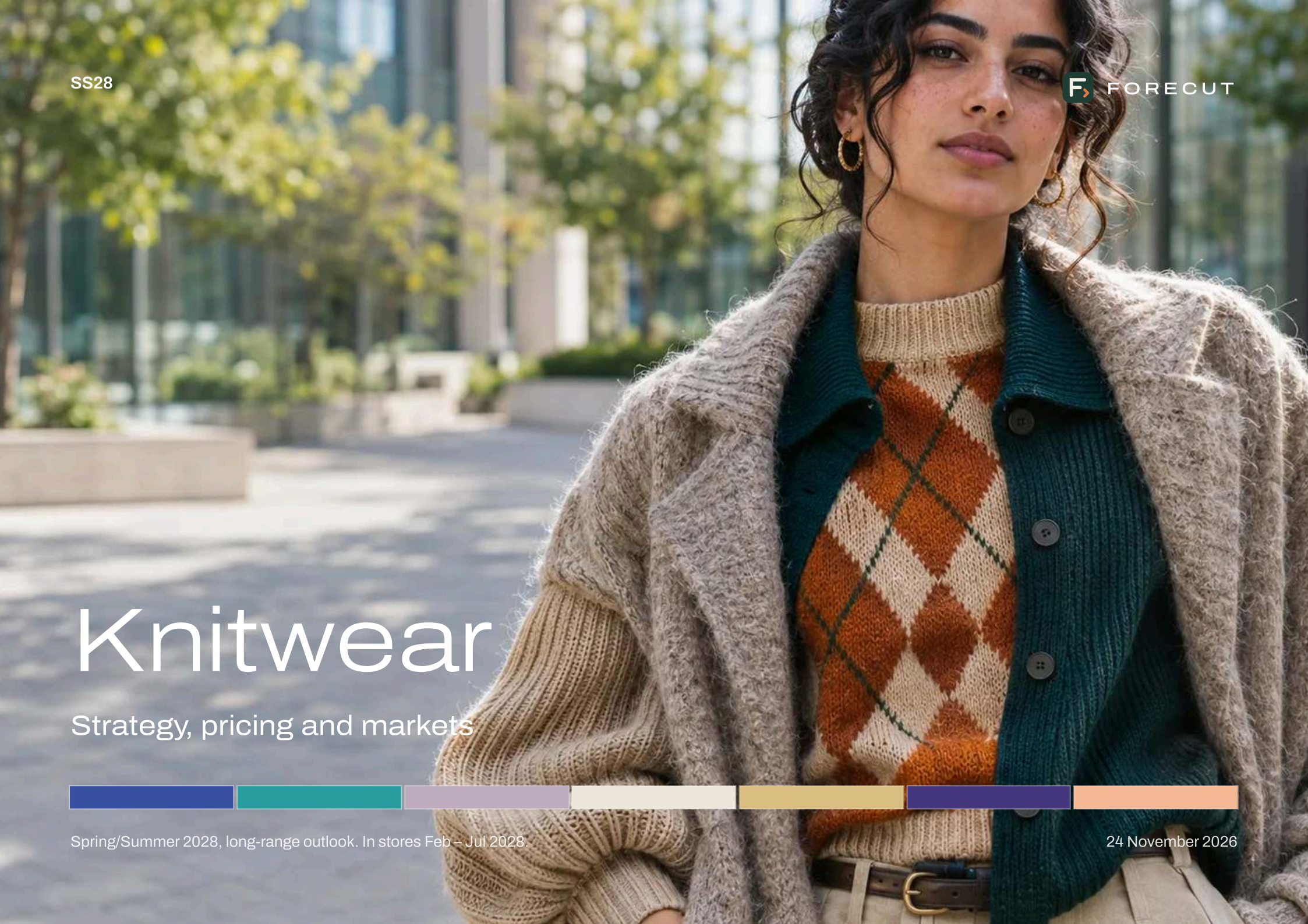
SS28

FORECUT



Knitwear

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

Knit shapes, stitches and yarns for women and men.

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 Argyle knits, Bishop-sleeve knits and Brushed cardigan coats.

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

Argyle knits, Bishop-sleeve knits, Brushed cardigan coats, Cardigans worn as shirts and Crochet-panel knits are rising and keep growing into AW28.

Test in small quantities

Seamless performance knits and Seamless technical knits are new ideas to try.

Sell through

Button-shoulder knits, Cable fisherman jumpers, Cable-front cardigans and Chunky rib turtlenecks are at their height. Do not add depth.

Reduce or rework

Brooch-fastened cardigans, Cricket jumpers, Elongated rib cuffs and Knit fringe at hems are moving out.

Range strategy

Build depth

- Argyle knits
- Bishop-sleeve knits
- Brushed cardigan coats
- Cardigans worn as shirts
- Crochet-panel knits
- Cropped cardigans
- Elbow-seam jumpers
- Fair Isle yoke cardigans
- Fine-gauge zip polos

Test small

- Seamless performance knits
- Seamless technical knits

Sell through

- Button-shoulder knits
- Cable fisherman jumpers
- Cable-front cardigans
- Chunky rib turtlenecks
- Colour-block knits
- Contrast-tipped knits
- Crochet tops and cardigans
- Knitted tank vests
- Merino crewnecks

Exit or rework

- Brooch-fastened cardigans
- Cricket jumpers
- Elongated rib cuffs
- Knit fringe at hems
- Knitted polo collars
- Long-sleeve knitted polos
- Raglan sweatshirts
- Rib-knit sweatshirts
- Shawl-collar knit coats

Actions and timing

Actions for the range

- Add stretch to core tailoring fabrics.
- Introduce articulated elbows on outerwear.
- Test breathability claims before marketing them.
- Specify finishes (quick-dry, UV) with mills early.
- Use certified fibres where possible.
- Label care benefits clearly.

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
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Bishop-sleeve knits	Rising	Rising	Rising	Rising	Peaking
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Cardigans worn as shirts		Emerging	Rising	Rising	Peaking
Crochet-panel knits		Emerging		Rising	
Cropped cardigans	Emerging	Rising	Rising	Rising	Peaking
Elbow-seam jumpers	Emerging	Emerging	Rising	Rising	Rising
Fair Isle yoke cardigans	Emerging	Rising	Rising	Rising	Peaking
Fine-gauge zip polos		Emerging	Rising	Rising	Peaking
Funnel-neck knits			Emerging	Rising	Peaking
Funnel-neck zip knits	Rising	Rising	Rising	Rising	Peaking
Half-button polo jumpers	Rising	Rising	Rising	Rising	Peaking

Carried on from AW27

Knit fringe at hems
Peaking in AW27, fading now

Brooch-fastened cardigans
Peaking in AW27, fading now

Knitted polo collars
Peaking in AW27, fading now

Elongated rib cuffs
Peaking in AW27, fading now

Openwork and pointelle knits
Rising in AW27, peaking now

Smocked knit details
Emerging in AW27, rising now

What happens in AW28

Argyle knits
Rising now, rising in AW28

Bishop-sleeve knits
Rising now, peaking in AW28

Brushed cardigan coats
Rising now, peaking in AW28

Cardigans worn as shirts
Rising now, peaking in AW28

Cropped cardigans
Rising now, peaking in AW28

Elbow-seam jumpers
Rising now, rising in AW28

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.

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.

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

Knit fringe at hems, Knitted polo collars, Openwork and pointelle knits, Smocked knit details

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

Knit fringe at hems, Knitted polo collars, Openwork and pointelle knits, Smocked knit details

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

Knitted polo collars, Fine-gauge zip polos, Ribbed polo knits, Rib-knit sweatshirts

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

Crochet tops and cardigans, Striped cotton crewnecks, Crochet-panel knits

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

Rib-knit sweatshirts, Knitted overshirts, Cardigans worn as shirts, Colour-block knits

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

Crochet tops and cardigans, Crochet-panel knits

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.