SS27

FORECUT



Season themes

Strategy, pricing and markets

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

24 November 2026

Contents

Overview

Range strategy

How it developed

Actions and timing

Pricing and cost

Margin checklist

Markets

India

About this report

The big stories of the season, why they are happening and the pieces that carry them.

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 Corseted tea-length crinoline dresses, Cup-bodice gold column gowns 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

Corseted tea-length crinoline dresses, Cup-bodice gold column gowns, Generous 1980s double-breasted suits, Lace-up corset-back sequin gowns and Low-rise bootcut jeans are rising and keep growing into AW27.

Test in small quantities

Ankle-strap balloon trousers, Barefoot sole-less sandals, Bead-droplet embroidered dresses, Beaded-fringe canvas dresses and Fringed macramé tops are new ideas to try.

Sell through

Belted trench blazers, Cropped blazers, Denim trucker jackets and Denim waistcoats are at their height. Do not add depth.

Reduce or rework

Drop waist with pleated skirt, Hoodie under tailoring and Low-slung belted waists are moving out.

Range strategy

Build depth

- Corseted tea-length crinoline dresses
- Cup-bodice gold column gowns
- Generous 1980s double-breasted suits
- Lace-up corset-back sequin gowns
- Low-rise bootcut jeans
- Studded and ruffled Mary Jane clogs
- Tone-on-tone embroidered tuxedos
- Apron-toe derbies
- Asymmetric wrap closures

Test small

- Ankle-strap balloon trousers
- Barefoot sole-less sandals
- Bead-droplet embroidered dresses
- Beaded-fringe canvas dresses
- Fringed macramé tops
- Fringed minis with back trains
- Laser-cut coral-relief dresses
- Low-rise slip skirts with bra tops
- Off-shoulder ruffle dresses

Sell through

- Belted trench blazers
- Cropped blazers
- Denim trucker jackets
- Denim waistcoats
- Fringed hems
- Lace-edged bias slips
- Long denim coats
- Mesh midi skirts
- Mid-rise relaxed jeans

Exit or rework

- Drop waist with pleated skirt
- Hoodie under tailoring
- Low-slung belted waists

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.
- Test raw hems in wash trials before bulk.
- Layer a longer slip under existing dresses.

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
Corseted tea-length crinoline dresses	Rising	Rising	Peaking	Fading	
Cup-bodice gold column gowns	Peaking	Rising	Peaking	Fading	
Generous 1980s double-breasted suits	Emerging	Rising	Rising	Peaking	Fading
Lace-up corset-back sequin gowns	Peaking	Rising	Peaking	Fading	
Low-rise bootcut jeans	Rising	Rising	Peaking	Peaking	Fading
Studded and ruffled Mary Jane clogs	Emerging	Rising	Rising	Peaking	Fading
Tone-on-tone embroidered tuxedos	Rising	Rising	Peaking	Fading	
Apron-toe derbies	Rising	Rising	Rising	Peaking	
Asymmetric wrap closures	Rising	Rising	Rising	Rising	Peaking
Backless apron tops		Rising	Fading		
Balloon trousers	Rising	Rising	Peaking	Fading	
Band-collar shirts with long placket		Rising	Rising	Rising	Peaking

Carried on from AW26

Belted wrap fronts
Rising in AW26, rising now

Quilted liner jackets
Rising in AW26, rising now

Belted safari jackets
Emerging in AW26, rising now

Asymmetric wrap closures
Rising in AW26, rising now

Tie-cuff sleeves
Rising in AW26, rising now

Drop waist with pleated skirt
Peaking in AW26, fading now

What happens in AW27

Corseted tea-length crinoline dresses
Rising now, peaking in AW27

Cup-bodice gold column gowns
Rising now, peaking in AW27

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

Lace-up corset-back sequin gowns
Rising now, peaking in AW27

Low-rise bootcut jeans
Rising now, peaking in AW27

Studded and ruffled Mary Jane clogs
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.

Undone

Key garment	Value	Mid	Premium
Raw-hem slip dress	₹1,299–2,499	₹3,000–6,500	₹11,000+
Layered slip skirt	₹899–1,799	₹2,200–4,500	₹8,000+
Backless apron top	₹799–1,499	₹1,800–3,800	₹7,000+

Cost level: low. Raw edges skip hemming, but fabrics must be chosen so they fray evenly and pass wash tests.

In motion

Key garment	Value	Mid	Premium
Fringed-hem dress	₹1,499–2,999	₹3,500–7,500	₹13,000+
Striped shirt and short set	₹1,299–2,499	₹3,000–6,000	₹10,000+
Striped knit	₹999–1,899	₹2,400–4,800	₹8,000+

Cost level: medium. Fringe adds trim cost and QC time. Stripes need matching at seams; yarn-dyed stripes cost more than prints.

Margin checklist

Before you cost

- Fix the retail band first, then work back to the cost you can afford.
- Agree minimums for any new trim or hardware early.
- Ask for a price on two versions: full detail and a simpler one.

Where cost hides

- Hand work such as beading, fringe and embroidery.
- Extra panels, pockets and linings.
- Custom hardware, washes and finishes.
- Duty and freight on imported trims.

Keep the look, cut the cost

- Place the detail where it is seen: neckline, cuff, hem.
- Use stock trims in season colours.
- Put the costly version in a small premium run.

Work out your margin at forecut.in/pricefold.html.

Markets

Asia

Regional direction

- Heritage textiles and motifs (brocade, kesi, handloom) on modern silhouettes
- Sheer and translucent layers worn over opaque bases for modesty and heat
- Tailoring with technical and utility details, cropped jackets and windbreakers
- Cobalt blue and earth tones; metallic silver accents

Climate

From temperate four-season East Asia to tropical Southeast Asia and India, and the hot, dry Gulf. One collection rarely fits every market: weight, sleeve length and coverage change by country.

Best fit from this report

Sheer lattice capes, Woven-stripe longline overlayers, Lace-trimmed slips over knits, Sheer organza overlays

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

Sheer lattice capes, Lace-trimmed slips over knits, Sheer organza overlays, Sheer-sleeve dresses

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

Cinched peplum jackets, Lace-trimmed jacket edges, Quilted liner jackets, Belted safari jackets

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

Trompe-l'oeil shirt-print tops, Crochet tops and cardigans, Long denim coats, Matching denim suits

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

Belted shirt dresses, Bead-droplet embroidered dresses, Striped patchwork shirt dresses, Gilded embroidered shirting

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

Sheer lattice capes, Sheer organza overlays, Sheer-sleeve dresses, Sheer mesh layering tops

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.

forecut.in
hello@forecut.in

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.