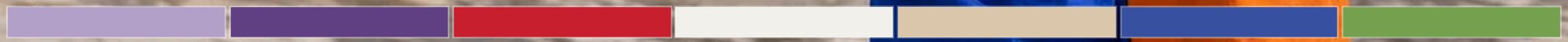
SS27

FORECUT

Menswear

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

Outerwear, shirts, knitwear, tailoring and trousers, item by item.

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 Contrast-stitch nylon twill blousons, Fisherman-style raincoats 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

Contrast-stitch nylon twill blousons, Fisherman-style raincoats, Generous 1980s double-breasted suits, Piped satin track jackets and Barrel trousers are rising and keep growing into AW27.

Test in small quantities

Sheer-panel check shirts, Skirts for men, Band-collar shirts, Cardigans worn as shirts and Coach jackets are new ideas to try.

Sell through

Colour-block knits, Contrast cuffs, Denim trucker jackets and Overshirt-style blazers are at their height. Do not add depth.

Reduce or rework

Carpenter hammer loops, Hoodie under tailoring and Overshirt chest flap pockets are moving out.

Range strategy

Build depth

- Contrast-stitch nylon twill blousons
- Fisherman-style raincoats
- Generous 1980s double-breasted suits
- Piped satin track jackets
- Barrel trousers
- Belted field coats
- Belted high waists
- Boxy short-sleeve shirts
- Brushed cardigan coats

Test small

- Sheer-panel check shirts
- Skirts for men
- Band-collar shirts
- Cardigans worn as shirts
- Coach jackets
- Contrast-collar polos
- Crochet-panel knits
- Drawstring tailored trousers
- Elbow-seam jumpers

Sell through

- Colour-block knits
- Contrast cuffs
- Denim trucker jackets
- Overshirt-style blazers
- Oxford button-downs
- Pointed shoulders
- Popover shirts
- Shawl-collar pullovers
- Shearling-collar aviators

Exit or rework

- Carpenter hammer loops
- Hoodie under tailoring
- Overshirt chest flap pockets

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.
- Use fringe on hems only to control cost.
- Offer stripes as co-ord sets.

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
Contrast-stitch nylon twill blousons	Rising	Rising	Rising	Peaking	Fading
Fisherman-style raincoats	Emerging	Rising	Peaking	Peaking	Fading
Generous 1980s double-breasted suits	Emerging	Rising	Rising	Peaking	Fading
Piped satin track jackets	Rising	Rising	Peaking		Fading
Barrel trousers	Rising	Rising	Rising	Rising	Peaking
Belted field coats	Rising	Rising	Rising	Rising	Peaking
Belted high waists	Rising	Rising	Peaking	Fading	
Boxy short-sleeve shirts	Rising	Rising	Rising	Peaking	
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Buckle side adjusters	Rising	Rising	Peaking	Fading	
Cable fisherman jumpers	Rising	Rising	Rising	Peaking	Fading
Chambray work shirts	Emerging	Rising	Rising	Rising	Peaking

Carried on from AW26

Clean leather bombers
Rising in AW26, rising now

Utility trench details
Rising in AW26, rising now

Windbreaker as a blazer
Emerging in AW26, rising now

Short suede blousons
Rising in AW26, rising now

Waxed cotton jackets
Rising in AW26, rising now

Quilted gilets
Rising in AW26, rising now

What happens in AW27

Contrast-stitch nylon twill blousons
Rising now, rising in AW27

Fisherman-style raincoats
Rising now, peaking in AW27

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

Piped satin track jackets
Rising now, peaking in AW27

Barrel trousers
Rising now, rising in AW27

Belted field coats
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.

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.

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.

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.

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

Overshirt jackets, Leather overshirts, Open Johnny-collar knit polos, Striped rugby 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

Utility trench details, Raglan-sleeve overcoats, Mac coats, Belted field coats

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

Utility trench details, Lightweight harrington jackets, Chore and work jackets, Packable technical shells

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

Denim trucker jackets, Waxed cotton jackets, Linen and seersucker shirts, Printed resort shirts

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

Overshirt jackets, Leather overshirts, Striped rugby shirts, Overshirt chest flap pockets

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

Utility trench details, Denim trucker jackets, Linen and seersucker shirts, Utility overshirts with snaps

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.