SS27

FORECUT

# Menswear

## Full forecast report

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

24 November 2026

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## 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.



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

# The waist returns

After years of oversized shapes the waist is back. Peplums, basque waists, balloon and bubble shapes and belted or wrapped fronts define the body again.

## Why now

Forecasters see a return to elegance and shape. A defined waist refreshes existing silhouettes without new categories.

## Seen at

Li Edelkoort, "Craft of Black": Wraps and belts the waist tightly; SS27 bridal and evening: Corseted bodices, basque waists and bubble skirts; Double belt: Returns as a waist accessory

## Key pieces

Peplum, Basque waist, Bubble hem; basque waist bodices.

18-4048 TCX, #2F5FC0 and 13-3920 TCX, #CFE0FF

Source: FashionUnited, Spring/Summer 2027 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



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

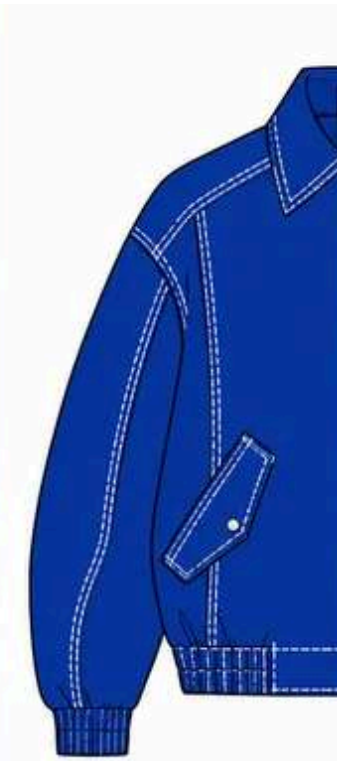
Raw hems, Slip straps, Muslin; unfinished raw hems.

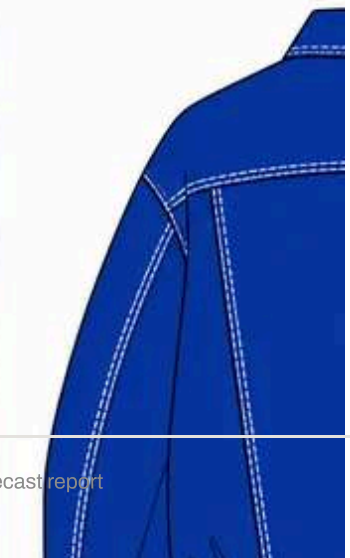
17-0610 TCX, #8F897C and 11-0608 TCX, #F2EFE8

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

# Moodboard



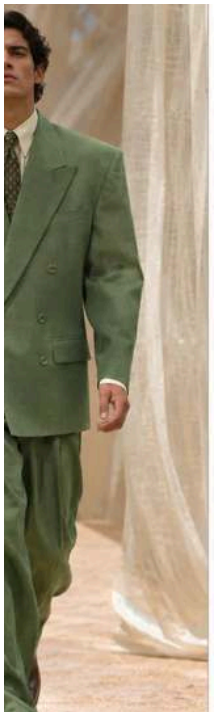


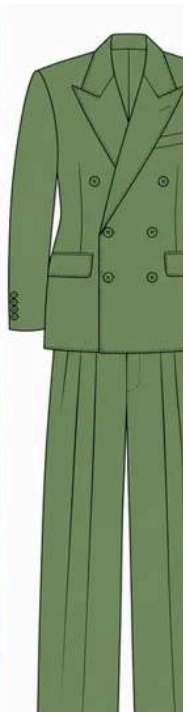




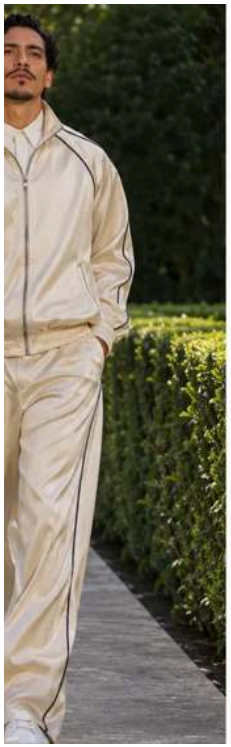


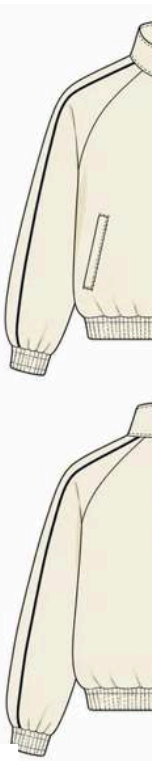
Fisherman-style raincoats





Generous 1980s double-breasted suits







Piped satin track jackets







# 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

# Emerging in SS27



### 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



### Skirts for men

Menswear, Trousers, silhouette

Skirts worn as menswear on the runway; Cynthia Abila sent male models out in skirts at Lagos Fashion Week 2026 (29 Oct).

Emerging next: emerging



### Band-collar shirts

Menswear, Shirts & Polos, collar

Collarless shirts with a band neck.

Emerging next: rising



### Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Emerging next: rising

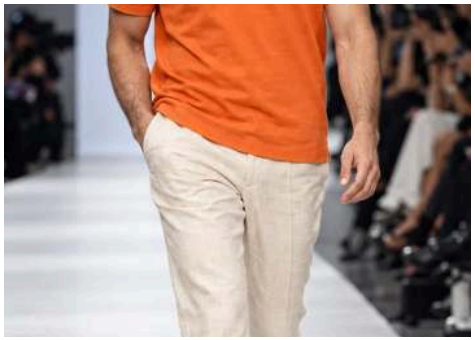


### Coach jackets

Menswear, Outerwear, garment

Snap-front nylon coach jackets.

Emerging



### Contrast-collar polos

Menswear, Shirts & Polos, collar

Polos with contrast collars.

Emerging next: rising



### Crochet-panel knits

Menswear, Knitwear, panel

Crochet panels set into knits.

Emerging



### Drawstring tailored trousers

Menswear, Trousers, waist

Tailored trousers with a drawstring waist.

Emerging next: rising

# Emerging in SS27



### Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Emerging next: rising



### Field jackets with bellows pockets

Menswear, Outerwear, pocket

Field jackets with expanding pockets.

Emerging next: rising



### Flat-front slim trousers

Menswear, Trousers, shape

Clean flat fronts on slim legs.

Emerging next: rising

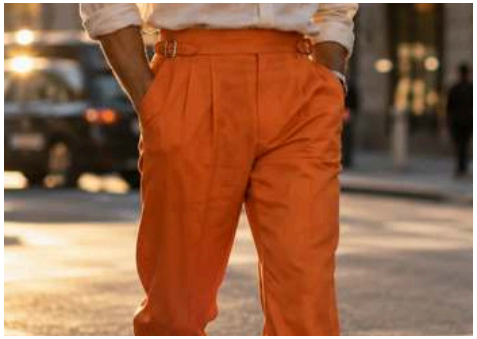


### Funnel-neck puffers

Menswear, Outerwear, collar

Puffers with tall funnel necks.

Emerging next: rising



### Gurkha-buckle waists

Menswear, Trousers, waist

High waists with buckle adjusters.

Emerging next: rising



### Matching waistcoat three-pieces

Menswear, Tailoring, garment

Three-piece suits with matching waistcoats.

Emerging next: rising



### Oversized lapel flower brooches

Menswear, Tailoring, accessory

Large fabric, tulle or crochet flowers pinned to jacket lapels, at Dior, Sacai and Simone Rocha SS27.

Emerging next: rising



### Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Emerging next: rising

# Emerging in SS27



### Scarf-tied waistbands

Menswear, Trousers, waist

Silk scarves or cummerbund-like sashes worn in place of a belt, as at Prada and Celine SS27.

Emerging next: rising



### Seersucker trousers

Menswear, Trousers, fabric

Puckered cotton summer trousers.

Emerging



### Single-pleat suit trousers

Menswear, Tailoring, pleat

One forward pleat on suit trousers.

Emerging next: rising



### Soft shawl-collar dinner jackets

Menswear, Tailoring, lapel

Shawl lapels on soft evening jackets.

Emerging next: rising



### Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Emerging next: rising



### Utility overshirts with snaps

Menswear, Shirts & Polos, hardware

Snap-front overshirts with chest pockets.

Emerging next: rising

# Rising in SS27



### Contrast-stitch nylon twill blousons

Menswear, Outerwear, stitching

Nylon twill blousons in black, navy or khaki where thick contrast topstitching is the design accent; sacai Holiday 2026, Tokyo, from 6 Nov 2026.

**Rising** next: rising



### Fisherman-style raincoats

Menswear, Outerwear, silhouette

Long, roomy raincoats modelled on fishermen's oilskins with storm flaps and hoods; part of Louis Vuitton's weather-themed Men's SS27 pre-collection (Oct 2026).

**Rising** next: peaking



### Generous 1980s double-breasted suits

Menswear, Tailoring, silhouette

Roomy double-breasted suits with pleated, higher-waisted trousers in a late-80s/early-90s line; the VRC's Melbourne Cup Carnival 2026 forecast names them for race-day menswear, alongside the return of the tie.

**Rising** next: rising



### 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



### Barrel trousers

Menswear, Trousers, shape

Curved, tapered barrel legs.

**Rising** next: rising



### Belted field coats

Menswear, Outerwear, waist

Field coats with a waist belt.

**Rising** next: rising



### Belted high waists

Menswear, Trousers, waist

Worn belted and high.

**Rising** next: peaking



### Boxy short-sleeve shirts

Menswear, Shirts & Polos, shape

Wide, boxy short-sleeve shirts.

**Rising** next: rising

# Rising in SS27



### Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: rising



### Buckle side adjusters

Menswear, Trousers, hardware

Adjusters replacing belt loops.

Rising next: peaking



### Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Rising next: rising



### Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Rising next: rising



### Check shackets

Menswear, Shirts & Polos, garment

Heavy check shirt-jackets.

Rising next: rising



### Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising next: rising



### Chore and work jackets

Menswear, Outerwear, pocket

Workwear jackets with large patch pockets.

Rising next: rising



### Clean leather bombers

Menswear, Outerwear, garment

Brown, navy and burgundy leather bombers.

Rising next: peaking

# Rising in SS27



### Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising next: rising



### Cricket jumpers

Menswear, Knitwear, trim

Cables with striped tipping.

Rising next: peaking

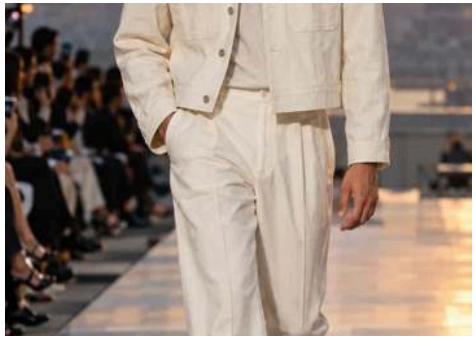


### Cropped suit trousers

Menswear, Tailoring, length

Suit trousers cut above the ankle.

Rising next: rising



### Cropped work jackets

Menswear, Outerwear, shape

Short workwear jackets with chest pockets.

Rising next: rising



### Cuban camp collars

Menswear, Shirts & Polos, collar

Camp collars fading for winter.

Rising



### Deep turn-ups

Menswear, Trousers, hem

Deep cuffed hems.

Rising next: rising



### Double-breasted overcoats

Menswear, Tailoring, closure

Six-button double-breasted overcoats.

Rising next: rising



### Double-breasted two-piece

Menswear, Tailoring, closure

DB suits with wide lapels.

Rising next: peaking

# Rising in SS27



### Double-knee work trousers

Menswear, Trousers, panel

Reinforced knees on workwear trousers.

Rising next: rising



### Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Rising next: rising



### Embroidered pocket shirts

Menswear, Shirts & Polos, embellishment

Small embroidery on chest pockets.

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



### Full straight legs

Menswear, Trousers, leg

Wide, straight trouser legs.

Rising next: rising



### Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Rising next: rising

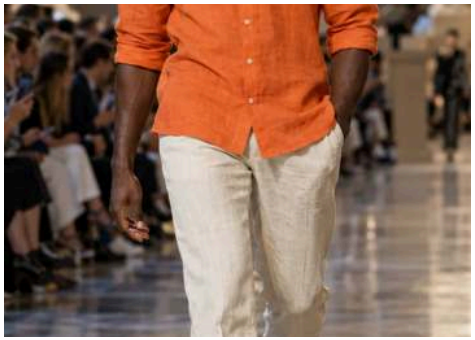


### Geometric panel piecing

Menswear, Shirts & Polos, panel

Triangular and angled panels.

Rising next: peaking



### Grandad collar linen shirts

Menswear, Shirts & Polos, collar

Band collars on washed linen.

Rising next: rising

# Rising in SS27



### Half-button polo jumpers

Menswear, Knitwear, collar

Jumpers with polo collars and buttons.

Rising next: rising



### Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Rising next: rising



### Heritage rugby polos

Menswear, Shirts & Polos, collar

Long-sleeve rugby polos with stripes.

Rising next: rising



### Hooded parkas

Menswear, Outerwear, collar

Long parkas with fixed hoods.

Rising next: rising



### Knitted bomber jackets

Menswear, Knitwear, garment

Zip bombers in knitted fabric.

Rising next: rising



### Knitted short-sleeve polos

Menswear, Shirts & Polos, collar

Ribbed knit polos with short sleeves.

Rising



### Knitted tank vests

Menswear, Knitwear, shape

Sleeveless knits with cable and tipping.

Rising next: rising



### Knitted ties

Menswear, Tailoring, accessory

Slim knitted ties.

Rising next: rising

# Rising in SS27



### Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Rising next: rising



### Lightweight harrington jackets

Menswear, Outerwear, garment

Short zip jackets with rib cuffs and hem.

Rising



### Linen and seersucker shirts

Menswear, Shirts & Polos, fabric

Camp-collar shirts in summer fabrics.

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



### Long-sleeve knitted polos

Menswear, Knitwear, collar

Polo collars on long-sleeve knits.

Rising next: peaking



### Loop-free waistbands

Menswear, Trousers, waist

Clean waistbands without belt loops.

Rising next: rising



### Mac coats

Menswear, Outerwear, shape

Clean single-breasted raincoats.

Rising next: rising

# Rising in SS27



### Mandarin-collar jackets

Menswear, Tailoring, collar

Tailored jackets with band collars.

Rising next: rising



### Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Rising next: rising



### Multi-pocket gilets

Menswear, Outerwear, pocket

Utility gilets with bellows pockets.

Rising next: rising



### Open Johnny-collar knit polos

Menswear, Shirts & Polos, collar

Open collars on fine knits.

Rising next: peaking



### Open-stitch summer knits

Menswear, Knitwear, fabric

Open stitches for lightweight summer knits.

Rising



### Overshirt jackets

Menswear, Outerwear, garment

Snap-front jackets cut like shirts.

Rising next: rising



### Painter trousers

Menswear, Trousers, pocket

Hammer loops and rule pockets.

Rising next: rising



### Patch pockets on soft jackets

Menswear, Tailoring, pocket

Unstructured jackets with patch pockets.

Rising next: rising

# Rising in SS27



### Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: rising



### Pleated Bermuda shorts

Menswear, Trousers, length

Tailored knee-length shorts with pleats.

Rising



### Pocket squares

Menswear, Tailoring, accessory

Back in everyday suiting.

Rising next: peaking



### Pocketless clean shirts

Menswear, Shirts & Polos, shape

Minimal shirts with hidden plackets.

Rising next: peaking



### Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Rising next: rising



### Printed resort shirts

Menswear, Shirts & Polos, collar

Camp-collar shirts in bold prints.

Rising next: rising



### Puffed pleated suit trousers

Menswear, Tailoring, pleat

Slightly puffed, pleated trousers.

Rising next: rising



### Quilt-lined car coats

Menswear, Outerwear, layer

Car coats with quilted linings.

Rising next: peaking

# Rising in SS27



### Quilted gilets

Menswear, Outerwear, layer

Sleeveless quilted layers.

Rising next: rising



### Raglan sweatshirts

Menswear, Knitwear, sleeve

Sweatshirts with raglan sleeves.

Rising next: peaking



### Raglan-sleeve overcoats

Menswear, Outerwear, sleeve

Overcoats with raglan shoulders.

Rising next: rising



### Relaxed 1930s drape

Menswear, Tailoring, shape

Soft, languid suits with fuller trousers.

Rising next: peaking



### Relaxed pleated chinos

Menswear, Trousers, pleat

Easy chinos with front pleats.

Rising next: rising



### Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Rising next: peaking



### Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Rising next: rising



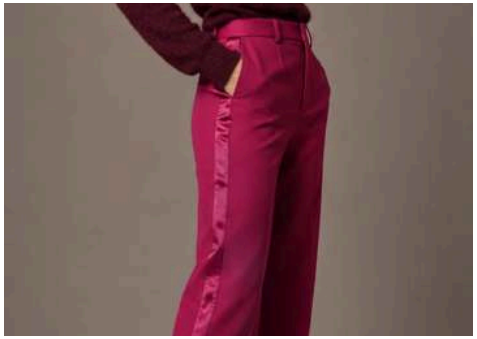
### Ribbed tank tops

Menswear, Knitwear, shape

Ribbed sleeveless knits.

Rising next: rising

# Rising in SS27



### Satin side-stripe trousers

Menswear, Tailoring, seam

Evening trousers with satin stripes.

Rising next: rising



### Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Rising next: rising



### Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Rising next: rising



### Sherpa-lined trucker jackets

Menswear, Outerwear, lining

Trucker jackets with fleece collars.

Rising next: rising



### Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Rising next: peaking



### Short-sleeve Oxford shirts

Menswear, Shirts & Polos, collar

Button-down collars on short sleeves.

Rising next: rising



### Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Rising next: rising



### Shorts with turn-ups

Menswear, Trousers, hem

Tailored shorts with deep turn-ups.

Rising next: peaking

# Rising in SS27



### Side-tab trousers

Menswear, Trousers, hardware

Side tabs instead of belt loops.

Rising next: rising



### Single and double pleats

Menswear, Trousers, pleat

Pleats return to everyday trousers.

Rising next: peaking



### Snap-front western shirts

Menswear, Shirts & Polos, hardware

Pointed yokes and pearl snaps.

Rising next: rising



### Soft-shoulder Neapolitan jackets

Menswear, Tailoring, shoulder

Unpadded, natural shoulders.

Rising next: peaking



### Statement collars

Menswear, Shirts & Polos, collar

Wide or long-point collars as a focal point.

Rising next: peaking



### Storm-collar jackets

Menswear, Outerwear, collar

High collars with a buttoned storm flap.

Rising next: rising



### Striped and repp ties

Menswear, Tailoring, accessory

Bold stripes back on ties.

Rising next: peaking



### Striped cotton crewnecks

Menswear, Knitwear, pattern

Breton and block stripes on cotton knits.

Rising

# Rising in SS27



### Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Rising next: rising



### Tailored joggers

Menswear, Trousers, hem

Tailored trousers with elastic cuffs.

Rising next: rising



### Tailored track pants

Menswear, Trousers, garment

Track pants cut like trousers, with piping.

Rising next: rising



### Tailored wool shorts

Menswear, Trousers, length

Pleated shorts in wool.

Rising next: rising



### Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Rising next: rising



### Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising next: rising

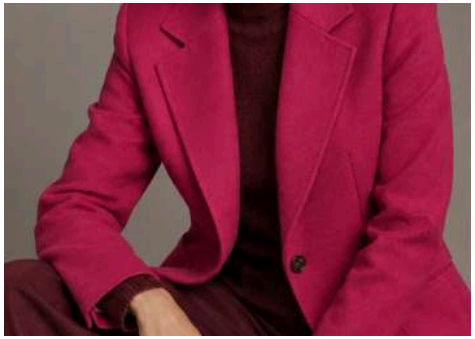


### Tucked shirts with slim ties

Menswear, Shirts & Polos, styling

Tucked-in shirts with narrow ties.

Rising next: rising



### Unlined summer blazers

Menswear, Tailoring, shape

Light blazers with hand-finished edges.

Rising next: rising

# Rising in SS27



### Utility trench details

Menswear, Outerwear, detail

Gun flaps, epaulettes and belts.

Rising next: peaking



### Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Rising next: rising



### Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Rising next: rising



### Waistcoats worn alone

Menswear, Tailoring, garment

Waistcoats worn without jackets.

Rising next: rising



### Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Rising next: rising



### Windbreaker as a blazer

Menswear, Outerwear, layer

Sporty shells worn over tailoring.

Rising next: rising



### Zip-neck polos

Menswear, Shirts & Polos, closure

Polos closed with a short zip.

Rising next: rising



### Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

Rising next: rising

# Peaking in SS27



### Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Peaking next: peaking



### Contrast cuffs

Menswear, Shirts & Polos, cuff

White or contrast cuffs.

Peaking next: fading

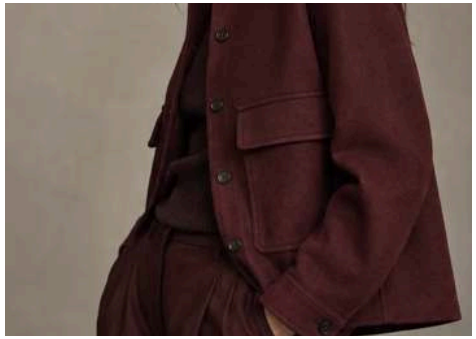


### Denim trucker jackets

Menswear, Outerwear, garment

Classic trucker jackets with chest flaps.

Peaking



### Overshirt-style blazers

Menswear, Tailoring, shape

Blazers with shirt collars and flap pockets.

Peaking next: peaking



### Oxford button-downs

Menswear, Shirts & Polos, collar

The classic button-down collar.

Peaking next: peaking



### Pointed shoulders

Menswear, Tailoring, shoulder

Sharper shoulder lines.

Peaking next: fading



### Popover shirts

Menswear, Shirts & Polos, placket

Half-placket shirts pulled over the head.

Peaking next: peaking



### Shawl-collar pullovers

Menswear, Knitwear, collar

Pullovers with shawl collars.

Peaking next: peaking

# Peaking in SS27



### Shearling-collar aviators

Menswear, Outerwear, collar

Aviator jackets with shearling collars.

Peaking next: peaking



### Striped rugby shirts

Menswear, Shirts & Polos, garment

Rugby shirts with white collars.

Peaking next: fading



### 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



### Utility cargo trousers

Menswear, Trousers, pocket

Cargo pockets on straight legs.

Peaking next: peaking



### Wide-lapel suits

Menswear, Tailoring, lapel

Broader lapels on two-piece suits.

Peaking next: peaking



### Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Peaking next: peaking

# Fading in SS27

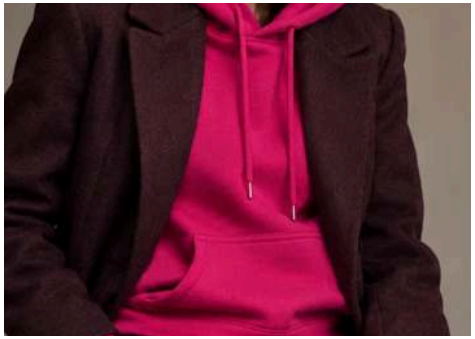


### Carpenter hammer loops

Menswear, Trousers, detail

Workwear loops on casual trousers.

Fading



### Hoodie under tailoring

Menswear, Tailoring, layer

Sportswear layered under suits.

Fading



### Overshirt chest flap pockets

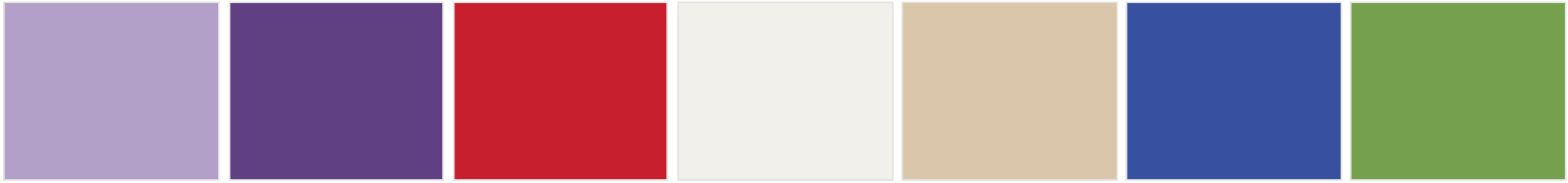
Menswear, Shirts & Polos, pocket

Twin flap pockets on overshirts.

Fading

# 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



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



**The waist returns:** 18-4048 TCX with 13-3920 TCX, for basque waist bodices.



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

# 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.

# 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

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.