SS28

FORECUT



Menswear

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

Outerwear, shirts, knitwear, tailoring and trousers, item by item.

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 Skirts for men, Band-collar shirts and Barrel trousers.

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

Skirts for men, Band-collar shirts, Barrel trousers, Belted field coats and Brushed cardigan coats are rising and keep growing into AW28.

Test in small quantities

Articulated-knee trousers, Seamless technical knits and Technical wool travel suits are new ideas to try.

Sell through

Contrast-stitch nylon twill blousons, Fisherman-style raincoats, Generous 1980s double-breasted suits and Boxy short-sleeve shirts are at their height. Do not add depth.

Reduce or rework

Belted high waists, Buckle side adjusters, Clean leather bombers and Cricket jumpers are moving out.

Range strategy

Build depth

- Skirts for men
- Band-collar shirts
- Barrel trousers
- Belted field coats
- Brushed cardigan coats
- Cardigans worn as shirts
- Chambray work shirts
- Check shackets
- Check sports jackets

Test small

- Articulated-knee trousers
- Seamless technical knits
- Technical wool travel suits

Sell through

- Contrast-stitch nylon twill blousons
- Fisherman-style raincoats
- Generous 1980s double-breasted suits
- Boxy short-sleeve shirts
- Cable fisherman jumpers
- Chore and work jackets
- Colour-block knits
- Cuban camp collars
- Deep turn-ups

Exit or rework

- Belted high waists
- Buckle side adjusters
- Clean leather bombers
- Cricket jumpers
- Denim trucker jackets
- Double-breasted two-piece
- Geometric panel piecing
- Long-sleeve knitted polos
- Open Johnny-collar knit polos

Actions and timing

Actions for the range

- Add stretch to core tailoring fabrics.
- Introduce articulated elbows on outerwear.
- Test breathability claims before marketing them.
- Edit ranges down and deepen buys on proven fits.
- Upgrade fabrics on core styles.
- Tell a "made to last" story.
- Specify finishes (quick-dry, UV) with mills early.
- Use certified fibres where possible.

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
Skirts for men		Emerging	Emerging	Rising	Rising
Band-collar shirts		Emerging	Rising	Rising	Peaking
Barrel trousers	Rising	Rising	Rising	Rising	Peaking
Belted field coats	Rising	Rising	Rising	Rising	Peaking
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Cardigans worn as shirts		Emerging	Rising	Rising	Peaking
Chambray work shirts	Emerging	Rising	Rising	Rising	Peaking
Check shackets	Rising	Rising	Rising	Rising	Peaking
Check sports jackets	Rising	Rising	Rising	Rising	Peaking
Coach jackets		Emerging		Rising	
Contrast-collar polos	Emerging	Emerging	Rising	Rising	Rising
Corduroy wide trousers	Rising	Rising	Rising	Rising	Peaking

Carried on from AW27

Clean leather bombers
Peaking in AW27, fading now

Utility trench details
Peaking in AW27, fading now

Windbreaker as a blazer
Rising in AW27, peaking now

Short suede blousons
Peaking in AW27, fading now

Chore and work jackets
Rising in AW27, peaking now

Packable technical shells
Rising in AW27, rising now

What happens in AW28

Skirts for men
Rising now, rising in AW28

Band-collar shirts
Rising now, peaking in AW28

Barrel trousers
Rising now, peaking in AW28

Belted field coats
Rising now, peaking in AW28

Brushed cardigan coats
Rising now, peaking in AW28

Cardigans worn as shirts
Rising now, peaking 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.

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.

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.

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

Overshirt jackets, Leather overshirts, Open Johnny-collar knit polos, Overshirt chest flap pockets

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

Utility trench details, Raglan-sleeve overcoats, Mac coats, Belted field coats

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

Utility trench details, Lightweight harrington jackets, Chore and work jackets, Packable technical shells

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

Denim trucker jackets, Waxed cotton jackets, Linen and seersucker shirts, Printed resort shirts

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

Overshirt jackets, Leather overshirts, Overshirt chest flap pockets, Linen and seersucker shirts

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

Utility trench details, Denim trucker jackets, Linen and seersucker shirts, Utility overshirts with snaps

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.