SS28

FORECUT



Footwear

Strategy, pricing and markets

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

24 November 2026

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India

About this report

Heels, flats, boots, men's shoes and sneakers.

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 Belgian loafers, Belted knee-high boots and Boat shoes.

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

Belgian loafers, Belted knee-high boots, Boat shoes, Bow-trim flats and Chelsea boots for tailoring are rising and keep growing into AW28.

Test in small quantities

Slip-on knit sneakers are new ideas to try.

Sell through

Barefoot sole-less sandals, Reworked racing sneakers, Sculpted rocker-sole trainers and Studded and ruffled Mary Jane clogs are at their height. Do not add depth.

Reduce or rework

Ballet-sneaker hybrids, Brooch-and-chain stilettos, Crepe-sole desert boots and Curved sculptural heels are moving out.

Range strategy

Build depth

- Belgian loafers
- Belted knee-high boots
- Boat shoes
- Bow-trim flats
- Chelsea boots for tailoring
- Comfort block heels
- Cupsole derbies
- Cutout summer boots
- Flat espadrille sneakers

Test small

- Slip-on knit sneakers

Sell through

- Barefoot sole-less sandals
- Reworked racing sneakers
- Sculpted rocker-sole trainers
- Studded and ruffled Mary Jane clogs
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Apron-toe derbies
- Black oxfords
- Block-heel slingbacks

Exit or rework

- Ballet-sneaker hybrids
- Brooch-and-chain stilettos
- Crepe-sole desert boots
- Curved sculptural heels
- Embellished flats
- Flatform sneakers
- Horsebit vamp hardware
- Kitten-heel boots
- Mary Jane sneakers

Actions and timing

Actions for the range

- Develop one sport sole and use it across three uppers.
- Market comfort features with clear claims.
- Keep uppers refined to stay smart.
- 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.

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
Belgian loafers	Rising	Rising	Rising	Rising	Peaking
Belted knee-high boots			Emerging	Rising	Peaking
Boat shoes		Emerging		Rising	
Bow-trim flats	Emerging	Emerging	Rising	Rising	Rising
Chelsea boots for tailoring	Emerging	Rising	Rising	Rising	Peaking
Comfort block heels			Emerging	Rising	Peaking
Cupsole derbies	Rising	Rising	Rising	Rising	Peaking
Cutout summer boots		Emerging		Rising	
Flat espadrille sneakers	Emerging	Emerging	Rising	Rising	Rising
Flat strappy sandals	Emerging	Rising	Rising	Rising	Peaking
Flat suede knee boots	Rising	Rising	Rising	Rising	Peaking
Hybrid sport-smart boots			Emerging	Rising	Peaking

Carried on from AW27

Two-tone cap toes
Peaking in AW27, fading now

Square toes
Rising in AW27, peaking now

Curved sculptural heels
Peaking in AW27, fading now

Patent leather
Peaking in AW27, fading now

Horsebit vamp hardware
Peaking in AW27, fading now

Slingback kitten heels
Rising in AW27, rising now

What happens in AW28

Belgian loafers
Rising now, peaking in AW28

Belted knee-high boots
Rising now, peaking in AW28

Bow-trim flats
Rising now, rising in AW28

Chelsea boots for tailoring
Rising now, peaking in AW28

Comfort block heels
Rising now, peaking in AW28

Cupsole derbies
Rising now, peaking in AW28

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.

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.

Pricing and cost

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

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.

Structured clarity

Key garment	Value	Mid	Premium
Clean column dress	₹1,499–2,799	₹3,500–7,000	₹12,000+
Minimal T-shirt	₹499–999	₹1,200–2,500	₹4,500+
Straight-leg trousers	₹1,299–2,499	₹3,000–6,000	₹10,000+

Cost level: low. Fewer trims, but fabric and fit must be excellent because there is nothing to hide behind.

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

Chelsea boots for tailoring, Slip-on knit sneakers, Sock-knit trainers

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

Penny loafers, Tasselled loafers, Slim-sole loafers, Unlined soft loafers

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

Sneaker-sole loafers, Slim, low-profile sneakers, Mary Jane sneakers, Ballet-sneaker hybrids

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

Strappy heeled sandals, Flat strappy sandals, Low block sandals, Barefoot sole-less sandals

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

Strappy heeled sandals, Flat strappy sandals, Low block sandals, Barefoot sole-less sandals

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

Strappy heeled sandals, Flat strappy sandals, Low block sandals, Barefoot sole-less sandals

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.