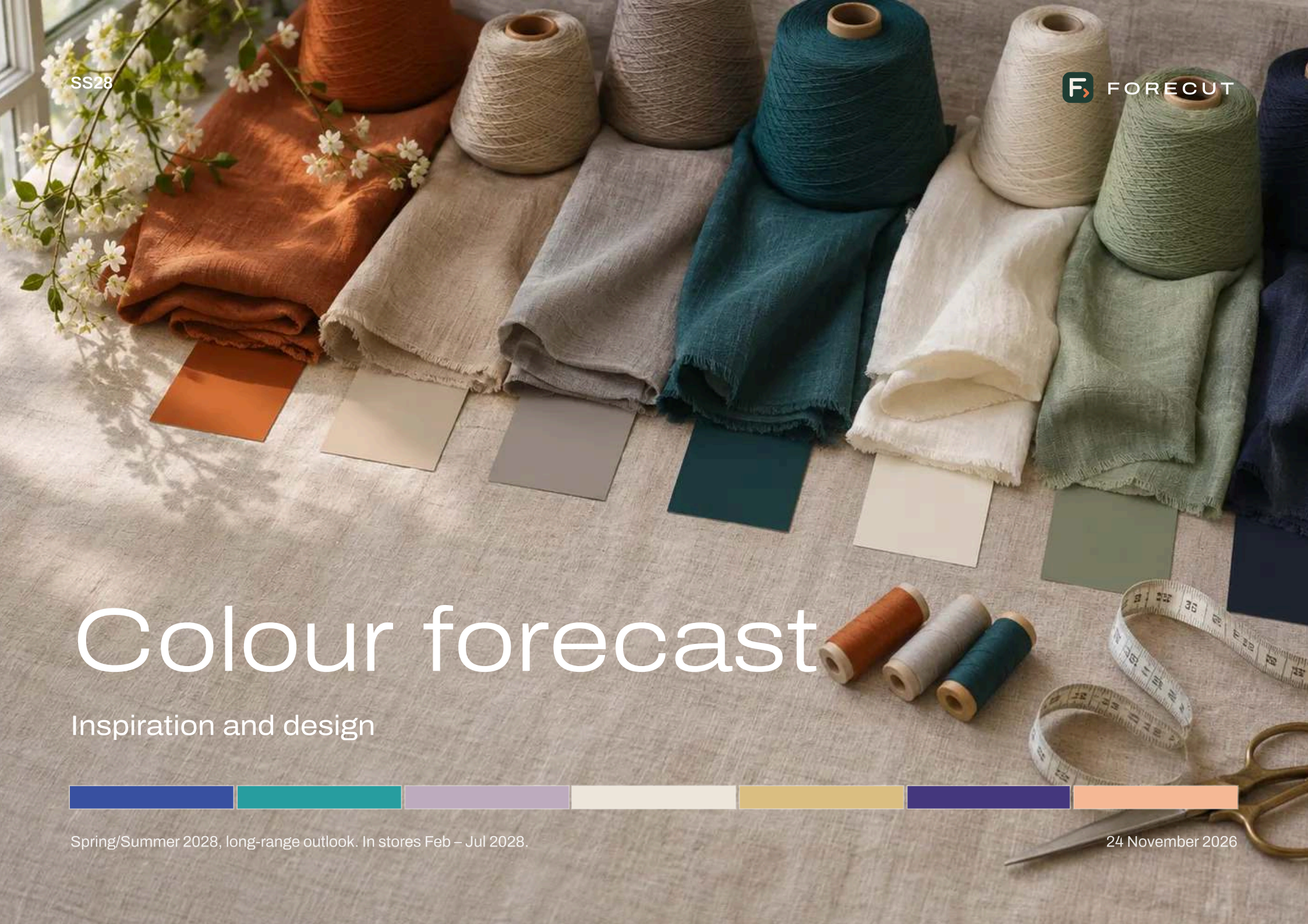
SS28

FORECUT



Colour forecast

Inspiration and design

Spring/Summer 2028, long-range outlook. In stores Feb – Jul 2028.

24 November 2026

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About this report

The season palette with Pantone TCX and HEX codes, and the colours behind each theme.

Long-range outlook. Structured clarity and easy movement: fewer, better pieces with performance comfort for commuting, in strong blues, greyish mauve and straw.

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



Inspiration

Performance ease

Designs that feel intuitive and move easily: articulated sleeves and knees, stretch and breathable fabrics for sport and commuting.

Why now

Early SS28 previews point to performance design that removes restriction.

Key pieces

Articulation, Stretch, Breathable; articulated sleeves.

18-1340 TCX, #A6492A and 12-1110 TCX, #F6D7C6

Source: FashionUnited, "SS28 Preview: The modern flow of performance design". Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Structured clarity

Consumers move away from constant novelty toward fewer, better pieces: clean column shapes, clear lines and minimal trims.

Why now

Early SS28 trade intelligence describes a demand for "better" fashion rather than more fashion.

Key pieces

Column shapes, Clean fronts, Minimal trims; clean column dresses.

19-4916 TCX, #1F5E63 and 12-4604 TCX, #CFE6E4

Source: FashionUnited, "Spring Summer 2028 Trend Intelligence: The Rise of Structured Clarity". Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Sport meets smart

Cushioned sport soles under refined flats, loafers and derbies: elegant shoes with sneaker comfort.

Why now

SS27 moved from sneakers to elegance; SS28 keeps the look but brings back comfort.

Key pieces

Sport soles, Hybrid shoes, Comfort heels; sport-sole smart flats.

19-0201 TCX, #3A3F45 and 13-4108 TCX, #D8DDE2

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.



Inspiration

Natural tech

Natural fibres finished to perform: quick-dry linen, UV-resistant cotton and easy-care jersey.

Why now

Customers want natural fibres without the creasing and care trouble.

Key pieces

Quick-dry, Easy-care, Natural fibres; performance-jersey shirt dresses.

18-0920 TCX, #6D5D44 and 11-0105 TCX, #EFE6D3

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.

Moodboard





Taffeta jogger evening trousers



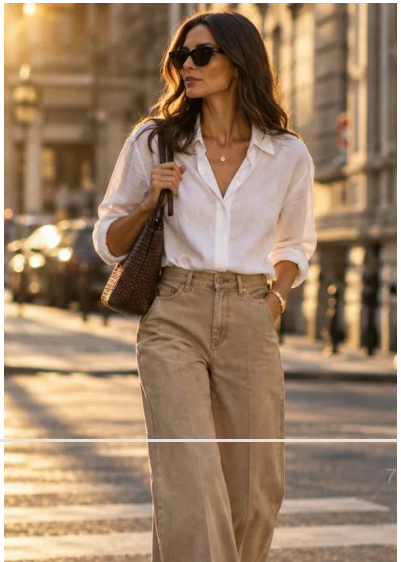
Articulated sleeves



Clean column dresses







Key colours

Blues come back strong, royal and a new turquoise, beside greyish mauve and violet, over straw and bleached linen, with an after-dark edge of inky blue and murky green.

Long-range forecast from early fair previews. Each colour is a real Pantone TCX colour; confirm with a physical Pantone book before dyeing.

Core

Bleached linen

Pantone 11-0701 TCX Whisper White
#EDE6DB

A warm off-white base for summer.

Core

Straw

Pantone 14-0935 TCX Jojoba
#DABE81

Natural straw yellow for linen, raffia and knits.

Core

Inky blue

Pantone 19-3933 TCX Medieval Blue
#29304E

A blue so dark it reads as black: summer's new dark.

Core

Khaki green

Pantone 18-0525 TCX Iguana
#818455

A muted vegetal green for utility and menswear.

Seasonal

Royal blue

Pantone 18-3949 TCX Dazzling Blue
#3850A0

Back and brighter, slightly softened.

Seasonal

Sonar turquoise

Pantone 16-5123 TCX Baltic
#279D9F

A softened turquoise between ocean and digital.

Seasonal

Greyish mauve

Pantone 15-3507 TCX Lavender Frost
#BDABBE

A light, atmospheric mauve.

Accent

Magnetic violet

Pantone 19-3847 TCX Deep Blue
#44377D

A dense, bluish violet for contrast.

Accent

Peach

Pantone 13-1125 TCX Peach Quartz
#F5B895

A soft warm accent for knits and dresses.

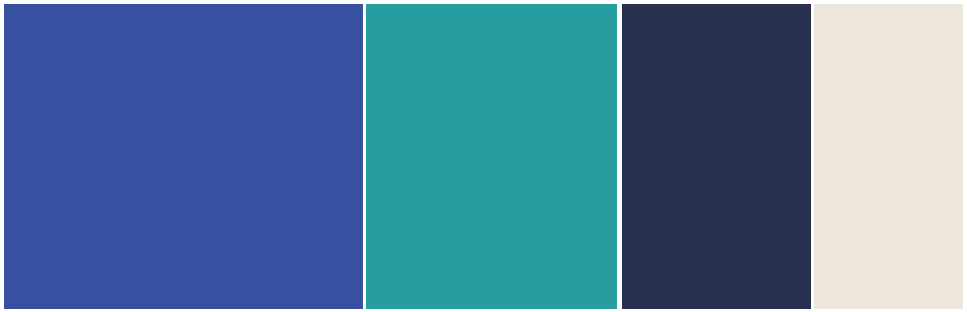
Accent

Acid lemon

Pantone 12-0646 TCX Celandine
#EBDF67

A sharp yellow to light up the dark mood.

Colour stories



Blue hour

Royal blue, sonar turquoise and inky blue: summer blues with real pigment.

Use for: Shirting, denim, swim, tailoring

Royal blue: Pantone 18-3949 TCX, #3850A0
Sonar turquoise: Pantone 16-5123 TCX, #279D9F
Inky blue: Pantone 19-3933 TCX, #29304E
Bleached linen: Pantone 11-0701 TCX, #EDE6DB



Atmosphere

Greyish mauve and magnetic violet, soft and hazy against bleached linen.

Use for: Dresses, knits, evening

Greyish mauve: Pantone 15-3507 TCX, #BDABBE
Magnetic violet: Pantone 19-3847 TCX, #44377D
Bleached linen: Pantone 11-0701 TCX, #EDE6DB
Peach: Pantone 13-1125 TCX, #F5B895

Colour stories



Vegetal

Straw, khaki green and warm beige for natural fibres and crafted surfaces.

Use for: Linen, crochet, menswear, accessories

Straw: Pantone 14-0935 TCX, #DABE81
Khaki green: Pantone 18-0525 TCX, #818455
Bleached linen: Pantone 11-0701 TCX, #EDE6DB
Warm beige: Pantone 14-1116 TCX, #CCB390



After dusk

Summer goes dark: inky blue and murky green with an acid lemon spark.

Use for: Evening, statement pieces, footwear

Inky blue: Pantone 19-3933 TCX, #29304E
Murky green: Pantone 18-0322 TCX, #545A3E
Acid lemon: Pantone 12-0646 TCX, #EBDF67
Magnetic violet: Pantone 19-3847 TCX, #44377D

By department

Womenswear



Royal blue and greyish mauve lead, with magnetic violet and peach, over straw and linen.

Royal blue: 18-3949 TCX, #3850A0
Greyish mauve: 15-3507 TCX, #BDABBE
Magnetic violet: 19-3847 TCX, #44377D
Peach: 13-1125 TCX, #F5B895
Straw: 14-0935 TCX, #DABE81
Bleached linen: 11-0701 TCX, #EDE6DB

Menswear



Inky blue and khaki green tailoring, deeper sky-blue shirting and sonar turquoise for summer pieces.

Inky blue: 19-3933 TCX, #29304E
Khaki green: 18-0525 TCX, #818455
Deep sky: 16-4132 TCX, #6EA2D5
Sonar turquoise: 16-5123 TCX, #279D9F
Straw: 14-0935 TCX, #DABE81
Bleached linen: 11-0701 TCX, #EDE6DB

Kidswear



Sonar turquoise and acid lemon brights with peach and sky, on linen bases. Forecut projection.

Sonar turquoise: 16-5123 TCX, #279D9F
Acid lemon: 12-0646 TCX, #EBDF67
Peach: 13-1125 TCX, #F5B895
Deep sky: 16-4132 TCX, #6EA2D5
Greyish mauve: 15-3507 TCX, #BDABBE
Bleached linen: 11-0701 TCX, #EDE6DB

Footwear



Natural straw and raffia, khaki and inky leathers, with royal blue and violet suede accents.

Raffia: 14-1025 TCX, #C9B27C
Khaki green: 18-0525 TCX, #818455
Inky blue: 19-3933 TCX, #29304E
Royal blue: 18-3949 TCX, #3850A0
Violet suede: 18-3635 TCX, #634878
Bleached linen: 11-0701 TCX, #EDE6DB

How we built it

A long-range Forecut forecast from the first SS28 previews: Première Vision's October 2026 colour preview (royal blue, deeper sky blue, a new turquoise, greyish mauve and a dense violet), fabric-fair womenswear previews (straw, khaki green, warm beige, peach) and a darker after-dusk summer mood. It will be updated after the February 2027 fairs.

Public sources

- Première Vision: SS28 colour preview: https://www.premierevision.com/en/articles/8f0a0d9f-e9cd-f111-bf5b-6045bd889b2a/ss28-color-preview-toward-a-new-chromatic-fluidity
- FashionUnited: After Dusk, SS28: https://fashionunited.uk/news/fashion/after-dusk-why-spring-summer-2028-is-going-dark/2026103091103
- Italtex: Vegetal Hues SS28: https://italtextrends.com/blogs/latest-trends/vegetal-hues-natural-colours-and-lightweight-fabrics-for-ss-2028

Key pieces



Parachute-poplin tuxedo shirts

Womenswear, Tops & Shirts, fabric

Pleated-front tuxedo shirts cut in light, crisp parachute-cotton poplin; Ralph Lauren Pre-Fall 2027 evening, 6 Nov 2026.

Rising



Taffeta jogger evening trousers

Womenswear, Trousers & Skirts, fabric

Featherweight taffeta joggers with elastic cuffs worn under a tuxedo blazer for evening; Ralph Lauren Pre-Fall 2027, 6 Nov 2026.

Rising



Articulated sleeves

Womenswear, Coats & Jackets, sleeve

Shaped elbows for easier movement in outerwear.

Rising



Clean column dresses

Womenswear, Dresses, shape

Straight, unadorned column shapes.

Rising



Clean minimal T-shirts

Womenswear, Tops & Shirts, shape

Plain, well-cut tees as a base piece.

Rising



Clean straight-leg trousers

Womenswear, Trousers & Skirts, shape

Straight legs with pressed creases.

Rising



Clean wide-leg trouser jeans

Womenswear, Denim, shape

Wide jeans cut like trousers, with creases.

Rising



Collarless tailored jackets

Womenswear, Tailoring, neckline

Jackets with clean V-necklines and no lapels.

Rising

Key pieces



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising



Comfort block heels

Footwear, Heels & Flats, heel

Lower, wider block heels.

Rising



Concealed-placket shirts

Womenswear, Tops & Shirts, placket

Fly-front plackets that hide the buttons.

Rising



Cuffed jean hems

Womenswear, Denim, hem

Turned-up hems on straight jeans.

Rising



Cupsole derbies

Footwear, Men's Shoes, sole

Derbies on sneaker cupsoles.

Rising



Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Rising



Drawstring tailored trousers

Menswear, Trousers, waist

Tailored trousers with a drawstring waist.

Rising



Drawstring wide trousers

Womenswear, Trousers & Skirts, waist

Easy drawstring waists on wide legs.

Rising

Forecut

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Sources: SS28 is a long-range Forecut projection. It builds on early SS28 trade coverage (structured clarity and performance design, FashionUnited) and Forecut's warm earth-orange colour direction.

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.