SS27

FORECUT



Footwear

Full forecast report

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

24 November 2026

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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.



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



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

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

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

Moodboard

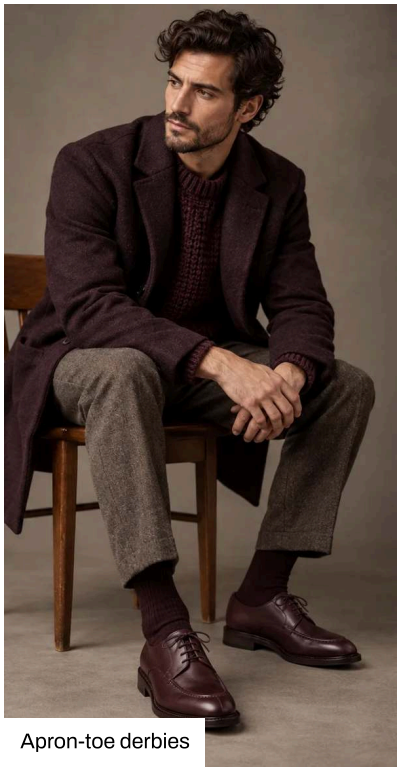




Sun-bleached distressed sneakers



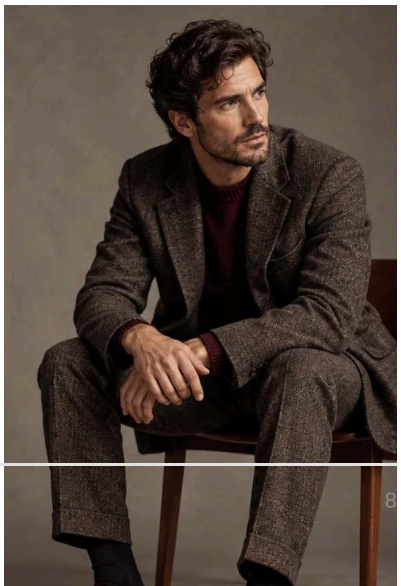
Tonal suede low-profile sneakers



Apron-toe derbies







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

Emerging in SS27



Barefoot sole-less sandals

Footwear, Heels & Flats, silhouette

Strap-only sandals that leave the sole of the foot bare, for a barefoot look on the beach and runway; 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



Reworked racing sneakers

Footwear, Sneakers & Casual, upper

Upcycled sneakers reworked with motorsport stripes and patches, as at Uó Upcycling's racing-themed show, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising



Sculpted rocker-sole trainers

Footwear, Sneakers & Casual, sole

Trainers on a curved, hand-sculpted rocker midsole, some with a split toe; Nike Rift Rocker by Melitta Baumeister (5 Nov 2026) and Hoka x Marni Clifton (out 12–13 Nov 2026).

Emerging next: rising



Boat shoes

Footwear, Men's Shoes, style

Moccasin boat shoes with leather laces.

Emerging



Bow-trim flats

Footwear, Heels & Flats, trim

Flats finished with a small bow.

Emerging next: rising



Brooch-and-chain stilettos

Footwear, Heels & Flats, hardware

Pointed stilettos trimmed with brooches and draped gold chains, as at Saint Laurent SS27.

Emerging next: peaking



Cutout summer boots

Footwear, Boots, shaft

Ankle boots with cutout panels.

Emerging

Emerging in SS27

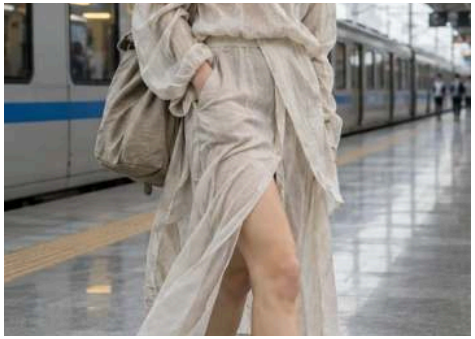


Flat espadrille sneakers

Footwear, Sneakers & Casual, sole

Canvas shoes on jute soles.

Emerging next: rising

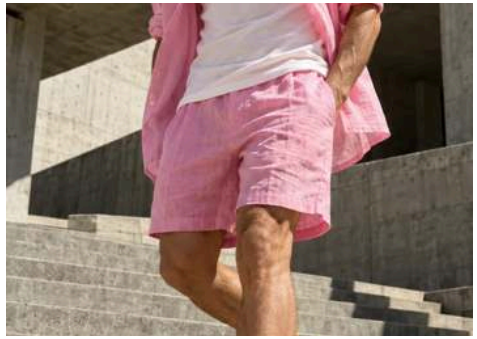


Mesh and fabric ankle boots

Footwear, Boots, material

Breathable mesh and fabric uppers.

Emerging



Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Emerging next: rising



Multi-strap ballet flats for men

Footwear, Men's Shoes, strap

Soft leather ballet flats for men with several buckled straps, as at Dries Van Noten SS27.

Emerging next: rising

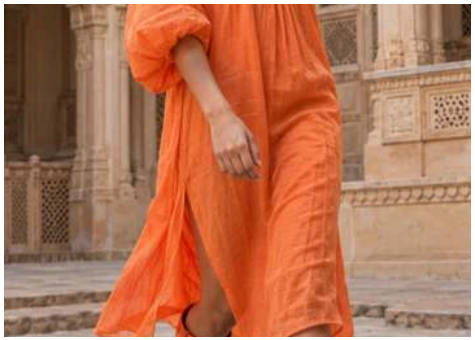


Pointed flats

Footwear, Heels & Flats, toe

Pointed-toe flats.

Emerging next: rising



Rain boots with refined lasts

Footwear, Boots, material

Rubber rain boots on slim lasts.

Emerging



Sculpted wedge heels

Footwear, Heels & Flats, heel

The wedge returns slimmer and shaped, with an inward-curving back, at Chloé and Victoria Beckham SS27.

Emerging next: rising



Slim tassel loafers

Footwear, Men's Shoes, trim

Tassel loafers on slim soles.

Emerging next: rising

Emerging in SS27



Sport sandals

Footwear, Sneakers & Casual, strap

Webbing-strap sandals on cushioned soles.

Emerging



Unlined soft loafers

Footwear, Men's Shoes, construction

Unlined, collapsible loafers.

Emerging next: rising

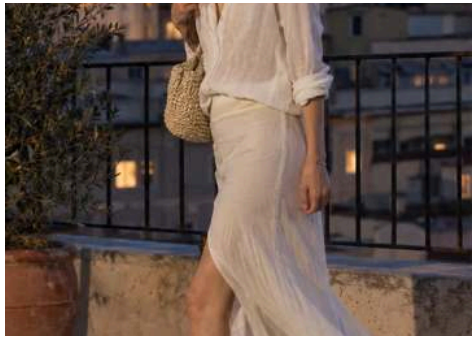


Western knee boots

Footwear, Boots, stitch

Knee-high boots with western stitching.

Emerging next: rising



Woven leather flats

Footwear, Heels & Flats, material

Hand-woven leather uppers.

Emerging

Rising in SS27



Studded and ruffled Mary Jane clogs

Footwear, Sneakers & Casual, upper

Mary Janes, Boston clogs and Arizona sandals reworked with gold studs, leather ruffles and shearling in black, lilac, sandstone and chutney; Birkenstock 1774 Pont des Arts (Nov 2026).

Rising next: rising



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



Apron-toe derbies

Footwear, Men's Shoes, toe

Derbies with stitched apron toes.

Rising next: rising



Ballet-sneaker hybrids

Footwear, Sneakers & Casual, hybrid

Mesh ballet shapes on sneaker soles.

Rising next: peaking



Belgian loafers

Footwear, Men's Shoes, style

Soft, slipper-like loafers.

Rising next: rising



Black oxfords

Footwear, Men's Shoes, style

Classic black lace-ups.

Rising next: rising



Block-heel slingbacks

Footwear, Heels & Flats, strap

Slingbacks on mid block heels.

Rising next: rising

Rising in SS27



Brogue perforations

Footwear, Men's Shoes, perforation

Broguing returns.

Rising next: peaking



Buckled ankle boots

Footwear, Boots, hardware

Ankle boots with a buckled strap.

Rising next: rising



Cap-toe kitten slingbacks

Footwear, Heels & Flats, toe

Contrast cap toes on kitten slingbacks.

Rising next: rising



Chelsea ankle boots

Footwear, Boots, shaft

Elastic-sided ankle boots.

Rising next: rising



Chelsea boots for tailoring

Footwear, Men's Shoes, style

Sleek Chelseas worn with suits.

Rising next: rising



Clear PVC heels

Footwear, Heels & Flats, material

Transparent pumps and jelly shoes.

Rising next: fading



Cupsole derbies

Footwear, Men's Shoes, sole

Derbies on sneaker cupsoles.

Rising next: rising



Curved sculptural heels

Footwear, Heels & Flats, heel

Curved, shaped heel blocks.

Rising next: peaking

Rising in SS27



Derby boots

Footwear, Men's Shoes, style

Lace-up boots on slim soles.

Rising next: rising



Embellished flats

Footwear, Heels & Flats, embellishment

Beaded and studded flats.

Rising next: peaking



Espadrilles

Footwear, Sneakers & Casual, sole

Canvas uppers on jute-wrapped soles.

Rising



Feathers on satin

Footwear, Heels & Flats, embellishment

Feather trims on evening shoes.

Rising next: fading



Fisherman sandals

Footwear, Men's Shoes, strap

Closed-toe sandals with cut slots.

Rising



Flat strappy sandals

Footwear, Heels & Flats, strap

Thin-strap flat sandals.

Rising next: rising



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: rising



Flatform sneakers

Footwear, Sneakers & Casual, sole

Sneakers on raised flat soles.

Rising next: peaking

Rising in SS27



Gum-sole trainers

Footwear, Sneakers & Casual, sole

Classic gum rubber soles.

Rising next: rising



Hiking sandals

Footwear, Sneakers & Casual, strap

Webbing sandals for trails.

Rising next: rising



Horsebit loafers

Footwear, Men's Shoes, hardware

Bit hardware on loafers.

Rising next: peaking



Horsebit mules

Footwear, Heels & Flats, hardware

Mules with horsebit hardware.

Rising next: rising



Horsebit vamp hardware

Footwear, Heels & Flats, hardware

Bits across the vamp.

Rising next: peaking



Kitten-heel boots

Footwear, Boots, heel

Low kitten heels.

Rising next: peaking



Kitten-heel knee boots

Footwear, Boots, heel

Knee boots on low kitten heels.

Rising next: rising



Kitten-heel pumps

Footwear, Heels & Flats, heel

Low kitten heels on pointed pumps.

Rising next: rising

Rising in SS27



Knee-high block-heel boots

Footwear, Boots, heel

Knee boots on block heels.

Rising next: rising



Lace-up ankle boots

Footwear, Boots, closure

Slim-sole lace-up ankle boots.

Rising



Lace-up court shoes

Footwear, Heels & Flats, closure

Laced pumps with silver hardware.

Rising next: peaking



Leather court sneakers

Footwear, Sneakers & Casual, style

Clean leather court shoes.

Rising next: rising



Leather slides

Footwear, Men's Shoes, strap

Wide-strap leather slides.

Rising next: rising



Low ankle sock boots

Footwear, Boots, shaft

Stretch boots cut just above the ankle.

Rising next: rising

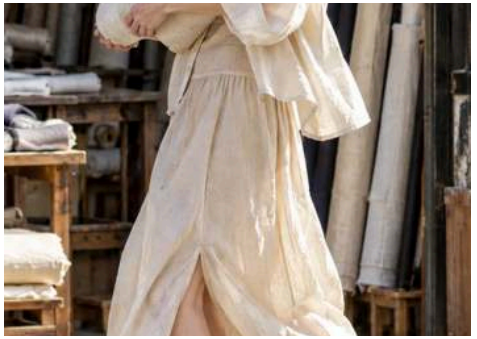


Low block sandals

Footwear, Heels & Flats, heel

Strappy sandals on low block heels.

Rising next: rising



Low-heel slouch ankle boots

Footwear, Boots, shaft

Slouchy ankle boots on low heels.

Rising next: rising

Rising in SS27



Lug-sole combat boots

Footwear, Boots, sole

Lace-up boots on deep lugs.

Rising next: rising



Lug-sole loafers

Footwear, Men's Shoes, sole

Loafers on chunky lug soles.

Rising next: rising



Mary Jane flats

Footwear, Heels & Flats, strap

Flats with a strap across the instep.

Rising next: rising



Mary Jane sneakers

Footwear, Sneakers & Casual, strap

Strap-over sneakers.

Rising next: peaking



Mid-calf western boots

Footwear, Boots, shaft

Mid-calf boots with western details.

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

Rising in SS27



Patent leather

Footwear, Heels & Flats, material

Glossy patent pumps.

Rising next: peaking



Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Rising next: rising



Plain derbies

Footwear, Men's Shoes, style

Derby shoes in soft leather.

Rising next: rising



Plastic clogs and jellies

Footwear, Sneakers & Casual, material

Clear and coloured plastic.

Rising next: fading



Pointed kitten mules

Footwear, Heels & Flats, toe

Backless mules with pointed toes.

Rising next: rising



Pointed-toe ankle boots

Footwear, Boots, toe

Sleek ankle boots with pointed toes.

Rising next: rising



Refined mules

Footwear, Heels & Flats, shape

Backless mules on low block heels.

Rising next: rising



Retro court sneakers

Footwear, Sneakers & Casual, style

Low court sneakers with gum soles.

Rising next: rising

Rising in SS27



Round-toe slingback heels

Footwear, Heels & Flats, strap

Round toes on slim slingback heels.

Rising next: rising



Rubber Chelsea boots

Footwear, Boots, material

Waterproof rubber Chelseas.

Rising next: rising



Rubber-soled Chelseas

Footwear, Men's Shoes, sole

Chelseas on lugged rubber soles.

Rising next: rising



Running-inspired sneakers

Footwear, Sneakers & Casual, style

Mesh runners with gum soles.

Rising next: rising



Satin ballet-trainers

Footwear, Sneakers & Casual, hybrid

Satin ballet shapes on trainer soles.

Rising next: rising



Shearling-lined ankle boots

Footwear, Boots, lining

Flat ankle boots with shearling cuffs.

Rising next: rising



Shearling-lined mules

Footwear, Sneakers & Casual, lining

Clog mules lined with shearling.

Rising next: rising



Skinny thong sandals

Footwear, Sneakers & Casual, strap

Very thin toe-post sandals with an ankle strap, shown for men at Celine SS27.

Rising

Rising in SS27



Slim, low-profile sneakers

Footwear, Sneakers & Casual, sole

Thin gum soles on slim lasts.

Rising next: rising



Slim-sole Chelseas

Footwear, Boots, sole

Chelsea boots on thin leather soles.

Rising next: rising

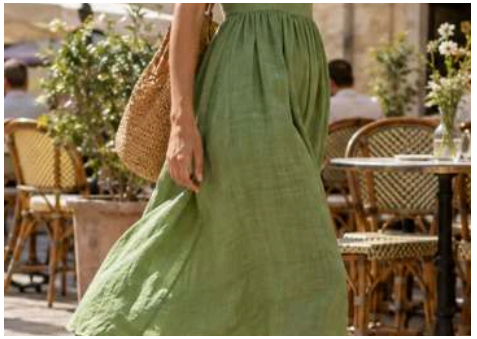


Slim-sole loafers

Footwear, Men's Shoes, sole

Loafers on thin, refined soles.

Rising next: rising



Slingback kitten heels

Footwear, Heels & Flats, strap

Low kitten heels with slingback straps.

Rising next: rising



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: rising



Sneaker-sole loafers

Footwear, Men's Shoes, sole

Loafers on cushioned sneaker soles.

Rising next: rising



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



Split-toe trainers

Footwear, Sneakers & Casual, toe

Split toes in casual shoes.

Rising next: peaking



Sport slides

Footwear, Sneakers & Casual, strap

Single-strap sport slides.

Rising next: rising



Square toes

Footwear, Heels & Flats, toe

Squared toes on pumps and mules.

Rising next: rising



Square-toe ankle boots

Footwear, Boots, toe

Ankle boots with squared toes.

Rising next: peaking



Square-toe knee boots

Footwear, Boots, toe

Knee boots with square toes.

Rising next: rising



Statement socks

Footwear, Men's Shoes, styling

Visible patterned socks.

Rising next: peaking



Stiletto court shoes

Footwear, Heels & Flats, heel

Classic pointed stiletto courts.

Rising next: rising



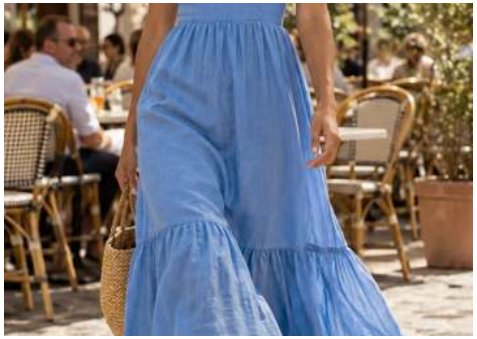
Strap-closure trainers

Footwear, Sneakers & Casual, strap

Trainers fastened with straps.

Rising next: rising

Rising in SS27



Strappy heeled sandals

Footwear, Heels & Flats, strap

Thin-strap sandals on slim heels.

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



T-bar and T-strap pumps

Footwear, Heels & Flats, strap

Deco-inspired straps on heels.

Rising next: peaking



Tasselled loafers

Footwear, Men's Shoes, trim

Loafers finished with tassels.

Rising next: peaking

Rising in SS27



Trail runners

Footwear, Sneakers & Casual, sole

Lugged trail running shoes.

Rising next: rising



Two-tone cap toes

Footwear, Heels & Flats, toe

Contrast toes on slingbacks and flats.

Rising next: peaking



Western ankle boots

Footwear, Boots, toe

Short western boots with pointed toes.

Rising



Western stitching

Footwear, Boots, stitch

Decorative western topstitch.

Rising next: peaking



Wholecut oxfords

Footwear, Men's Shoes, style

Oxfords cut from one piece of leather.

Rising next: rising



Wingtip brogues

Footwear, Men's Shoes, perforation

Full brogue wingtips.

Rising next: rising

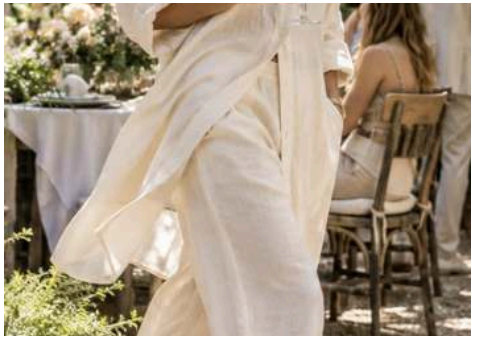


Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Rising next: rising



Woven leather slides

Footwear, Sneakers & Casual, strap

Slides with woven leather straps.

Rising

Peaking in SS27



Ballet flats

Footwear, Heels & Flats, shape

Ballet flats at their peak.

Peaking next: fading



Cap-toe oxfords

Footwear, Men's Shoes, toe

Classic cap-toe oxfords.

Peaking next: peaking



Crepe-sole desert boots

Footwear, Men's Shoes, sole

Desert boots on crepe soles.

Peaking next: peaking



Football terrace trainers

Footwear, Sneakers & Casual, style

Terrace styles at their peak.

Peaking next: fading



Penny loafers

Footwear, Men's Shoes, style

Penny loafers at their peak.

Peaking next: peaking



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



Slouchy mid-calf boots

Footwear, Boots, shaft

Soft mid-calf shafts.

Peaking next: peaking

Peaking in SS27



Square-toe ballet flats

Footwear, Heels & Flats, toe

Ballet flats with square toes.

Peaking next: peaking



Stretch knee boots on block heels

Footwear, Boots, shaft

Sock-fit knee boots on block heels.

Peaking next: peaking



Suede skate shoes

Footwear, Sneakers & Casual, material

Padded suede skate shoes.

Peaking next: peaking

Colour

The SS27 palette, with Pantone TCX and HEX codes.

Lilac	Violet	True red	Optic white	Sand	Klein blue	Grass green
15-3720 TCX	19-3642 TCX	18-1763 TCX	11-0602 TCX	13-1009 TCX	18-3949 TCX	16-0237 TCX
#B3A0C9	#603F83	#C71F2D	#F2F0EB	#DAC7AB	#3850A0	#75A14F

Colour by theme



Elegant ease: 17-6333 TCX with 12-5404 TCX, for tucked shirts with slim ties.



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



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

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.

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.