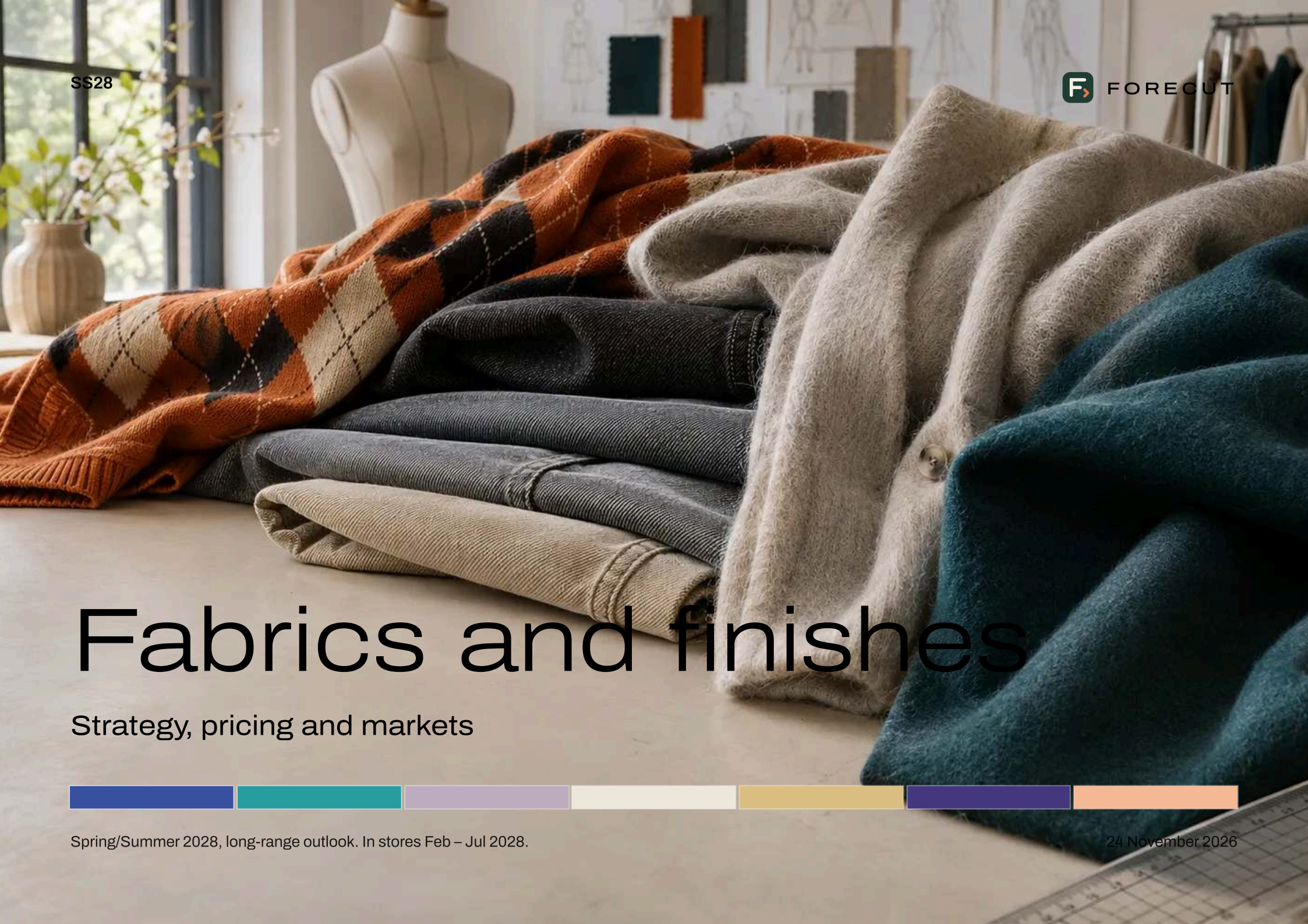
SS28

FORECUT



Fabrics and finishes

Strategy, pricing and markets

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

24 November 2026

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About this report

Fabrics, materials, washes, prints and finishes across every category.

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

Overview

Build around Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers and Argyle knits.

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

Build into the range

Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers, Argyle knits, Black and grey denim and Brushed cardigan coats are rising and keep growing into AW28.

Test in small quantities

Performance-jersey shirt dresses, Quilted and padded dresses, Seamless performance knits, Seamless technical knits and Slip-on knit sneakers are new ideas to try.

Sell through

Laser-cut coral-relief dresses, Sun-bleached distressed sneakers, Tonal suede low-profile sneakers and Trompe-l'oeil shirt-print tops are at their height. Do not add depth.

Reduce or rework

Fluid satin wide legs, Patent evening loafers, Patent knee boots and Patent leather are moving out.

Range strategy

Build depth

- Parachute-poplin tuxedo shirts
- Taffeta jogger evening trousers
- Argyle knits
- Black and grey denim
- Brushed cardigan coats
- Brushed wool-cashmere coats
- Chambray work shirts
- Check sports jackets
- Check tailoring

Test small

- Performance-jersey shirt dresses
- Quilted and padded dresses
- Seamless performance knits
- Seamless technical knits
- Slip-on knit sneakers
- Technical wool suiting
- Technical wool travel suits

Sell through

- Laser-cut coral-relief dresses
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Trompe-l'oeil shirt-print tops
- Broderie anglaise dresses
- Cable fisherman jumpers
- Cable-front cardigans
- Crochet tops and cardigans
- Dark rinse, clean finish

Exit or rework

- Fluid satin wide legs
- Patent evening loafers
- Patent knee boots
- Patent leather
- Patent trench with storm flaps
- Photographic and art prints
- Rib-knit sweatshirts
- Sheer organza overlays
- Short suede blousons

Actions and timing

Actions for the range

- Specify finishes (quick-dry, UV) with mills early.
- Use certified fibres where possible.
- Label care benefits clearly.
- Add stretch to core tailoring fabrics.
- Introduce articulated elbows on outerwear.
- Test breathability claims before marketing them.
- Develop one sport sole and use it across three uppers.
- Market comfort features with clear claims.

Season timing

Shown on the runway	Sep–Oct (year before)
In stores, northern hemisphere	Feb – Jul 2028
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
Parachute-poplin tuxedo shirts			Emerging	Rising	Peaking
Taffeta jogger evening trousers			Emerging	Rising	Peaking
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Black and grey denim	Emerging	Rising	Rising	Rising	Peaking
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Brushed wool-cashmere coats	Rising	Rising	Rising	Rising	Peaking
Chambray work shirts	Emerging	Rising	Rising	Rising	Peaking
Check sports jackets	Rising	Rising	Rising	Rising	Peaking
Check tailoring	Rising	Rising	Rising	Rising	Peaking
Column knit dresses	Rising	Rising	Rising	Rising	Peaking
Corduroy wide trousers	Rising	Rising	Rising	Rising	Peaking
Fair Isle yoke cardigans	Emerging	Rising	Rising	Rising	Peaking

Carried on from AW27

Patent trench with storm flaps
Peaking in AW27, fading now

Lightweight technical trench
Emerging in AW27, rising now

Quilted liner jackets
Rising in AW27, rising now

Brushed wool-cashmere coats
Rising in AW27, rising now

Sheer organza overlays
Peaking in AW27, fading now

Photographic and art prints
Peaking in AW27, fading now

What happens in AW28

Parachute-poplin tuxedo shirts
Rising now, peaking in AW28

Taffeta jogger evening trousers
Rising now, peaking in AW28

Argyle knits
Rising now, rising in AW28

Black and grey denim
Rising now, peaking in AW28

Brushed cardigan coats
Rising now, peaking in AW28

Brushed wool-cashmere coats
Rising now, peaking in AW28

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Natural tech

Key garment	Value	Mid	Premium
Performance-jersey shirt dress	₹1,499–2,799	₹3,500–7,000	₹12,000+
Easy-care linen shirt	₹1,199–2,199	₹2,800–5,500	₹9,000+
Seersucker trousers	₹1,299–2,399	₹3,000–6,000	₹10,000+

Cost level: medium. Performance finishes add processing cost; certified fibres cost more but support the story.

Performance ease

Key garment	Value	Mid	Premium
Technical stretch shirt	₹1,199–2,199	₹2,800–5,500	₹9,000+
Articulated-sleeve jacket	₹2,999–4,999	₹6,000–12,000	₹20,000+
Stretch tailored trousers	₹1,499–2,699	₹3,200–6,500	₹11,000+

Cost level: medium. Technical fabrics and bonded seams need special machines; articulation adds pattern pieces.

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Sport meets smart

Key garment	Value	Mid	Premium
Sport-sole smart flats	₹1,799–2,999	₹3,500–7,000	₹12,000+
Hybrid sport-sole derbies	₹2,299–3,499	₹4,500–8,500	₹15,000+
Comfort block heels	₹1,699–2,899	₹3,500–7,000	₹12,000+

Cost level: medium. Sport soles need new moulds; reuse sole units across several uppers to spread tooling cost.

Commuter tailoring

Key garment	Value	Mid	Premium
Stretch commuter blazer	₹2,499–3,999	₹5,000–10,000	₹17,000+
Easy-care suit trousers	₹1,299–2,499	₹3,000–6,000	₹10,000+
Concealed-button blazer	₹2,799–4,299	₹5,500–11,000	₹18,000+

Cost level: medium. Stretch wool blends cost more than polyester; unstructured jackets save canvas cost.

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 directions for SS28 follow as coverage arrives.

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 organza overlays, Performance-jersey shirt dresses, Column knit dresses, Slogan T-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 directions for SS28 follow as coverage arrives.

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, Lightweight technical trench, Brushed wool-cashmere coats, Sheer organza overlays

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 directions for SS28 follow as coverage arrives.

Climate

From cold Canadian winters to hot, humid southern US summers and Mexico's warm highlands and coasts.

Best fit from this report

Lightweight technical trench, Seersucker and linen jackets, Quilted liner jackets, Performance-jersey shirt dresses

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 directions for SS28 follow as coverage arrives.

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 directions for SS28 follow as coverage arrives.

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, Performance-jersey shirt dresses, Floral print midis

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 directions for SS28 follow as coverage arrives.

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 organza overlays, Photographic and art prints, Floral print midis

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 SS28 through festive and wedding demand, summer weights and handloom. Forecut publishes separate India season reports with craft clusters, colours that sell there and price bands.

See forecut.in/india.html for the India forecasts.

Forecut

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Sources: 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.