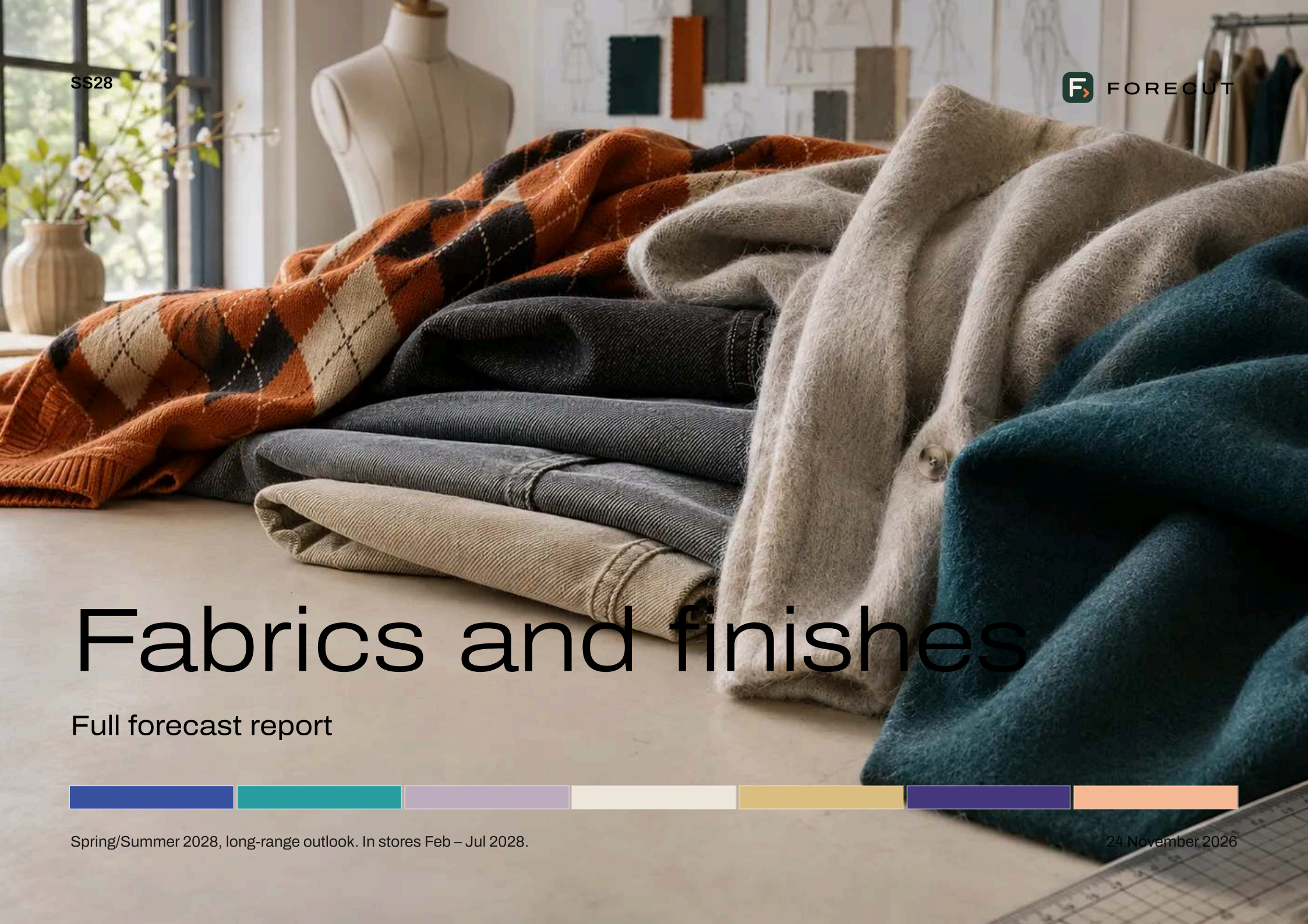
SS28

FORECUT



# Fabrics and finishes

## Full forecast report

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

24 November 2026

# Contents


Overview

Inspiration

Moodboard

How it developed

The forecast

Colour

Range strategy

Pricing and cost

Markets


## 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.



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.



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

# 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

# Commuter tailoring

Suits built for city days: stretch suiting, soft shoulders, concealed buttons and easy-care fabrics.

## Why now

Hybrid working needs tailoring that is comfortable on a commute and smart at a desk.

## Key pieces

Stretch suits, Concealed buttons, Soft shoulders; stretch commuter suiting.

18-0513 TCX, #6F6A60 and 11-4201 TCX, #ECEBE6

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



Argyle knits



Black and grey denim







# 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

# Emerging in SS28



### Performance-jersey shirt dresses

Womenswear, Dresses, fabric

Shirt dresses in stretch, easy-care jersey.

Emerging next: rising



### Quilted and padded dresses

Womenswear, Dresses, fabric

Quilted dresses for cold-weather layering.

Emerging next: rising

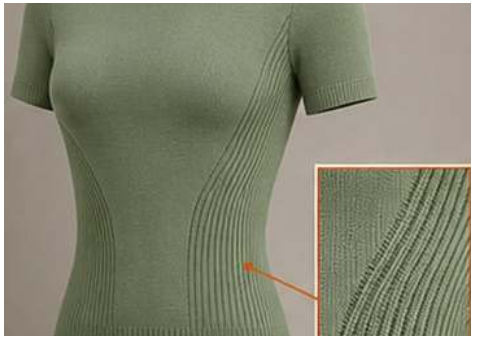


### Seamless performance knits

Womenswear, Knitwear, fabric

Seam-free knits with stretch and support.

Emerging next: rising



### Seamless technical knits

Menswear, Knitwear, fabric

Seam-free quarter-zips with stretch.

Emerging next: rising



### Slip-on knit sneakers

Footwear, Sneakers & Casual, material

Laceless knit sneakers.

Emerging next: rising



### Technical wool suiting

Womenswear, Tailoring, fabric

Wool suiting with stretch and water resistance.

Emerging next: rising



### Technical wool travel suits

Menswear, Tailoring, fabric

Crease-resistant wool with hidden closures.

Emerging next: rising

# Rising in SS28



### 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** next: peaking



### 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** next: peaking



### Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

**Rising** next: rising



### Black and grey denim

Womenswear, Denim, wash

Washed black and grey denim.

**Rising** next: peaking



### Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

**Rising** next: peaking

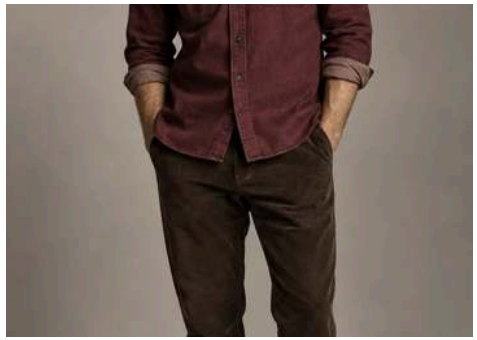


### Brushed wool-cashmere coats

Womenswear, Coats & Jackets, fabric

Soft, brushed blends with a hazy surface.

**Rising** next: peaking

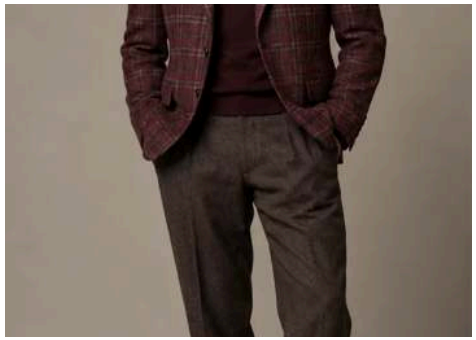


### Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

**Rising** next: peaking



### Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

**Rising** next: peaking

# Rising in SS28



### Check tailoring

Womenswear, Tailoring, fabric

Prince of Wales and windowpane checks.

Rising next: peaking



### Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising next: peaking



### Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising next: peaking



### Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Rising next: peaking



### Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: peaking



### Floral print midis

Womenswear, Dresses, print

Small and painterly florals on midi dresses.

Rising next: peaking



### Leather-look trousers

Womenswear, Trousers & Skirts, fabric

Straight trousers in faux leather.

Rising next: rising



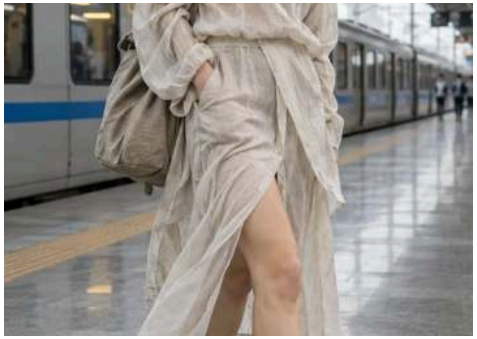
### Lightweight technical trench

Womenswear, Coats & Jackets, fabric

Trenches in light technical cotton with taped seams.

Rising next: peaking

# Rising in SS28

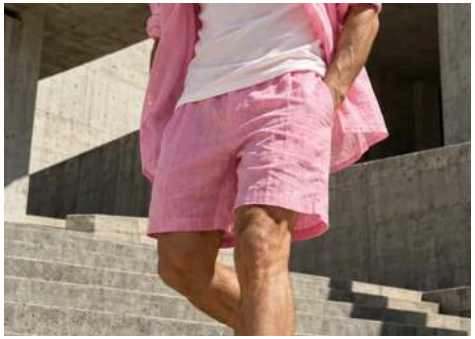


### Mesh and fabric ankle boots

Footwear, Boots, material

Breathable mesh and fabric uppers.

Rising



### Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Rising next: peaking



### Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Rising next: peaking



### Patent ballet flats

Footwear, Heels & Flats, material

High-shine patent flats.

Rising next: peaking



### Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Rising next: peaking



### Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: peaking



### Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: peaking



### Quilted liner jackets

Womenswear, Coats & Jackets, fabric

Diamond-quilted jackets worn as outer layers.

Rising next: peaking

# Rising in SS28



### Rain boots with refined lasts

Footwear, Boots, material

Rubber rain boots on slim lasts.

Rising



### Raw selvedge denim

Womenswear, Denim, fabric

Unwashed selvedge shown on turn-ups.

Rising next: peaking



### Satin slip skirts

Womenswear, Trousers & Skirts, fabric

Fluid satin skirts cut on the bias.

Rising next: rising



### Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Rising next: peaking



### Seersucker trousers

Menswear, Trousers, fabric

Puckered cotton summer trousers.

Rising



### Sheer organza blouses

Womenswear, Tops & Shirts, fabric

Transparent organza blouses with band collars.

Rising next: peaking



### Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: peaking



### Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Rising next: rising

# Rising in SS28



### Stretch commuter suiting

Womenswear, Tailoring, fabric

Suits with stretch and articulated sleeves.

Rising next: peaking



### Stretch performance denim

Womenswear, Denim, fabric

Slim denim with recovery stretch.

Rising next: peaking



### Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Rising next: peaking



### Suede ankle boots

Footwear, Boots, material

Soft suede ankle boots.

Rising next: peaking



### Tailored stretch trousers

Womenswear, Trousers & Skirts, fabric

Slim tailored trousers with stretch.

Rising next: peaking



### Technical stretch chinos

Menswear, Trousers, fabric

Slim chinos with stretch and sewn creases.

Rising next: peaking



### Technical stretch shirting

Womenswear, Tops & Shirts, fabric

Stretch, crease-resistant shirting with bonded seams.

Rising next: peaking



### Technical stretch shirts

Menswear, Shirts & Polos, fabric

Stretch shirts with articulated sleeves.

Rising next: peaking

# Rising in SS28



### Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Rising next: peaking



### Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising next: rising



### Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Rising next: peaking

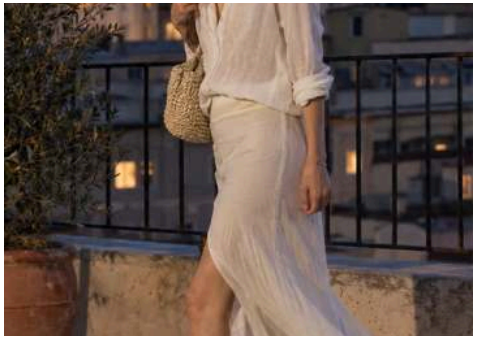


### Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Rising next: peaking



### Woven leather flats

Footwear, Heels & Flats, material

Hand-woven leather uppers.

Rising



### Woven leather mules

Footwear, Heels & Flats, material

Woven leather uppers on mules.

Rising next: peaking

# Peaking in SS28



### 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.

**Peaking** next: peaking



### Sun-bleached distressed sneakers

Footwear, Sneakers & Casual, finish

Trainers made in deliberately distressed, sun-bleached fabrics on a cushioned retro sole; Puma x JiyongKim Cell Geo, Seoul (Korea Herald, 15 Nov 2026).

**Peaking** next: fading



### Tonal suede low-profile sneakers

Footwear, Sneakers & Casual, material

Slim, low-profile sneakers in a single tone of leather or suede; Jil Sander x Puma reworked the Speedcat in all-black, all-white and white suede (on sale Oct 2026).

**Peaking** next: fading



### 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).

**Peaking**



### Broderie anglaise dresses

Womenswear, Dresses, fabric

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

**Peaking**



### Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

**Peaking** next: fading



### Cable-front cardigans

Womenswear, Knitwear, pattern

Cables running down cardigan fronts.

**Peaking** next: fading



### Crochet tops and cardigans

Womenswear, Knitwear, fabric

Granny-square and crochet textures.

**Peaking**

# Peaking in SS28



### Dark rinse, clean finish

Womenswear, Denim, wash

Deep indigo with minimal fading.

Peaking next: fading



### Featherweight trench windbreakers

Menswear, Outerwear, fabric

Trench shapes in light windbreaker cloth, often in yellow, at Saint Laurent and Dries Van Noten SS27.

Peaking



### Gingham and seersucker skirts

Womenswear, Trousers & Skirts, fabric

Checked and puckered midi skirts.

Peaking



### Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Peaking



### Light bleached washes

Womenswear, Denim, wash

Pale, sun-faded washes with whiskering.

Peaking



### Linen and seersucker shirts

Menswear, Shirts & Polos, fabric

Camp-collar shirts in summer fabrics.

Peaking



### Linen and seersucker suiting

Womenswear, Tailoring, fabric

Summer suits in linen and seersucker.

Peaking



### Linen travel suits

Menswear, Tailoring, fabric

Unlined linen suits for warm weather.

Peaking

# Peaking in SS28



### Linen waistcoats

Menswear, Tailoring, fabric

Unlined linen waistcoats.

Peaking



### Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Peaking next: fading



### Open-stitch summer knits

Menswear, Knitwear, fabric

Open stitches for lightweight summer knits.

Peaking



### Openwork and pointelle knits

Womenswear, Knitwear, fabric

Open stitches and pointelle for light knits.

Peaking next: fading



### Pinstripe waistcoats

Womenswear, Tailoring, fabric

Pinstripe waistcoats worn alone.

Peaking next: fading



### Rubber Chelsea boots

Footwear, Boots, material

Waterproof rubber Chelseas.

Peaking



### Rubber clogs

Footwear, Sneakers & Casual, material

Moulded rubber clogs.

Peaking next: fading



### Satin evening pumps

Footwear, Heels & Flats, material

Satin pumps with a soft sheen.

Peaking next: fading

# Peaking in SS28



### Satin tailored blazers

Womenswear, Tailoring, fabric

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

Peaking



### Seersucker and gingham shirting

Womenswear, Tops & Shirts, fabric

Checked and puckered summer shirting.

Peaking



### Seersucker and linen jackets

Womenswear, Coats & Jackets, fabric

Puckered seersucker and linen for summer tailoring.

Peaking



### Seersucker sundresses

Womenswear, Dresses, fabric

Puckered cotton for light summer dresses.

Peaking



### Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Peaking next: fading



### Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Peaking next: fading



### Striped Breton tops

Womenswear, Tops & Shirts, pattern

Classic horizontal stripes on jersey.

Peaking next: fading



### Striped cotton crewnecks

Menswear, Knitwear, pattern

Breton and block stripes on cotton knits.

Peaking

# Peaking in SS28



### Suede driving shoes

Footwear, Men's Shoes, material

Soft suede drivers with nub soles.

Peaking



### Suede loafers

Footwear, Men's Shoes, material

Soft suede loafers.

Peaking next: fading



### Tech fleece jackets

Menswear, Outerwear, fabric

Brushed fleece zip jackets.

Peaking next: fading



### Textured knit polos

Menswear, Shirts & Polos, fabric

Waffle and textured knit polos.

Peaking next: fading



### Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Peaking next: fading



### Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Peaking next: fading

# Fading in SS28



### Fluid satin wide legs

Womenswear, Trousers & Skirts, fabric

Satin trousers for day and evening.

Fading



### Patent evening loafers

Footwear, Men's Shoes, material

High-shine loafers for evening.

Fading



### Patent knee boots

Footwear, Boots, material

High-shine knee boots.

Fading



### Patent leather

Footwear, Heels & Flats, material

Glossy patent pumps.

Fading next: fading



### Patent trench with storm flaps

Womenswear, Coats & Jackets, fabric

Glossy trenches keeping gun flaps and epaulettes.

Fading



### Photographic and art prints

Womenswear, Dresses, print

Still-life and photo prints on column dresses.

Fading



### Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Fading



### Sheer organza overlays

Womenswear, Dresses, fabric

Transparent layers over opaque linings.

Fading

# Fading in SS28

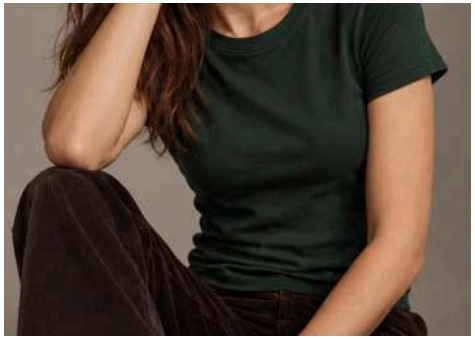


### Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Fading



### Slogan T-shirts

Womenswear, Tops & Shirts, print

Bold text graphics on fitted tees.

Fading



### Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Fading next: fading



### Suede chukkas

Footwear, Men's Shoes, material

Suede desert boots.

Fading next: fading



### Suede skate shoes

Footwear, Sneakers & Casual, material

Padded suede skate shoes.

Fading next: fading



### Vintage poster-print tops

Womenswear, Tops & Shirts, print

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

Fading



### Wax-coated denim

Womenswear, Denim, finish

Coated denim with a waxy sheen.

Fading

# Colour

The SS28 palette, with Pantone TCX and HEX codes.

**Royal blue**
18-3949 TCX
#3850A0

**Sonar turquoise**
16-5123 TCX
#279D9F

**Greyish mauve**
15-3507 TCX
#BDABBE

**Bleached linen**
11-0701 TCX
#EDE6DB

**Straw**
14-0935 TCX
#DABE81

**Magnetic violet**
19-3847 TCX
#44377D

**Peach**
13-1125 TCX
#F5B895

## Colour by theme



**Natural tech:** 18-0920 TCX with 11-0105 TCX, for performance-jersey shirt dresses.



**Performance ease:** 18-1340 TCX with 12-1110 TCX, for articulated sleeves.



**Sport meets smart:** 19-0201 TCX with 13-4108 TCX, for sport-sole smart flats.

# 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.

# 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

Seasonal fashion forecasts and design tools for designers, brands and fashion schools.

forecut.in
hello@forecut.in

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.