SS27

FORECUT



Footwear

Strategy, pricing and markets

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

24 November 2026

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India

About this report

Heels, flats, boots, men's shoes and 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.

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 Studded and ruffled Mary Jane clogs, 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

Studded and ruffled Mary Jane clogs, Sun-bleached distressed sneakers, Tonal suede low-profile sneakers, Apron-toe derbies and Ballet-sneaker hybrids are rising and keep growing into AW27.

Test in small quantities

Barefoot sole-less sandals, Raffia wedge sandals, Reworked racing sneakers, Sculpted rocker-sole trainers and Boat shoes are new ideas to try.

Sell through

Ballet flats, Cap-toe oxfords, Crepe-sole desert boots and Football terrace trainers are at their height. Do not add depth.

Range strategy

Build depth

- Studded and ruffled Mary Jane clogs
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Apron-toe derbies
- Ballet-sneaker hybrids
- Belgian loafers
- Black oxfords
- Block-heel slingbacks
- Brogue perforations

Test small

- Barefoot sole-less sandals
- Raffia wedge sandals
- Reworked racing sneakers
- Sculpted rocker-sole trainers
- Boat shoes
- Bow-trim flats
- Brooch-and-chain stilettos
- Cutout summer boots
- Flat espadrille sneakers

Sell through

- Ballet flats
- Cap-toe oxfords
- Crepe-sole desert boots
- Football terrace trainers
- Penny loafers
- Rubber clogs
- Satin evening pumps
- Slouchy mid-calf boots
- Square-toe ballet flats

Exit or rework

- Nothing at this stage

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.
- 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.
- 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
Studded and ruffled Mary Jane clogs	Emerging	Rising	Rising	Peaking	Fading
Sun-bleached distressed sneakers	Emerging	Rising	Rising	Peaking	Fading
Tonal suede low-profile sneakers	Emerging	Rising	Rising	Peaking	Fading
Apron-toe derbies	Rising	Rising	Rising	Peaking	
Ballet-sneaker hybrids	Emerging	Rising	Peaking	Fading	
Belgian loafers	Rising	Rising	Rising	Rising	Peaking
Black oxfords	Rising	Rising	Rising	Peaking	Fading
Block-heel slingbacks	Rising	Rising	Rising	Peaking	Fading
Brogue perforations	Rising	Rising	Peaking		Fading
Buckled ankle boots	Rising	Rising	Rising	Peaking	Fading
Cap-toe kitten slingbacks	Rising	Rising	Rising	Peaking	Fading
Chelsea ankle boots	Rising	Rising	Rising	Peaking	Fading

Carried on from AW26

T-bar and T-strap pumps
Rising in AW26, rising now

Lace-up court shoes
Emerging in AW26, rising now

Two-tone cap toes
Rising in AW26, rising now

Square toes
Rising in AW26, rising now

Curved sculptural heels
Emerging in AW26, rising now

Patent leather
Rising in AW26, rising now

What happens in AW27

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

Sun-bleached distressed sneakers
Rising now, rising in AW27

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

Apron-toe derbies
Rising now, rising in AW27

Ballet-sneaker hybrids
Rising now, peaking in AW27

Belgian loafers
Rising now, rising in AW27

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.

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.

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.

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

Chelsea boots for tailoring, Sock-knit trainers

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

Horsebit loafers, Penny loafers, Tasselled loafers, Slim-sole loafers

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

Sneaker-sole loafers, Slim, low-profile sneakers, Mary Jane sneakers, Ballet-sneaker hybrids

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

Strappy heeled sandals, Flat strappy sandals, Low block sandals, Raffia wedge sandals

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

Strappy heeled sandals, Flat strappy sandals, Low block sandals, Raffia wedge sandals

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

Strappy heeled sandals, Flat strappy sandals, Low block sandals, Raffia wedge sandals

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.