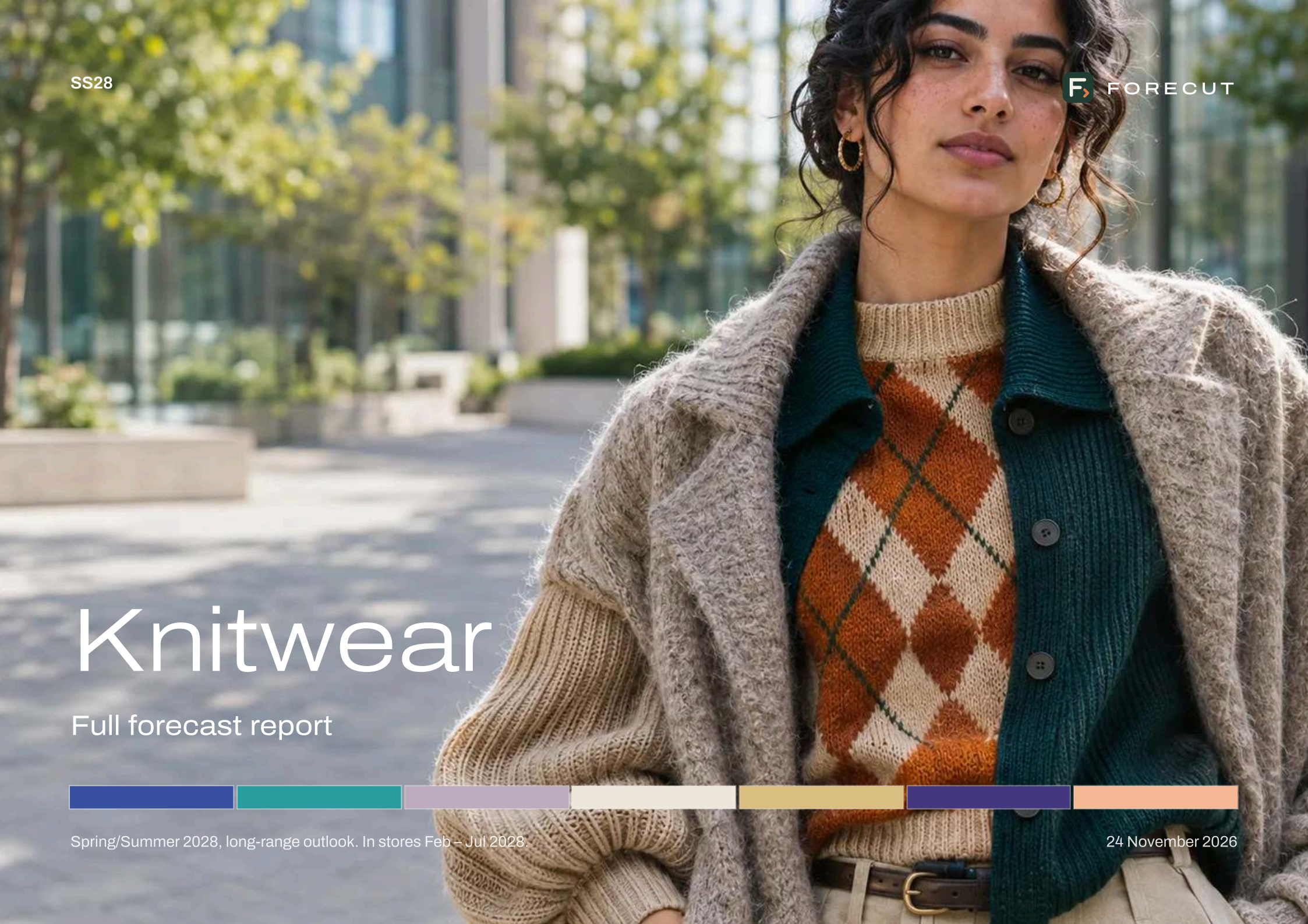
SS28

FORECUT



Knitwear

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

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.



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

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.

Moodboard





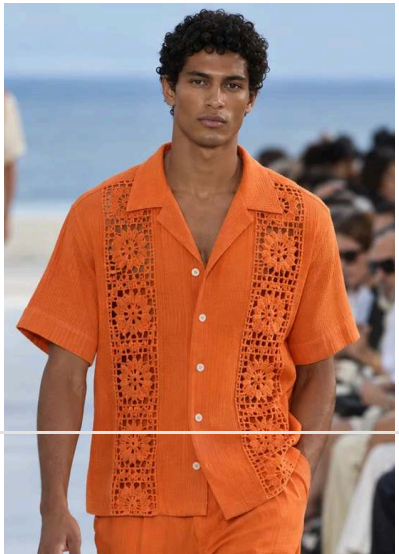
Bishop-sleeve knits



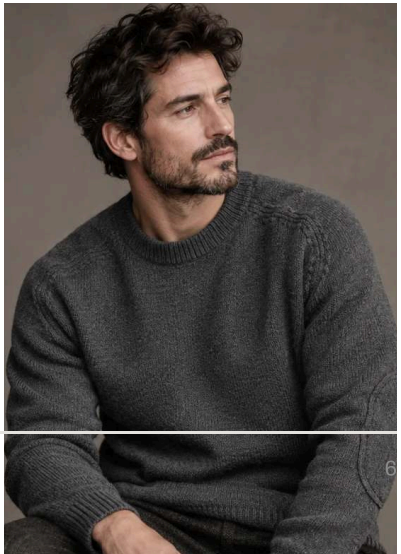
Brushed cardigan coats



Cardigans worn as shirts







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

Emerging in SS28

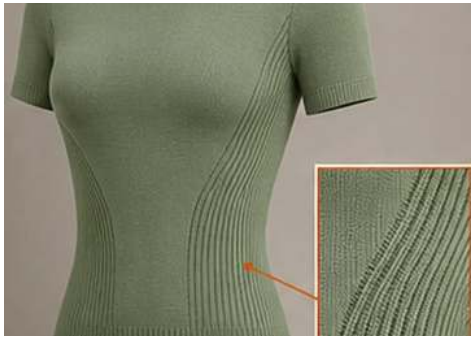


Seamless performance knits

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

Rising in SS28



Argyle knits

Womenswear, Knitwear, pattern

Diamond argyle patterns on knits.

Rising next: rising



Bishop-sleeve knits

Womenswear, Knitwear, sleeve

Full sleeves gathered into long cuffs.

Rising next: peaking



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: peaking



Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Rising next: peaking



Crochet-panel knits

Menswear, Knitwear, panel

Crochet panels set into knits.

Rising



Cropped cardigans

Womenswear, Knitwear, shape

Short cardigans ending at the waist.

Rising next: peaking



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Rising next: rising



Fair Isle yoke cardigans

Womenswear, Knitwear, pattern

Patterned yokes on button cardigans.

Rising next: peaking

Rising in SS28



Fine-gauge zip polos

Womenswear, Knitwear, closure

Collared knits with a short zip.

Rising next: peaking



Funnel-neck knits

Womenswear, Knitwear, neckline

High funnel necks on fine and chunky knits.

Rising next: peaking



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Rising next: peaking



Half-button polo jumpers

Menswear, Knitwear, collar

Jumpers with polo collars and buttons.

Rising next: peaking



Half-zip knits

Womenswear, Knitwear, closure

Short zips on funnel-neck knits.

Rising next: rising



Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Rising next: peaking



Knitted bomber jackets

Menswear, Knitwear, garment

Zip bombers in knitted fabric.

Rising next: peaking



Knitted overshirts

Menswear, Knitwear, garment

Collared knits worn like shirts.

Rising next: peaking

Rising in SS28

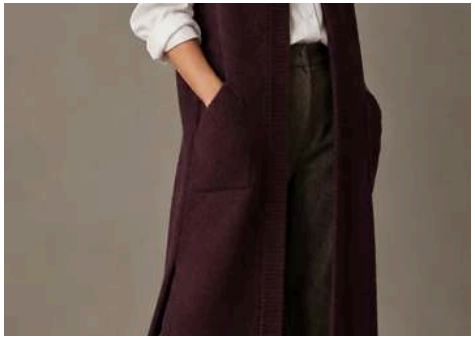


Long-line ribbed cardigans

Womenswear, Knitwear, shape

Long ribbed cardigans worn as coats.

Rising next: peaking



Longline knit vests

Womenswear, Knitwear, shape

Long sleeveless knits over shirts.

Rising next: peaking



Mock-neck fine knits

Menswear, Knitwear, neckline

Fine knits with a low mock neck.

Rising next: peaking

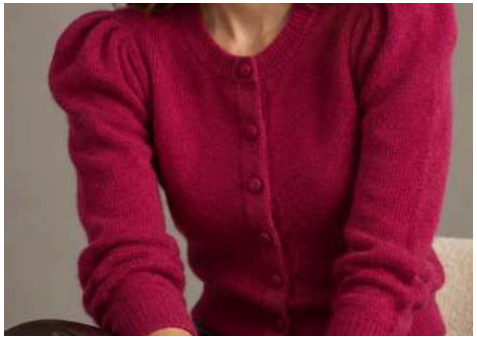


Pointelle cardigans

Womenswear, Knitwear, fabric

Openwork pointelle on fine cardigans.

Rising next: peaking



Puff-shoulder cardigans

Womenswear, Knitwear, shoulder

Raised, gathered shoulders on cardigans.

Rising next: peaking



Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Rising next: peaking



Smocked knit details

Womenswear, Knitwear, detail

Smocking moves onto knit cuffs and hems.

Rising next: peaking



Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising next: rising

Rising in SS28



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Rising next: peaking



Tunic-length knits

Womenswear, Knitwear, shape

Long knits worn over trousers.

Rising next: peaking



Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Rising next: peaking

Peaking in SS28



Button-shoulder knits

Womenswear, Knitwear, closure

Buttoned tabs along the shoulder.

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



Chunky rib turtlenecks

Womenswear, Knitwear, neckline

Deep ribbed roll necks.

Peaking next: fading



Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Peaking next: fading



Contrast-tipped knits

Womenswear, Knitwear, trim

Contrast stripes at necks and cuffs.

Peaking next: fading



Crochet tops and cardigans

Womenswear, Knitwear, fabric

Granny-square and crochet textures.

Peaking



Knitted tank vests

Menswear, Knitwear, shape

Sleeveless knits with cable and tipping.

Peaking next: fading

Peaking in SS28



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



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Peaking next: fading



Ribbed polo knits

Womenswear, Knitwear, collar

Ribbed knits with polo collars.

Peaking next: fading



Ribbed tank tops

Menswear, Knitwear, shape

Ribbed sleeveless knits.

Peaking



Striped cotton crewnecks

Menswear, Knitwear, pattern

Breton and block stripes on cotton knits.

Peaking



Wrap cardigans

Womenswear, Knitwear, front

Long cardigans wrapped and belted.

Peaking

Peaking in SS28



Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

Peaking next: fading

Fading in SS28



Brooch-fastened cardigans

Womenswear, Knitwear, hardware

Brooches replacing buttons.

Fading



Cricket jumpers

Menswear, Knitwear, trim

Cables with striped tipping.

Fading



Elongated rib cuffs

Womenswear, Knitwear, cuff

Long ribbed cuffs that bunch at the wrist.

Fading



Knit fringe at hems

Womenswear, Knitwear, hem

Fringe at hems and sleeve ends.

Fading



Knitted polo collars

Womenswear, Knitwear, collar

Polo collars with zip or button plackets.

Fading



Long-sleeve knitted polos

Menswear, Knitwear, collar

Polo collars on long-sleeve knits.

Fading



Raglan sweatshirts

Menswear, Knitwear, sleeve

Sweatshirts with raglan sleeves.

Fading



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Fading

Fading in SS28



Shawl-collar knit coats

Womenswear, Knitwear, collar

Long knit coats with shawl collars.

Fading



Shawl-collar pullovers

Menswear, Knitwear, collar

Pullovers with shawl collars.

Fading



Square-neck knits

Womenswear, Knitwear, neckline

Fine knits with square necklines.

Fading next: 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



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



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

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.

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.