SS28

FORECUT



Footwear

Full forecast report

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

24 November 2026

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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.



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.



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.

Moodboard





Belted knee-high boots



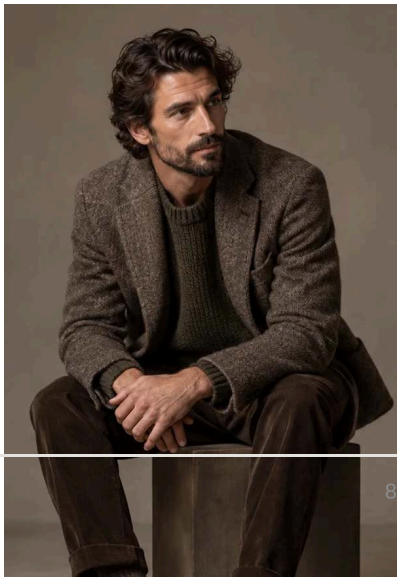
Boat shoes



Bow-trim flats







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

Emerging in SS28



Slip-on knit sneakers

Footwear, Sneakers & Casual, material

Laceless knit sneakers.

Emerging next: rising

Rising in SS28



Belgian loafers

Footwear, Men's Shoes, style

Soft, slipper-like loafers.

Rising next: peaking



Belted knee-high boots

Footwear, Boots, hardware

Knee-highs with a single buckled strap.

Rising next: peaking



Boat shoes

Footwear, Men's Shoes, style

Moccasin boat shoes with leather laces.

Rising



Bow-trim flats

Footwear, Heels & Flats, trim

Flats finished with a small bow.

Rising next: rising



Chelsea boots for tailoring

Footwear, Men's Shoes, style

Sleek Chelseas worn with suits.

Rising next: peaking



Comfort block heels

Footwear, Heels & Flats, heel

Lower, wider block heels.

Rising next: peaking



Cupsole derbies

Footwear, Men's Shoes, sole

Derbies on sneaker cupsoles.

Rising next: peaking



Cutout summer boots

Footwear, Boots, shaft

Ankle boots with cutout panels.

Rising

Rising in SS28



Flat espadrille sneakers

Footwear, Sneakers & Casual, sole

Canvas shoes on jute soles.

Rising next: rising



Flat strappy sandals

Footwear, Heels & Flats, strap

Thin-strap flat sandals.

Rising next: peaking



Flat suede knee boots

Footwear, Boots, material

Flat knee boots in suede.

Rising next: peaking



Hybrid sport-smart boots

Footwear, Boots, sole

Smart boots on cushioned sport soles.

Rising next: peaking



Hybrid sport-sole derbies

Footwear, Men's Shoes, sole

Derbies on lightweight sport soles.

Rising next: peaking



Kitten-heel knee boots

Footwear, Boots, heel

Knee boots on low kitten heels.

Rising next: rising



Leather court sneakers

Footwear, Sneakers & Casual, style

Clean leather court shoes.

Rising next: peaking



Leather slides

Footwear, Men's Shoes, strap

Wide-strap leather slides.

Rising next: peaking

Rising in SS28



Low block sandals

Footwear, Heels & Flats, heel

Strappy sandals on low block heels.

Rising next: peaking



Lug-sole combat boots

Footwear, Boots, sole

Lace-up boots on deep lugs.

Rising next: peaking



Lug-sole loafers

Footwear, Men's Shoes, sole

Loafers on chunky lug soles.

Rising next: peaking

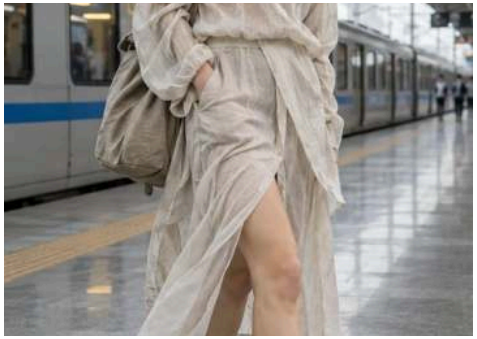


Mary Jane flats

Footwear, Heels & Flats, strap

Flats with a strap across the instep.

Rising next: peaking

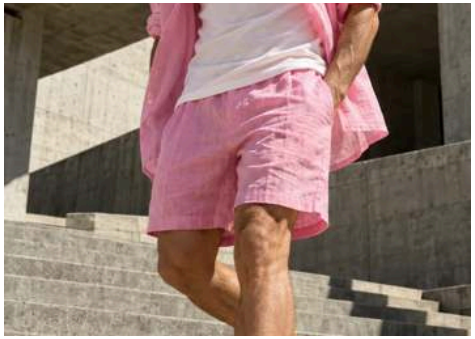


Mesh and fabric ankle boots

Footwear, Boots, material

Breathable mesh and fabric uppers.

Rising



Mesh running sneakers

Footwear, Sneakers & Casual, material

Retro runners with mesh uppers.

Rising next: peaking



Mid-calf western boots

Footwear, Boots, shaft

Mid-calf boots with western details.

Rising next: peaking



Patent ballet flats

Footwear, Heels & Flats, material

High-shine patent flats.

Rising next: peaking

Rising in SS28



Perforated leather sneakers

Footwear, Sneakers & Casual, material

Perforated toes on leather sneakers.

Rising next: peaking



Pointed flats

Footwear, Heels & Flats, toe

Pointed-toe flats.

Rising next: peaking



Pointed kitten mules

Footwear, Heels & Flats, toe

Backless mules with pointed toes.

Rising next: peaking

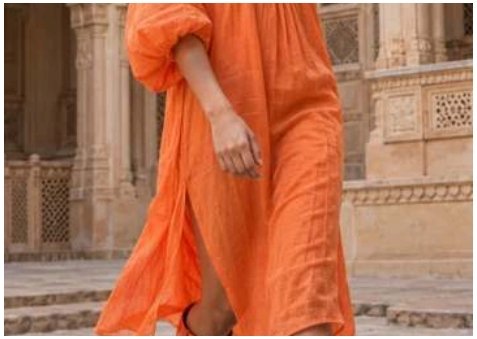


Pointed-toe ankle boots

Footwear, Boots, toe

Sleek ankle boots with pointed toes.

Rising next: peaking



Rain boots with refined lasts

Footwear, Boots, material

Rubber rain boots on slim lasts.

Rising



Refined mules

Footwear, Heels & Flats, shape

Backless mules on low block heels.

Rising next: peaking



Round-toe slingback heels

Footwear, Heels & Flats, strap

Round toes on slim slingback heels.

Rising next: peaking



Rubber-soled Chelseas

Footwear, Men's Shoes, sole

Chelseas on lugged rubber soles.

Rising next: rising

Rising in SS28



Running-inspired sneakers

Footwear, Sneakers & Casual, style

Mesh runners with gum soles.

Rising next: peaking



Satin ballet-trainers

Footwear, Sneakers & Casual, hybrid

Satin ballet shapes on trainer soles.

Rising next: peaking



Sculpted wedge heels

Footwear, Heels & Flats, heel

The wedge returns slimmer and shaped, with an inward-curving back, at Chloé and Victoria Beckham SS27.

Rising next: peaking



Shearling-lined ankle boots

Footwear, Boots, lining

Flat ankle boots with shearling cuffs.

Rising next: peaking



Slim tassel loafers

Footwear, Men's Shoes, trim

Tassel loafers on slim soles.

Rising next: rising



Slim-sole Chelseas

Footwear, Boots, sole

Chelsea boots on thin leather soles.

Rising next: peaking



Slim-sole loafers

Footwear, Men's Shoes, sole

Loafers on thin, refined soles.

Rising next: peaking



Slingback kitten heels

Footwear, Heels & Flats, strap

Low kitten heels with slingback straps.

Rising next: peaking

Rising in SS28



Slip-on canvas sneakers

Footwear, Sneakers & Casual, material

Laceless canvas slip-ons.

Rising next: peaking



Sneaker-sole loafers

Footwear, Men's Shoes, sole

Loafers on cushioned sneaker soles.

Rising next: peaking



Sock-knit trainers

Footwear, Sneakers & Casual, material

Knitted sock-like uppers.

Rising next: rising



Sport sandals

Footwear, Sneakers & Casual, strap

Webbing-strap sandals on cushioned soles.

Rising



Sport slides

Footwear, Sneakers & Casual, strap

Single-strap sport slides.

Rising next: peaking



Sport-sole smart flats

Footwear, Heels & Flats, sole

Smart flats on cushioned sport soles.

Rising next: peaking



Square-toe knee boots

Footwear, Boots, toe

Knee boots with square toes.

Rising next: peaking



Stiletto court shoes

Footwear, Heels & Flats, heel

Classic pointed stiletto courts.

Rising next: rising

Rising in SS28



Strap-closure trainers

Footwear, Sneakers & Casual, strap

Trainers fastened with straps.

Rising next: peaking



Suede ankle boots

Footwear, Boots, material

Soft suede ankle boots.

Rising next: peaking



Trail runners

Footwear, Sneakers & Casual, sole

Lugged trail running shoes.

Rising next: peaking



Trail-sole hybrids

Footwear, Sneakers & Casual, sole

Casual shoes on lugged trail soles.

Rising next: peaking



Western knee boots

Footwear, Boots, stitch

Knee-high boots with western stitching.

Rising next: rising

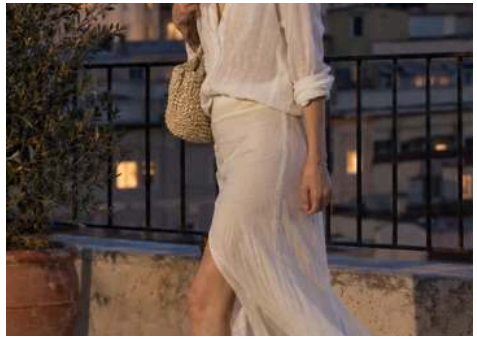


Wingtip brogues

Footwear, Men's Shoes, perforation

Full brogue wingtips.

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



Barefoot sole-less sandals

Footwear, Heels & Flats, silhouette

Strap-only sandals that leave the sole of the foot bare, for a barefoot look on the beach and runway; Chanel Cruise 2026/27 in Sydney, 5 Nov 2026.

Peaking



Reworked racing sneakers

Footwear, Sneakers & Casual, upper

Upcycled sneakers reworked with motorsport stripes and patches, as at Uó Upcycling's racing-themed show, São Paulo Fashion Week N61 (Oct 2026).

Peaking



Sculpted rocker-sole trainers

Footwear, Sneakers & Casual, sole

Trainers on a curved, hand-sculpted rocker midsole, some with a split toe; Nike Rift Rocker by Melitta Baumeister (5 Nov 2026) and Hoka x Marni Clifton (out 12–13 Nov 2026).

Peaking next: peaking



Studded and ruffled Mary Jane clogs

Footwear, Sneakers & Casual, upper

Mary Janes, Boston clogs and Arizona sandals reworked with gold studs, leather ruffles and shearling in black, lilac, sandstone and chutney; Birkenstock 1774 Pont des Arts (Nov 2026).

Peaking next: fading



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



Apron-toe derbies

Footwear, Men's Shoes, toe

Derbies with stitched apron toes.

Peaking



Black oxfords

Footwear, Men's Shoes, style

Classic black lace-ups.

Peaking next: fading

Peaking in SS28



Block-heel slingbacks

Footwear, Heels & Flats, strap

Slingbacks on mid block heels.

Peaking next: fading



Buckled ankle boots

Footwear, Boots, hardware

Ankle boots with a buckled strap.

Peaking next: fading



Cap-toe kitten slingbacks

Footwear, Heels & Flats, toe

Contrast cap toes on kitten slingbacks.

Peaking next: fading



Cap-toe oxfords

Footwear, Men's Shoes, toe

Classic cap-toe oxfords.

Peaking next: fading



Chelsea ankle boots

Footwear, Boots, shaft

Elastic-sided ankle boots.

Peaking next: fading



Derby boots

Footwear, Men's Shoes, style

Lace-up boots on slim soles.

Peaking next: fading



Espadrilles

Footwear, Sneakers & Casual, sole

Canvas uppers on jute-wrapped soles.

Peaking



Fisherman sandals

Footwear, Men's Shoes, strap

Closed-toe sandals with cut slots.

Peaking

Peaking in SS28



Gum-sole trainers

Footwear, Sneakers & Casual, sole

Classic gum rubber soles.

Peaking next: fading



Hiking sandals

Footwear, Sneakers & Casual, strap

Webbing sandals for trails.

Peaking



Horsebit mules

Footwear, Heels & Flats, hardware

Mules with horsebit hardware.

Peaking



Kitten-heel pumps

Footwear, Heels & Flats, heel

Low kitten heels on pointed pumps.

Peaking next: fading



Knee-high block-heel boots

Footwear, Boots, heel

Knee boots on block heels.

Peaking next: fading



Lace-up ankle boots

Footwear, Boots, closure

Slim-sole lace-up ankle boots.

Peaking



Low ankle sock boots

Footwear, Boots, shaft

Stretch boots cut just above the ankle.

Peaking next: fading



Low-heel slouch ankle boots

Footwear, Boots, shaft

Slouchy ankle boots on low heels.

Peaking

Peaking in SS28



Plain derbies

Footwear, Men's Shoes, style

Derby shoes in soft leather.

Peaking next: fading



Retro court sneakers

Footwear, Sneakers & Casual, style

Low court sneakers with gum soles.

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



Shearling-lined mules

Footwear, Sneakers & Casual, lining

Clog mules lined with shearling.

Peaking next: fading



Skinny thong sandals

Footwear, Sneakers & Casual, strap

Very thin toe-post sandals with an ankle strap, shown for men at Celine SS27.

Peaking



Slim, low-profile sneakers

Footwear, Sneakers & Casual, sole

Thin gum soles on slim lasts.

Peaking next: fading

Peaking in SS28



Square toes

Footwear, Heels & Flats, toe

Squared toes on pumps and mules.

Peaking next: fading



Strappy heeled sandals

Footwear, Heels & Flats, strap

Thin-strap sandals on slim heels.

Peaking



Stretch knee boots on block heels

Footwear, Boots, shaft

Sock-fit knee boots on block heels.

Peaking next: fading



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



Unlined soft loafers

Footwear, Men's Shoes, construction

Unlined, collapsible loafers.

Peaking next: fading



Western ankle boots

Footwear, Boots, toe

Short western boots with pointed toes.

Peaking



Wholecut oxfords

Footwear, Men's Shoes, style

Oxfords cut from one piece of leather.

Peaking next: fading

Peaking in SS28



Woven leather slides

Footwear, Sneakers & Casual, strap

Slides with woven leather straps.

Peaking

Fading in SS28



Ballet-sneaker hybrids

Footwear, Sneakers & Casual, hybrid

Mesh ballet shapes on sneaker soles.

Fading



Brooch-and-chain stilettos

Footwear, Heels & Flats, hardware

Pointed stilettos trimmed with brooches and draped gold chains, as at Saint Laurent SS27.

Fading



Crepe-sole desert boots

Footwear, Men's Shoes, sole

Desert boots on crepe soles.

Fading next: fading



Curved sculptural heels

Footwear, Heels & Flats, heel

Curved, shaped heel blocks.

Fading



Embellished flats

Footwear, Heels & Flats, embellishment

Beaded and studded flats.

Fading



Flatform sneakers

Footwear, Sneakers & Casual, sole

Sneakers on raised flat soles.

Fading



Horsebit vamp hardware

Footwear, Heels & Flats, hardware

Bits across the vamp.

Fading next: fading



Kitten-heel boots

Footwear, Boots, heel

Low kitten heels.

Fading

Fading in SS28



Mary Jane sneakers

Footwear, Sneakers & Casual, strap

Strap-over sneakers.

Fading next: 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



Penny loafers

Footwear, Men's Shoes, style

Penny loafers at their peak.

Fading



Slouchy mid-calf boots

Footwear, Boots, shaft

Soft mid-calf shafts.

Fading



Soft suede moccasins

Footwear, Sneakers & Casual, material

Unstructured moccasins.

Fading next: fading



Split-toe trainers

Footwear, Sneakers & Casual, toe

Split toes in casual shoes.

Fading next: fading

Fading in SS28



Square-toe ankle boots

Footwear, Boots, toe

Ankle boots with squared toes.

Fading



Square-toe ballet flats

Footwear, Heels & Flats, toe

Ballet flats with square toes.

Fading next: fading



Statement socks

Footwear, Men's Shoes, styling

Visible patterned socks.

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



Tasselled loafers

Footwear, Men's Shoes, trim

Loafers finished with tassels.

Fading



Two-tone cap toes

Footwear, Heels & Flats, toe

Contrast toes on slingbacks and flats.

Fading next: fading



Western stitching

Footwear, Boots, stitch

Decorative western topstitch.

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



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



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.

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.

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

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

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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.