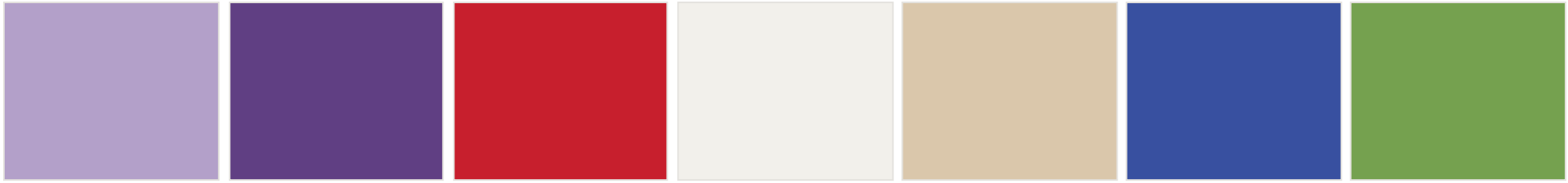
Menswear, Trousers, fabric

Grey flannel with a single pleat.

Peaking next: peaking

Colour

The SS27 palette, with Pantone TCX and HEX codes.



Lilac
15-3720 TCX
#B3A0C9

Violet
19-3642 TCX
#603F83

True red
18-1763 TCX
#C71F2D

Optic white
11-0602 TCX
#F2F0EB

Sand
13-1009 TCX
#DAC7AB

Klein blue
18-3949 TCX
#3850A0

Grass green
16-0237 TCX
#75A14F

Colour by theme



Undone: 17-0610 TCX with 11-0608 TCX, for unfinished raw hems.



In motion: 16-1448 TCX with 12-1009 TCX, for fringed hems.



Handcraft: 17-1147 TCX with 11-1306 TCX, for lace-embroidered poplin shirts.

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.

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

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.