SS27

FORECUT



Womenswear

Full forecast report

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

24 November 2026

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About this report

Coats, dresses, tops, knitwear, trousers, denim and tailoring, 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 Black tailoring with fuchsia accents, Corseted tea-length crinoline dresses and Cropped parkas over evening gowns.

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

Black tailoring with fuchsia accents, Corseted tea-length crinoline dresses, Cropped parkas over evening gowns, Cup-bodice gold column gowns and Lace-up corset-back sequin gowns are rising and keep growing into AW27.

Test in small quantities

Ankle-strap balloon trousers, Armour-structured vests, Bead-droplet embroidered dresses, Beaded-fringe canvas dresses and Dropped-crotch Aladdin trousers are new ideas to try.

Sell through

Belted trench blazers, Cape backs and capelets, Cargo midi skirts and Chunky rib turtlenecks are at their height. Do not add depth.

Reduce or rework

Drop waist with pleated skirt, Large flap patch pockets and Low-slung belted waists are moving out.



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

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

Reworked denim

Denim reimagined: white cut-off shorts, cobalt-painted jeans, wax-coated bootcuts, embroidered and beaded denim, upcycled pieces and matching denim suits.

Why now

Denim is a core volume category, and new finishes refresh it without new fits.

Seen at

Area: Cut-off white shorts and trousers; Simkhai: Wax-coated bootcut jeans; PatBo: Embroidered and beaded denim; 7 For All Mankind: Skinny jeans

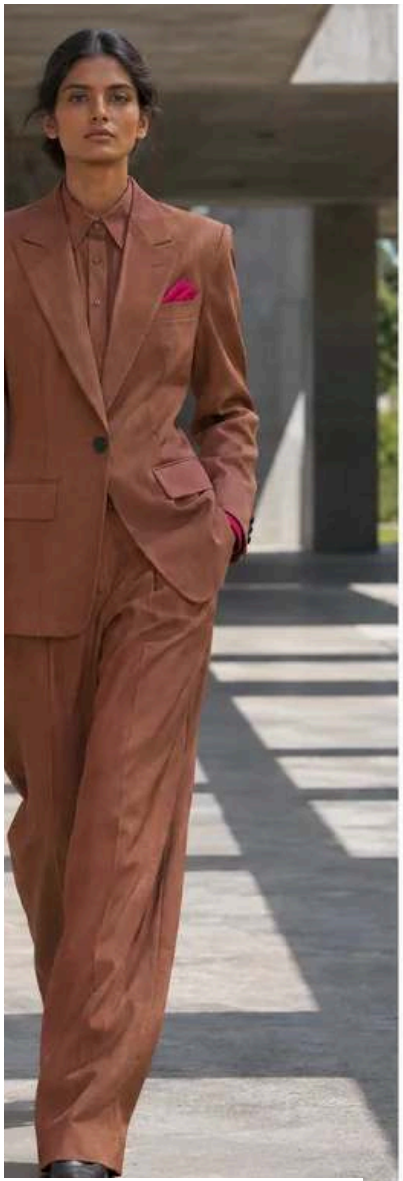
Key pieces

Cut-offs, Coated denim, Denim suits; cut-off denim shorts.

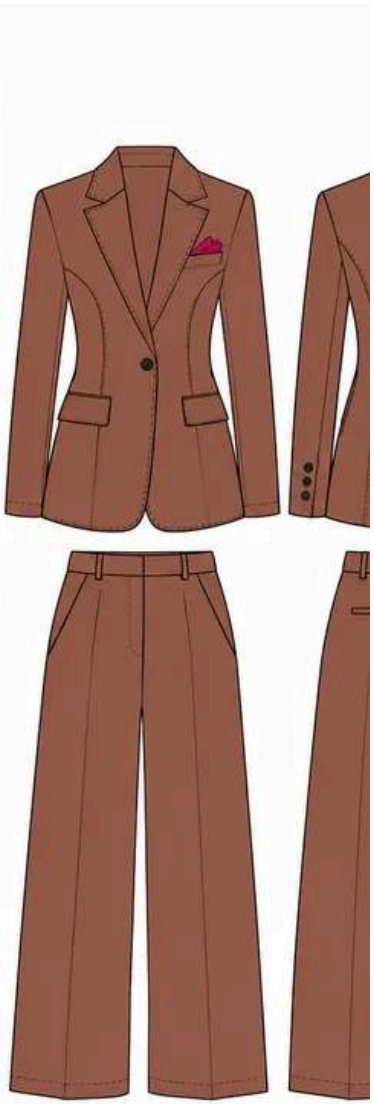
19-4057 TCX, #24446F and 13-3920 TCX, #C9D8EF

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

Moodboard



Black tailoring with fuchsia accents





Corseted tea-length crinoline dresses



Cropped parkas over evening gowns



Cup-bodice gold column gowns



Lace-up corset-back sequin gowns



Low-rise bootcut jeans



Off-shoulder tweed sheath dresses

How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Black tailoring with fuchsia accents	Rising	Rising	Peaking	Fading	
Corseted tea-length crinoline dresses	Rising	Rising	Peaking	Fading	
Cropped parkas over evening gowns	Emerging	Rising	Peaking	Fading	
Cup-bodice gold column gowns	Peaking	Rising	Peaking	Fading	
Lace-up corset-back sequin gowns	Peaking	Rising	Peaking	Fading	
Low-rise bootcut jeans	Rising	Rising	Peaking	Peaking	Fading
Off-shoulder tweed sheath dresses	Emerging	Rising	Rising	Peaking	Fading
Tone-on-tone embroidered tuxedos	Rising	Rising	Peaking	Fading	
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Asymmetric wrap closures	Rising	Rising	Rising	Rising	Peaking
Backless apron tops		Rising	Fading		
Balloon trousers	Rising	Rising	Peaking	Fading	

Carried on from AW26

Dropped, rounded shoulders
Rising in AW26, peaking now

Belted wrap fronts
Rising in AW26, rising now

Patent trench with storm flaps
Emerging in AW26, rising now

Cape backs and capelets
Rising in AW26, peaking now

Large flap patch pockets
Peaking in AW26, fading now

Raglan sleeve coats
Rising in AW26, rising now

What happens in AW27

Black tailoring with fuchsia accents
Rising now, peaking in AW27

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

Cropped parkas over evening gowns
Rising now, peaking in AW27

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

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

Low-rise bootcut jeans
Rising now, peaking in AW27

Emerging in SS27



Ankle-strap balloon trousers

Womenswear, Trousers & Skirts, hem

Loose balloon-leg trousers gathered at the ankle by a cinchable strap; Ralph Lauren Pre-Fall 2027, 6 Nov 2026.

Emerging next: emerging



Armour-structured vests

Womenswear, Tailoring, silhouette

Structured tailored vests with pronounced shoulders and a protective, armour-like shape over fluid dresses; De Goeye 10th-anniversary show, Brazil (29 Oct 2026).

Emerging next: rising



Bead-droplet embroidered dresses

Womenswear, Dresses, embellishment

Dense glass-bead embroidery falling like raindrops over sheer or lace bases, as at Catarina Mina (São Paulo Fashion Week N61 (Oct 2026)); glass-bead layering also at Anushree Reddy, Lakmē Fashion Week x FDCI, Delhi (Oct 2026).

Emerging next: rising



Beaded-fringe canvas dresses

Womenswear, Dresses, embellishment

Structured canvas dresses finished with long beaded fringe; Hertunba opened Lagos Fashion Week 2026 Day 2 (29 Oct) with a black canvas dress and red beaded fringe.

Emerging next: rising



Dropped-crotch Aladdin trousers

Womenswear, Trousers & Skirts, shape

Very full trousers with a low crotch gathered into a narrow ankle, shown at ALUF, Lilly Sarti and Uó at São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising



Floral-lined showerproof jackets

Womenswear, Coats & Jackets, lining

Showerproof field and quilted jackets with printed floral linings and reversible liners; Barbour x FARM Rio 'Tropical Greenhouse', on sale 30 Oct 2026.

Emerging next: rising



Fringed macramé tops

Womenswear, Knitwear, texture

Hand-knotted macramé and crochet tops finished with long fringe, at Apartamento 03, Catarina Mina and Mercado Livre, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising



Fringed minis with back trains

Womenswear, Trousers & Skirts, hem

Mini skirts cut in layered fringe with a longer train at the back; Oshobor showed an ombré blue version at Lagos Fashion Week 2026 Day 2.

Emerging next: rising

Emerging in SS27



Laser-cut coral-relief dresses

Womenswear, Dresses, fabric

Dresses laser-cut into branching, coral-like openwork and finished with bead embroidery; Chanel Cruise 2026/27 in Sydney, 5 Nov 2026.

Emerging next: rising



Low-rise slip skirts with bra tops

Womenswear, Trousers & Skirts, waist

A satin dress worn pulled down into a floor-length low-rise skirt with lace at waist and hem and a matching bra top; Simone Rocha SS27 on Camila Cabello at the Latin Grammys, Las Vegas, 12 Nov 2026.

Emerging next: rising



Off-shoulder ruffle dresses

Womenswear, Dresses, neckline

Dresses and corsets cut off the shoulder, with ruffles and gathers along the neckline, at Amir Slama, Ammi and Hisha, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising



Scale-beaded mermaid hems

Womenswear, Dresses, hem

Gowns and skirts beaded like fish scales that flare into a mermaid hem; Chanel's closing looks in Sydney, 5 Nov 2026, one with over 126,000 sequins.

Emerging next: rising



Sheer lattice capes

Womenswear, Coats & Jackets, silhouette

Open lattice or sheer capes layered over co-ords and bustiers; shown by Hertunba at Lagos Fashion Week 2026 (29 Oct) over a black-and-white woven peplum set.

Emerging next: rising



Shell-paillette jacket edging

Womenswear, Coats & Jackets, trim

Tweed and boxy jackets finished with shell-shaped paillettes along the fronts and hems; Chanel Cruise 2026/27 re-staged at Barangaroo, Sydney, 5 Nov 2026.

Emerging next: rising



Striped patchwork shirt dresses

Womenswear, Dresses, panel

Shirt dresses pieced from striped panels with an asymmetric hem; Ajanéé at Lagos Fashion Week 2026 Day 2 showed a pink-and-red striped patchwork version.

Emerging next: rising



Trompe-l'oeil shirt-print tops

Womenswear, Tops & Shirts, print

Sweatshirts, tees and dresses printed with the image of a shirt layered on top, as at À La Garçonne, São Paulo Fashion Week N61 (Oct 2026).

Emerging next: rising

Emerging in SS27



Woven-stripe longline overlayers

Womenswear, Coats & Jackets, silhouette

Ankle-length open overlayers in hand-woven stripes running in several directions; DARRA reworked Javanese lurik, ikat and songket this way at Jakarta Fashion Week 2027 (27 Oct 2026).

Emerging next: rising



Asymmetric-collar pinstripe shirts

Womenswear, Tops & Shirts, collar

Pinstripe shirts with one exaggerated collar point, tucked into soft skirts, as at Dior SS27.

Emerging next: rising



Basque waist bodices

Womenswear, Dresses, waist

A pointed waist seam that dips below the natural waist.

Emerging next: rising



Cinched peplum jackets

Womenswear, Coats & Jackets, waist

Short jackets flared below a defined waist seam.

Emerging next: rising



Clean wide-leg trouser jeans

Womenswear, Denim, shape

Wide jeans cut like trousers, with creases.

Emerging next: rising



Collarless tailored jackets

Womenswear, Tailoring, neckline

Jackets with clean V-necklines and no lapels.

Emerging next: rising



Cuffed jean hems

Womenswear, Denim, hem

Turned-up hems on straight jeans.

Emerging next: rising



Denim with chain and patch trims

Womenswear, Denim, trim

Hanging chains and patches on jeans.

Emerging next: rising

Emerging in SS27



Double-belted waistbands

Womenswear, Trousers & Skirts, waist

Two thin belts on high-rise trousers.

Emerging next: rising



Double-belted waists

Womenswear, Coats & Jackets, waist

Two slim belts stacked at the waist.

Emerging next: rising



Fine-gauge zip polos

Womenswear, Knitwear, closure

Collared knits with a short zip.

Emerging next: rising

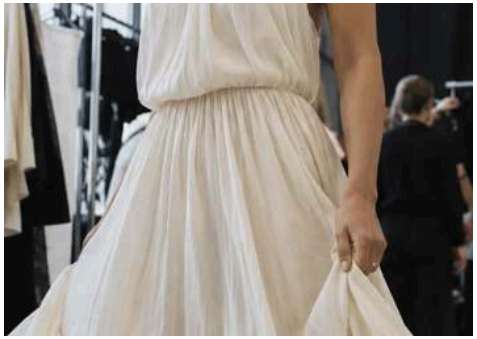


Half-zip knits

Womenswear, Knitwear, closure

Short zips on funnel-neck knits.

Emerging next: rising



Halter-neck dresses

Womenswear, Dresses, neckline

Necklines tied at the back of the neck.

Emerging next: rising



Henley plackets

Womenswear, Tops & Shirts, placket

Short button plackets on jersey tops.

Emerging next: rising



Layered slip-over-dress

Womenswear, Dresses, layer

A longer slip showing below the dress hem.

Emerging next: rising



Long satin boxer shorts

Womenswear, Trousers & Skirts, shape

Knee-grazing satin shorts with an elastic or drawcord waist, as at Ann Demeulemeester SS27.

Emerging next: rising

Emerging in SS27



Matching denim suits

Womenswear, Denim, garment

Denim blazers worn with matching jeans.

Emerging next: rising



Peplum blouses

Womenswear, Tops & Shirts, waist

Blouses flared below a waist seam.

Emerging next: rising



Satin slip skirts

Womenswear, Trousers & Skirts, fabric

Fluid satin skirts cut on the bias.

Emerging next: rising



Skirt-overlay trousers

Womenswear, Trousers & Skirts, layer

Fluid trousers with a skirt-like panel or apron layered over the front, seen at Louis Vuitton SS27.

Emerging next: rising



Stand-collar field coats

Womenswear, Coats & Jackets, collar

Short stand collars on zip-front field coats.

Emerging next: rising



Unfinished raw hems

Womenswear, Dresses, hem

Undone, frayed hems on light cottons.

Emerging next: rising



Vintage poster-print tops

Womenswear, Tops & Shirts, print

Tops and tees printed with old film-poster style graphics, as at Dries Van Noten SS27.

Emerging next: rising



Wax-coated denim

Womenswear, Denim, finish

Coated denim with a waxy sheen.

Emerging next: rising

Emerging in SS27



Wide-leg suit trousers

Womenswear, Tailoring, leg

Wide legs with a single pleat.

Emerging next: rising



Wrap and tie-front tops

Womenswear, Tops & Shirts, front

Wrapped fronts tied at the waist.

Emerging next: rising



Wrap and twist-front dresses

Womenswear, Dresses, front

Wrapped bodices tied at the side waist.

Emerging next: rising



Wrap cardigans

Womenswear, Knitwear, front

Long cardigans wrapped and belted.

Emerging next: rising



Wrap skirts

Womenswear, Trousers & Skirts, front

Wrapped skirts tied at the waist.

Emerging next: rising

Rising in SS27



Black tailoring with fuchsia accents

Womenswear, Tailoring, colour

Black wool and corduroy suiting with fuchsia kept as the only accent colour, never mixed in one outfit; Reserved x Dawid Woliński capsule, Europe, 5 Nov 2026.

Rising next: peaking



Corseted tea-length crinoline dresses

Womenswear, Dresses, silhouette

Strapless corset bodices over a crinoline-lined petticoat skirt cut to tea length, softened with tulle draped over the shoulders; Vivienne Westwood custom black Chantilly-lace dress for Ariana Grande at the London 'Focker-In-Law' premiere, 18 Nov 2026.

Rising next: peaking



Cropped parkas over evening gowns

Womenswear, Coats & Jackets, layer

A short parka-style jacket thrown over a beaded evening gown; bbyclose at the 40th ARIA Music Awards, Sydney, 18 Nov 2026, alongside moto jackets over dresses on the same carpet.

Rising next: peaking



Cup-bodice gold column gowns

Womenswear, Dresses, bodice

Long metallic-gold gowns with a defined cup or bustier bodice, all-over shine and a high slit; several stars at the 47th Cairo International Film Festival, 11 Nov 2026.

Rising next: peaking



Lace-up corset-back sequin gowns

Womenswear, Dresses, back

Fully sequinned column gowns closed with corset lacing down the back; Tamara Ralph on Lily James at the Governors Awards, Los Angeles, 15 Nov 2026, with Karol G's lace-up corset bodice (Celia Kritharioti couture) at the Latin Grammys, 12 Nov.

Rising next: peaking



Low-rise bootcut jeans

Womenswear, Denim, shape

Low-slung jeans, slim through the thigh with a slight flare below the knee, as in Madhappy x Lucky Brand (Oct 2026).

Rising next: peaking



Off-shoulder tweed sheath dresses

Womenswear, Dresses, neckline

Fitted midi sheaths in metallic tweed with an off-shoulder, sculpted neckline; Rebecca Vallance's custom tweed dress for Helena Christensen at Victoria Derby Day, Melbourne (31 Oct 2026), in line with the VRC's sleeveless midi sheath forecast for the carnival.

Rising next: rising



Tone-on-tone embroidered tuxedos

Womenswear, Tailoring, embellishment

Black smoking suits embroidered all over in black, worn as the alternative to a gown; Marian Saud for Débora Plager at the Martín Fierro de Cable awards, Buenos Aires, 12 Nov 2026.

Rising next: peaking

Rising in SS27



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising next: rising



Asymmetric wrap closures

Womenswear, Coats & Jackets, closure

Off-centre wrap fronts held with a tie.

Rising next: rising



Backless apron tops

Womenswear, Tops & Shirts, neckline

Halter tops that tie at the neck and leave the back open.

Rising next: fading



Balloon trousers

Womenswear, Trousers & Skirts, shape

Volume gathered into the ankle.

Rising next: peaking



Band-collar shirts with long placket

Womenswear, Tops & Shirts, collar

Collarless shirts with an extended placket.

Rising next: rising



Barrel leg with curved outseam

Womenswear, Denim, seam

Curved seams shaping the leg.

Rising next: peaking



Barrel-leg cargo jeans

Womenswear, Denim, pocket

Curved legs with cargo pockets.

Rising next: rising



Barrel-leg trousers

Womenswear, Trousers & Skirts, shape

Curved legs that taper at the hem.

Rising next: rising

Rising in SS27



Belted safari jackets

Womenswear, Coats & Jackets, pocket

Bellows pockets, epaulettes and a self-belt.

Rising next: rising



Belted shirt dresses

Womenswear, Dresses, waist

Classic shirt dresses with a self-belt.

Rising next: rising



Belted wrap fronts

Womenswear, Coats & Jackets, closure

Self-fabric tie belts replacing buttons.

Rising next: rising



Bermuda shorts

Womenswear, Trousers & Skirts, length

Knee-length tailored shorts with turn-ups.

Rising



Bermuda suit shorts

Womenswear, Tailoring, length

Tailored shorts worn with blazers.

Rising next: peaking



Bishop-sleeve knits

Womenswear, Knitwear, sleeve

Full sleeves gathered into long cuffs.

Rising next: rising



Black and grey denim

Womenswear, Denim, wash

Washed black and grey denim.

Rising next: rising



Boxy cropped jackets

Womenswear, Coats & Jackets, shape

Short, square jackets with dropped shoulders.

Rising next: rising

Rising in SS27

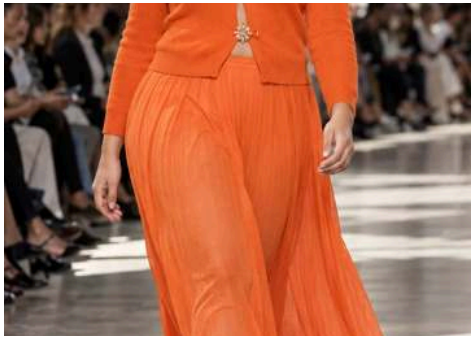



Broderie anglaise dresses

Womenswear, Dresses, fabric

White eyelet-embroidered cotton dresses with puff sleeves and tiers, as at Chloé SS27.

Rising



Brooch-fastened cardigans

Womenswear, Knitwear, hardware

Brooches replacing buttons.

Rising next: peaking

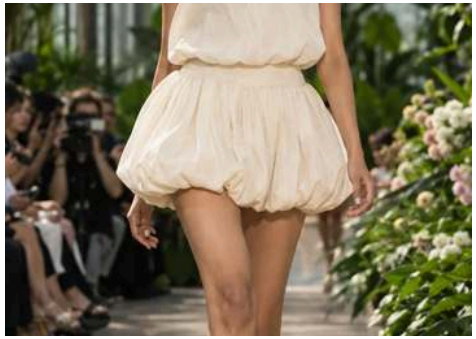


Brushed wool-cashmere coats

Womenswear, Coats & Jackets, fabric

Soft, brushed blends with a hazy surface.

Rising next: rising



Bubble hems

Womenswear, Trousers & Skirts, hem

Puffed hems on short skirts.

Rising next: rising



Bubble-hem dresses

Womenswear, Dresses, hem

Short dresses with a puffed, gathered hem.

Rising next: rising



Button-fly denim shorts

Womenswear, Denim, length

Short jeans with exposed button flies.

Rising next: rising



Button-front midi skirts

Womenswear, Trousers & Skirts, closure

Buttons running down the front of the skirt.

Rising next: rising



Button-shoulder knits

Womenswear, Knitwear, closure

Buttoned tabs along the shoulder.

Rising next: rising

Rising in SS27



Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

Rising next: rising



Carpenter jeans

Womenswear, Denim, pocket

Hammer loops and utility pockets.

Rising next: rising



Check tailoring

Womenswear, Tailoring, fabric

Prince of Wales and windowpane checks.

Rising next: rising



Cinched one-button jackets

Womenswear, Tailoring, waist

Nipped waists with a single button.

Rising next: rising



Collarless cropped jackets

Womenswear, Coats & Jackets, neckline

Round-neck cropped jackets with clean edges.

Rising next: peaking



Collarless double-breasted jackets

Womenswear, Tailoring, closure

Double-breasted fronts without lapels.

Rising next: rising



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising next: rising



Contrast sash waists

Womenswear, Dresses, waist

Cummerbunds and sashes tied at the waist.

Rising next: peaking

Rising in SS27



Contrast-tipped knits

Womenswear, Knitwear, trim

Contrast stripes at necks and cuffs.

Rising next: rising



Corset-seamed dresses

Womenswear, Dresses, seam

Visible corset-style seams on day dresses.

Rising next: rising



Cricket cables with tipping

Womenswear, Knitwear, trim

Cable jumpers with striped V-neck tipping.

Rising next: peaking



Crochet tops and cardigans

Womenswear, Knitwear, fabric

Granny-square and crochet textures.

Rising



Cropped ankle trousers

Womenswear, Trousers & Skirts, length

Slim trousers cut above the ankle.

Rising next: rising



Cropped boxy shirts

Womenswear, Tops & Shirts, shape

Short camp-collar shirts with straight hems.

Rising next: rising



Cropped cardigans

Womenswear, Knitwear, shape

Short cardigans ending at the waist.

Rising next: rising



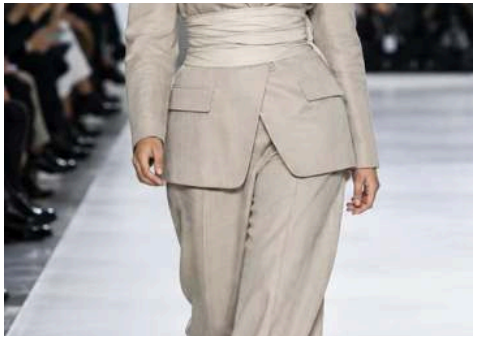
Cuffed wide trousers

Womenswear, Trousers & Skirts, hem

Wide legs finished with deep turn-ups.

Rising next: rising

Rising in SS27



Cummerbunds over suits

Womenswear, Tailoring, waist

Contrast waistbands layered on suits.

Rising next: peaking



Cut-off denim shorts

Womenswear, Denim, length

Frayed cut-off shorts.

Rising



Dark rinse, clean finish

Womenswear, Denim, wash

Deep indigo with minimal fading.

Rising next: rising



Denim chore coats

Womenswear, Denim, garment

Long denim coats with patch pockets.

Rising next: rising



Denim midi skirts

Womenswear, Denim, garment

Button-front denim skirts.

Rising next: rising



Denim shirt dresses

Womenswear, Denim, garment

Snap-front denim shirt dresses.

Rising next: rising



Denim shirt-jackets

Womenswear, Denim, garment

Overshirts in denim with chest pockets.

Rising next: rising



Detachable hoods

Womenswear, Coats & Jackets, collar

Hoods that zip or button off for two looks.

Rising next: rising

Rising in SS27



Double front pleats, sharp creases

Womenswear, Trousers & Skirts, pleat

Pressed creases on wide trousers.

Rising next: rising



Double-breasted jackets

Womenswear, Tailoring, closure

Six-button double-breasted fronts.

Rising next: peaking



Double-layer sheer skirts

Womenswear, Trousers & Skirts, fabric

Two sheer layers, sometimes beaded, worn over another skirt or trousers for SS27.

Rising next: peaking



Double-pocket camp shirts

Womenswear, Tops & Shirts, pocket

Camp-collar shirts with two chest pockets.

Rising next: rising



Drawstring wide trousers

Womenswear, Trousers & Skirts, waist

Easy drawstring waists on wide legs.

Rising next: rising



Elongated rib cuffs

Womenswear, Knitwear, cuff

Long ribbed cuffs that bunch at the wrist.

Rising next: peaking



Embroidered denim

Womenswear, Denim, embellishment

Floral embroidery on denim.

Rising next: peaking



Epaulette shirts

Womenswear, Tops & Shirts, shoulder

Shoulder tabs on utility shirts.

Rising next: peaking

Rising in SS27



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Rising next: rising



Flap-pocket blazers

Womenswear, Tailoring, pocket

Oversized flap pockets on blazers.

Rising next: rising



Floral print midis

Womenswear, Dresses, print

Small and painterly florals on midi dresses.

Rising next: rising



Fluid satin wide legs

Womenswear, Trousers & Skirts, fabric

Satin trousers for day and evening.

Rising next: peaking



Gathered waist maxis

Womenswear, Dresses, waist

Long dresses gathered into the waist seam.

Rising next: peaking



Gilded embroidered shirting

Womenswear, Tops & Shirts, embellishment

Metallic embroidery on crisp poplin.

Rising next: peaking



Gingham and seersucker skirts

Womenswear, Trousers & Skirts, fabric

Checked and puckered midi skirts.

Rising



Hidden-placket overcoats

Womenswear, Coats & Jackets, closure

Fly fronts that hide the buttons.

Rising next: rising

Rising in SS27



High necklines

Womenswear, Dresses, neckline

Stand-up and high round necklines.

Rising next: rising



High-rise sailor trousers

Womenswear, Trousers & Skirts, closure

Button-front flaps on high-rise wide legs.

Rising next: rising

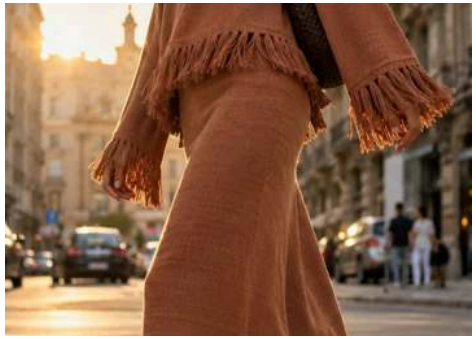


High-waisted pleated trousers

Womenswear, Trousers & Skirts, waist

High rises with two front pleats.

Rising next: rising

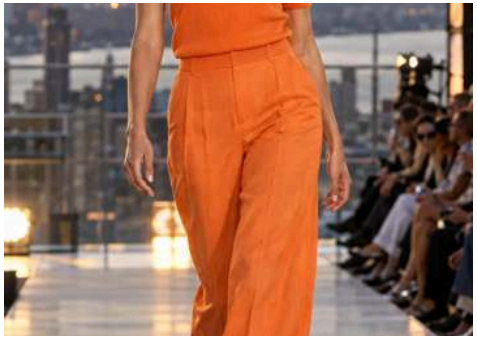


Knit fringe at hems

Womenswear, Knitwear, hem

Fringe at hems and sleeve ends.

Rising next: peaking



Knitted polo collars

Womenswear, Knitwear, collar

Polo collars with zip or button plackets.

Rising next: peaking



Lace yoke insets

Womenswear, Tops & Shirts, trim

Lace panels inset at yoke or sleeve.

Rising next: peaking



Lace-cami layering tops

Womenswear, Tops & Shirts, trim

Lace-edged camisoles for layering.

Rising next: rising



Lace-embroidered poplin shirts

Womenswear, Tops & Shirts, embellishment

Crisp poplin with lace cuffs and embroidery.

Rising next: peaking

Rising in SS27



Lace-trimmed hems

Womenswear, Trousers & Skirts, hem

Lace bands at trouser and skirt hems.

Rising next: peaking



Lace-trimmed jacket edges

Womenswear, Coats & Jackets, trim

Lace bands finishing hems and cuffs on light jackets.

Rising next: peaking

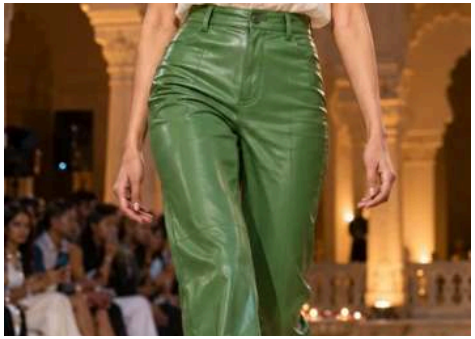


Lace-trimmed slips over knits

Womenswear, Dresses, trim

Lace-edged slips layered on fine knits.

Rising next: peaking



Leather-look trousers

Womenswear, Trousers & Skirts, fabric

Straight trousers in faux leather.

Rising next: rising



Light bleached washes

Womenswear, Denim, wash

Pale, sun-faded washes with whiskering.

Rising



Linen and seersucker suiting

Womenswear, Tailoring, fabric

Summer suits in linen and seersucker.

Rising



Longline blazers

Womenswear, Tailoring, shape

Blazers reaching mid-thigh.

Rising next: rising



Longline knit vests

Womenswear, Knitwear, shape

Long sleeveless knits over shirts.

Rising next: rising

Rising in SS27

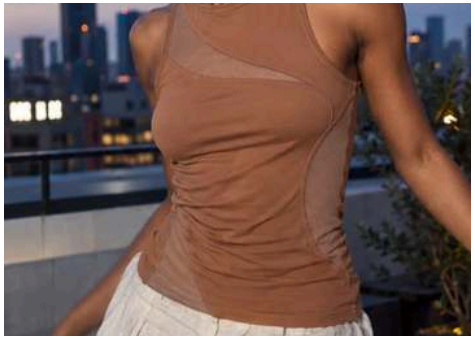


Menswear three-piece suits

Womenswear, Tailoring, garment

Waistcoats worn under matching jackets.

Rising next: rising



Mesh-panel tops

Womenswear, Tops & Shirts, panel

Sheer mesh panels pieced into jersey.

Rising next: rising



Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Rising next: rising



Oversized boyfriend shirts

Womenswear, Tops & Shirts, shape

Roomy shirts with dropped shoulders.

Rising next: rising



Patch-pocket blazers

Womenswear, Tailoring, pocket

Relaxed blazers with patch pockets.

Rising next: rising



Patch-pocket denim jackets

Womenswear, Denim, pocket

Short jackets with patch pockets.

Rising next: rising



Patent trench with storm flaps

Womenswear, Coats & Jackets, fabric

Glossy trenches keeping gun flaps and epaulettes.

Rising next: peaking



Peak-lapel coats

Womenswear, Tailoring, lapel

Tailored coats with peak lapels.

Rising next: rising

Rising in SS27



Pencil midi skirts

Womenswear, Trousers & Skirts, shape

Fitted midi skirts with a back slit.

Rising next: peaking



Photographic and art prints

Womenswear, Dresses, print

Still-life and photo prints on column dresses.

Rising next: peaking



Pinstripe suiting

Womenswear, Tailoring, fabric

Chalk and pin stripes in slate and navy.

Rising next: peaking



Pinstripe waistcoats

Womenswear, Tailoring, fabric

Pinstripe waistcoats worn alone.

Rising next: rising



Pleated bib fronts

Womenswear, Tops & Shirts, front

Pin-tucked or pleated bibs on shirts.

Rising next: rising



Pleated midi dresses

Womenswear, Dresses, pleat

Knife-pleated skirts on fitted bodices.

Rising next: rising



Pleated midi skirts

Womenswear, Trousers & Skirts, pleat

Knife-pleated midi skirts.

Rising next: rising



Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: rising

Rising in SS27



Polo-collar knit tops

Womenswear, Tops & Shirts, collar

Knitted polo collars on fitted tops.

Rising next: rising



Pressed front seam

Womenswear, Denim, seam

A sewn crease down the front of the leg.

Rising next: peaking



Puff-shoulder cardigans

Womenswear, Knitwear, shoulder

Raised, gathered shoulders on cardigans.

Rising next: rising



Puff-shoulder minis

Womenswear, Dresses, sleeve

Short dresses with gathered puff shoulders.

Rising next: rising



Puff-sleeve blouses

Womenswear, Tops & Shirts, sleeve

Gathered puff sleeves on short blouses.

Rising next: rising



Pussy-bow and scarf necks

Womenswear, Tops & Shirts, neckline

Tie necks in silk satin.

Rising next: peaking



Quilted liner jackets

Womenswear, Coats & Jackets, fabric

Diamond-quilted jackets worn as outer layers.

Rising next: rising



Raglan baseball tees

Womenswear, Tops & Shirts, sleeve

Contrast raglan sleeves on jersey tees.

Rising next: rising

Rising in SS27



Raglan sleeve coats

Womenswear, Coats & Jackets, sleeve

Sleeves cut in one with the shoulder for a softer line.

Rising next: rising



Raw-hem jeans

Womenswear, Denim, hem

Cut, unfinished hems.

Rising next: rising



Ribbed polo knits

Womenswear, Knitwear, collar

Ribbed knits with polo collars.

Rising next: rising



Satin tailored blazers

Womenswear, Tailoring, fabric

Classic blazer shapes cut in liquid satin for day and evening, as at Givenchy SS27.

Rising next: rising



Saucer-buckle wide belts

Womenswear, Trousers & Skirts, waist

Wide belts with oversized round buckles cinching trousers and skirts, led by Celine SS27.

Rising next: rising



Scarf-tie necklines

Womenswear, Tops & Shirts, neckline

Long ties at the neck worn loose or knotted.

Rising next: rising



Seersucker and gingham shirting

Womenswear, Tops & Shirts, fabric

Checked and puckered summer shirting.

Rising



Seersucker and linen jackets

Womenswear, Coats & Jackets, fabric

Puckered seersucker and linen for summer tailoring.

Rising

Rising in SS27



Seersucker sundresses

Womenswear, Dresses, fabric

Puckered cotton for light summer dresses.

Rising next: rising



Shaped elbow seams

Womenswear, Coats & Jackets, sleeve

Seamed elbows for a curved, modern sleeve.

Rising next: peaking



Shawl-collar knit coats

Womenswear, Knitwear, collar

Long knit coats with shawl collars.

Rising next: peaking



Shawl-lapel jackets

Womenswear, Tailoring, lapel

Rounded shawl lapels on day jackets.

Rising next: rising



Sheer organza blouses

Womenswear, Tops & Shirts, fabric

Transparent organza blouses with band collars.

Rising next: rising



Sheer organza overlays

Womenswear, Dresses, fabric

Transparent layers over opaque linings.

Rising next: peaking



Sheer-sleeve dresses

Womenswear, Dresses, sleeve

Transparent sleeves on opaque dresses.

Rising next: rising



Shirred bodice midis

Womenswear, Dresses, bodice

Elastic shirring across the bodice.

Rising next: rising

Rising in SS27



Side-stripe tuxedo trousers

Womenswear, Trousers & Skirts, seam

Satin stripes down the outseam.

Rising next: rising

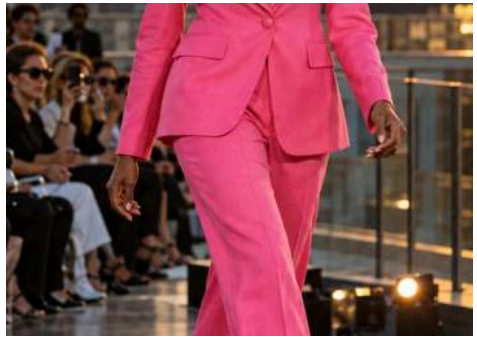


Single-breasted car coats

Womenswear, Coats & Jackets, shape

Hip-to-thigh length coats with patch pockets.

Rising next: rising



Single-button tuxedo jackets

Womenswear, Tailoring, lapel

Satin-faced peak lapels.

Rising next: rising



Slim cigarette trousers

Womenswear, Tailoring, leg

Slim ankle-length suit trousers return.

Rising next: rising



Slogan T-shirts

Womenswear, Tops & Shirts, print

Bold text graphics on fitted tees.

Rising next: peaking



Smocked bodices

Womenswear, Dresses, bodice

Elasticated smocking across the bodice.

Rising next: rising



Smocked necklines and cuffs

Womenswear, Tops & Shirts, detail

Smocked bands at the neck and cuffs.

Rising next: rising



Soft drape jackets

Womenswear, Tailoring, shape

Unstructured wrap jackets with soft shoulders.

Rising next: rising

Rising in SS27

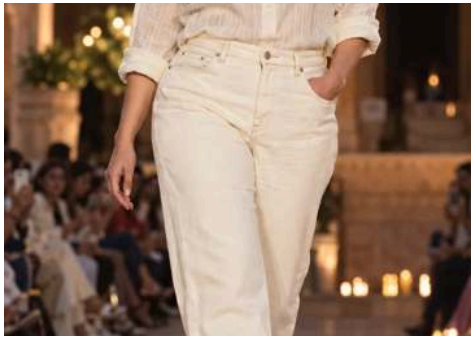


Square-neck sundresses

Womenswear, Dresses, neckline

Square necklines on tiered cotton dresses.

Rising next: rising



Straight-leg vintage jeans

Womenswear, Denim, shape

Classic straight jeans with a vintage feel.

Rising next: rising



Tie-cuff sleeves

Womenswear, Coats & Jackets, cuff

Cuffs finished with contrast tabs and ties.

Rising next: rising

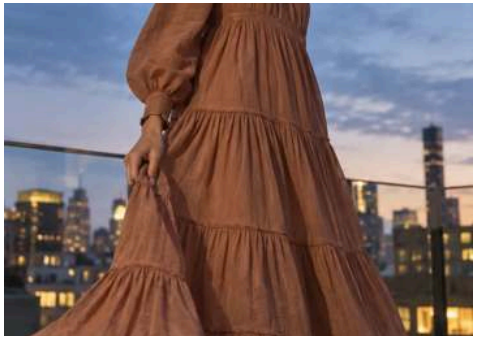


Tiered maxi skirts

Womenswear, Trousers & Skirts, hem

Gathered tiers on long skirts.

Rising next: rising



Tiered prairie dresses

Womenswear, Dresses, hem

High-neck dresses with tiered skirts.

Rising next: rising



Tunic-length knits

Womenswear, Knitwear, shape

Long knits worn over trousers.

Rising next: rising



Tuxedo stripe trousers

Womenswear, Tailoring, seam

Slim trousers with satin side stripes.

Rising next: rising



Two-tone denim panels

Womenswear, Denim, panel

Contrasting washes pieced together.

Rising next: rising

Rising in SS27



Two-tone panelled coats

Womenswear, Coats & Jackets, panel

Contrasting panels pieced across the body.

Rising next: rising



Waistcoat and trouser sets

Womenswear, Tailoring, garment

Matching waistcoats and trousers.

Rising next: rising



Waistcoats worn as tops

Womenswear, Tailoring, garment

Fitted waistcoats on their own.

Rising next: peaking



Welt-pocket cocoon coats

Womenswear, Coats & Jackets, pocket

Rounded cocoon coats with clean welt pockets.

Rising next: rising



Western yokes and pearl snaps

Womenswear, Denim, hardware

Pointed yokes with snap closures.

Rising next: peaking



Wide peak lapels

Womenswear, Tailoring, lapel

Peak lapels on jackets and coats.

Rising next: peaking



Wide-leg jeans

Womenswear, Denim, shape

Full wide legs from the hip.

Rising next: rising



Wide-leg palazzo trousers

Womenswear, Trousers & Skirts, shape

Very wide, fluid trouser legs.

Rising next: rising

Rising in SS27



Wrap midi dresses

Womenswear, Dresses, front

Wrapped bodices and skirts tied at the side.

Rising next: rising



Wrap mini skirts

Womenswear, Trousers & Skirts, front

Short wrapped skirts tied at the hip.

Rising next: rising



Wrap-front blouses

Womenswear, Tops & Shirts, front

Blouses wrapped and tied at the waist.

Rising next: rising

Peaking in SS27



Belted trench blazers

Womenswear, Tailoring, waist

Trench details on belted blazers.

Peaking next: peaking



Cape backs and capelets

Womenswear, Coats & Jackets, back

Caped backs and detachable capelets over coats.

Peaking next: fading



Cargo midi skirts

Womenswear, Trousers & Skirts, pocket

Utility patch pockets on midi skirts.

Peaking next: peaking



Chunky rib turtlenecks

Womenswear, Knitwear, neckline

Deep ribbed roll necks.

Peaking next: peaking



Contrast collars and cuffs

Womenswear, Tops & Shirts, collar

White collars and cuffs on coloured shirting.

Peaking next: fading



Contrast-piped edges

Womenswear, Coats & Jackets, trim

Fine piping outlining fronts and collars.

Peaking next: peaking



Cropped blazers

Womenswear, Tailoring, shape

Short blazers ending at the waist.

Peaking next: peaking



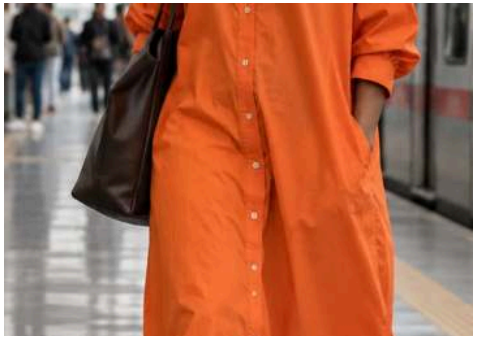
Denim waistcoats

Womenswear, Denim, garment

Topstitched denim waistcoats.

Peaking next: peaking

Peaking in SS27



Drop-shoulder shirt dresses

Womenswear, Dresses, shape

Relaxed shirt dresses with low shoulder seams.

Peaking next: peaking



Dropped, rounded shoulders

Womenswear, Coats & Jackets, shoulder

Cocoon coats with soft, dropped shoulder seams.

Peaking next: fading



Flat-front straight trousers

Womenswear, Trousers & Skirts, shape

Straight legs with a clean flat front.

Peaking next: peaking

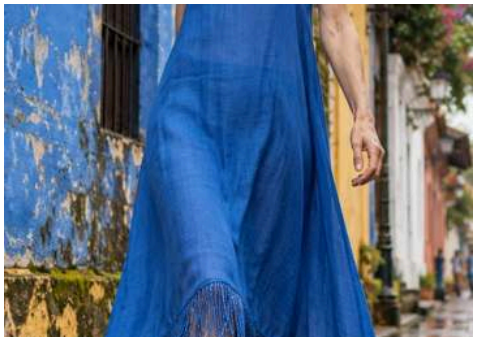


Floppy oversized collars

Womenswear, Tops & Shirts, collar

Wide soft collars borrowed from school uniforms.

Peaking next: fading



Fringed hems

Womenswear, Dresses, hem

Silk or bead fringe swinging from the hem.

Peaking next: fading

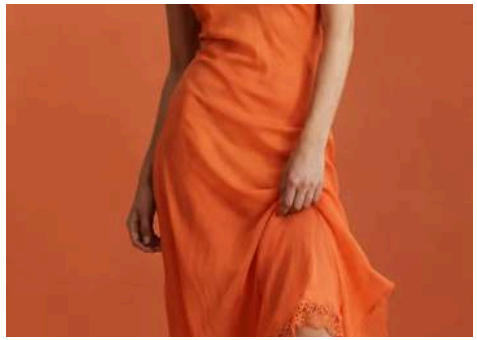


Gingham and handkerchief checks

Womenswear, Dresses, print

Small checks on cotton and linen dresses.

Peaking



Lace-edged bias slips

Womenswear, Dresses, trim

Bias-cut slips finished with lace hems.

Peaking next: peaking



Leather-trimmed collars

Womenswear, Coats & Jackets, collar

Leather or faux-leather facings on wool collars.

Peaking next: peaking

Peaking in SS27



Long denim coats

Womenswear, Denim, garment

Denim trench coats with belts.

Peaking next: fading



Long exposed button fly

Womenswear, Denim, closure

High rise with visible buttons.

Peaking next: fading



Mesh midi skirts

Womenswear, Trousers & Skirts, fabric

Sheer mesh over shorts or slips.

Peaking next: fading



Mid-rise relaxed jeans

Womenswear, Denim, shape

Easy relaxed fits with soft whiskering.

Peaking next: peaking

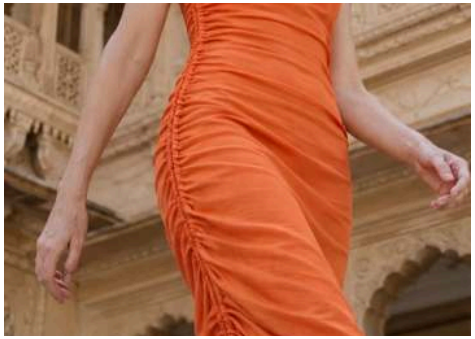


Ruched centre fronts

Womenswear, Tops & Shirts, front

Gathering at centre front on satin tops.

Peaking next: fading



Ruched side seams

Womenswear, Dresses, seam

Gathered side seams on jersey bodycon shapes.

Peaking next: fading



Rugby stripes, short plackets

Womenswear, Tops & Shirts, placket

Rugby shirts with white collars.

Peaking next: fading



Sharp pointed shoulders

Womenswear, Tailoring, shoulder

Strong, pointed shoulder lines.

Peaking next: fading

Peaking in SS27

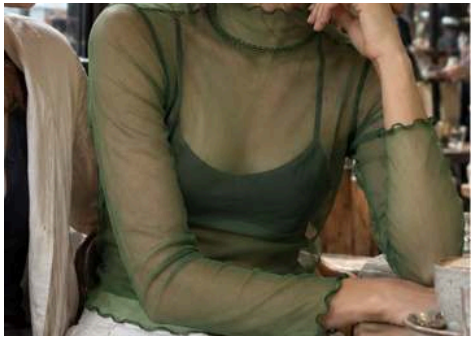


Sheer fine-gauge layers

Womenswear, Knitwear, fabric

Transparent fine knits under tailoring.

Peaking next: fading



Sheer mesh layering tops

Womenswear, Tops & Shirts, fabric

Mesh worn over or under heavier pieces.

Peaking next: fading



Square-neck knits

Womenswear, Knitwear, neckline

Fine knits with square necklines.

Peaking next: peaking



Striped Breton tops

Womenswear, Tops & Shirts, pattern

Classic horizontal stripes on jersey.

Peaking next: peaking



Thick contrast topstitching

Womenswear, Denim, stitch

Heavy thread on seams and yokes.

Peaking next: fading



Wide ruffle collars

Womenswear, Tops & Shirts, collar

Oversized soft collars on crisp shirts.

Peaking next: peaking

Fading in SS27



Drop waist with pleated skirt

Womenswear, Dresses, waist

1920s low waist seams with knife or box pleats.

Fading



Large flap patch pockets

Womenswear, Coats & Jackets, pocket

Utility pockets on car coats and chore jackets.

Fading



Low-slung belted waists

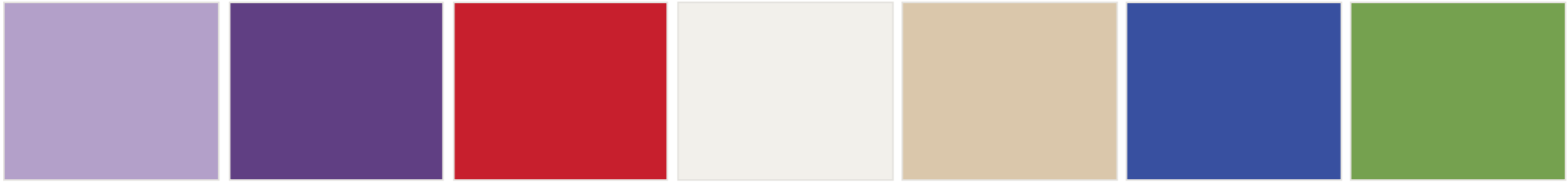
Womenswear, Trousers & Skirts, waist

Low waistbands with statement belts.

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



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



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.

Range strategy

Build depth

- Black tailoring with fuchsia accents
- Corseted tea-length crinoline dresses
- Cropped parkas over evening gowns
- Cup-bodice gold column gowns
- Lace-up corset-back sequin gowns
- Low-rise bootcut jeans
- Off-shoulder tweed sheath dresses
- Tone-on-tone embroidered tuxedos
- Argyle knits

Test small

- Ankle-strap balloon trousers
- Armour-structured vests
- Bead-droplet embroidered dresses
- Beaded-fringe canvas dresses
- Dropped-crotch Aladdin trousers
- Floral-lined showerproof jackets
- Fringed macramé tops
- Fringed minis with back trains
- Laser-cut coral-relief dresses

Sell through

- Belted trench blazers
- Cape backs and capelets
- Cargo midi skirts
- Chunky rib turtlenecks
- Contrast collars and cuffs
- Contrast-piped edges
- Cropped blazers
- Denim waistcoats
- Drop-shoulder shirt dresses

Exit or rework

- Drop waist with pleated skirt
- Large flap patch pockets
- Low-slung belted waists

Actions and timing

Actions for the range

- 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.
- 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.

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.

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.

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.

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.

Reworked denim

Key garment	Value	Mid	Premium
Cut-off denim shorts	₹799–1,499	₹1,800–3,500	₹6,500+
Wax-coated jeans	₹1,799–2,999	₹3,500–7,000	₹12,000+
Denim suit (jacket + jeans)	₹3,499–5,499	₹6,500–12,000	₹22,000+

Cost level: medium. Coatings and special washes add processing cost and water use. Cut-offs are cheap; denim suits need consistent shade across pieces.

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

Patent trench with storm flaps, Raglan sleeve coats, Welt-pocket cocoon coats, Single-breasted car 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

Cinched peplum jackets, Collarless cropped jackets, Lace-trimmed jacket edges, Seersucker and linen 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

Seersucker and linen jackets, Photographic and art prints, Floral print midis, Seersucker sundresses

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

Seersucker and linen jackets, Photographic and art prints, Drop-shoulder shirt dresses, Belted shirt dresses

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

Seersucker and linen jackets, Sheer lattice capes, Sheer organza overlays, Photographic and art prints

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.