SS28

FORECUT



Menswear

Full forecast report

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

24 November 2026

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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.



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.



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

Commuter tailoring

Suits built for city days: stretch suiting, soft shoulders, concealed buttons and easy-care fabrics.

Why now

Hybrid working needs tailoring that is comfortable on a commute and smart at a desk.

Key pieces

Stretch suits, Concealed buttons, Soft shoulders; stretch commuter suiting.

18-0513 TCX, #6F6A60 and 11-4201 TCX, #ECEBE6

Source: Runway shows for this season have not happened yet. Forecut will add the brands showing this theme once collections are presented.

Moodboard





Band-collar shirts

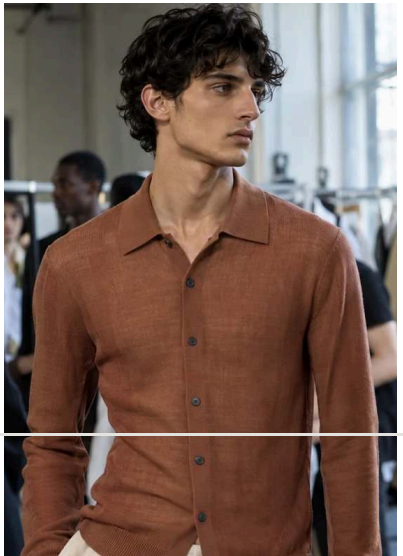


Barrel trousers



Belted field coats







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

Emerging in SS28

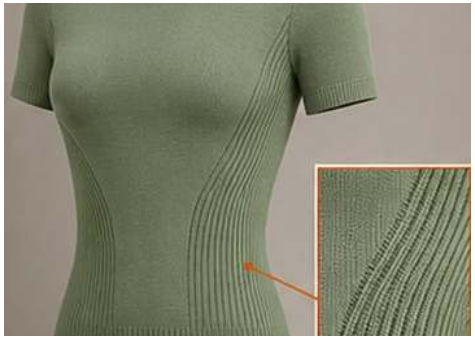


Articulated-knee trousers

Menswear, Trousers, seam

Shaped knees for movement.

Emerging next: rising



Seamless technical knits

Menswear, Knitwear, fabric

Seam-free quarter-zips with stretch.

Emerging next: rising



Technical wool travel suits

Menswear, Tailoring, fabric

Crease-resistant wool with hidden closures.

Emerging next: rising

Rising in SS28



Skirts for men

Menswear, Trousers, silhouette

Skirts worn as menswear on the runway; Cynthia Abila sent male models out in skirts at Lagos Fashion Week 2026 (29 Oct).

Rising next: rising



Band-collar shirts

Menswear, Shirts & Polos, collar

Collarless shirts with a band neck.

Rising next: peaking



Barrel trousers

Menswear, Trousers, shape

Curved, tapered barrel legs.

Rising next: peaking



Belted field coats

Menswear, Outerwear, waist

Field coats with a waist belt.

Rising next: peaking



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising next: peaking

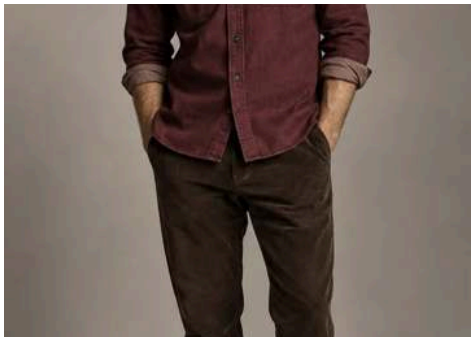


Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Rising next: peaking



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Rising next: peaking



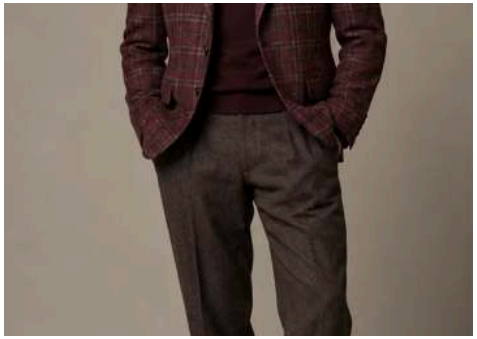
Check shackets

Menswear, Shirts & Polos, garment

Heavy check shirt-jackets.

Rising next: peaking

Rising in SS28



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising next: peaking



Coach jackets

Menswear, Outerwear, garment

Snap-front nylon coach jackets.

Rising



Contrast-collar polos

Menswear, Shirts & Polos, collar

Polos with contrast collars.

Rising next: rising



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising next: peaking



Crochet-panel knits

Menswear, Knitwear, panel

Crochet panels set into knits.

Rising



Cropped suit trousers

Menswear, Tailoring, length

Suit trousers cut above the ankle.

Rising next: peaking



Cropped work jackets

Menswear, Outerwear, shape

Short workwear jackets with chest pockets.

Rising next: peaking



Double-knee work trousers

Menswear, Trousers, panel

Reinforced knees on workwear trousers.

Rising next: peaking

Rising in SS28



Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Rising next: peaking



Drawstring tailored trousers

Menswear, Trousers, waist

Tailored trousers with a drawstring waist.

Rising next: peaking



Elbow-seam jumpers

Menswear, Knitwear, sleeve

Reinforced elbow seams.

Rising next: rising



Embroidered pocket shirts

Menswear, Shirts & Polos, embellishment

Small embroidery on chest pockets.

Rising next: peaking



Field jackets with bellows pockets

Menswear, Outerwear, pocket

Field jackets with expanding pockets.

Rising next: peaking





Flat-front slim trousers

Menswear, Trousers, shape

Clean flat fronts on slim legs.

Rising next: rising



Fly-front placket shirts

Menswear, Shirts & Polos, placket

Hidden-button plackets for a clean front.

Rising next: peaking



Funnel-neck puffers

Menswear, Outerwear, collar

Puffers with tall funnel necks.

Rising next: rising

Rising in SS28



Funnel-neck zip knits

Menswear, Knitwear, closure

Full zips on funnel-neck knits.

Rising next: peaking



Grandad collar linen shirts

Menswear, Shirts & Polos, collar

Band collars on washed linen.

Rising next: peaking



Half-button polo jumpers

Menswear, Knitwear, collar

Jumpers with polo collars and buttons.

Rising next: peaking



Henley knits

Menswear, Knitwear, placket

Buttoned plackets on knits.

Rising next: peaking



Heritage rugby polos

Menswear, Shirts & Polos, collar

Long-sleeve rugby polos with stripes.

Rising next: peaking



Hooded parkas

Menswear, Outerwear, collar

Long parkas with fixed hoods.

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



Knitted ties

Menswear, Tailoring, accessory

Slim knitted ties.

Rising next: peaking



Mandarin-collar jackets

Menswear, Tailoring, collar

Tailored jackets with band collars.

Rising next: peaking



Matching waistcoat three-pieces

Menswear, Tailoring, garment

Three-piece suits with matching waistcoats.

Rising next: peaking



Mock-neck fine knits

Menswear, Knitwear, neckline

Fine knits with a low mock neck.

Rising next: peaking



Multi-pocket gilets

Menswear, Outerwear, pocket

Utility gilets with bellows pockets.

Rising next: peaking



Overshirt chest flap pockets

Menswear, Shirts & Polos, pocket

Twin flap pockets on overshirts.

Rising next: peaking



Overshirt jackets

Menswear, Outerwear, garment

Snap-front jackets cut like shirts.

Rising next: peaking



Packable technical shells

Menswear, Outerwear, fabric

Light shells with hoods and taped seams.

Rising next: peaking

Rising in SS28



Painter trousers

Menswear, Trousers, pocket

Hammer loops and rule pockets.

Rising next: peaking



Pinstripe double-breasted suits

Menswear, Tailoring, fabric

Pinstripes on double-breasted suits.

Rising next: peaking



Raglan-sleeve overcoats

Menswear, Outerwear, sleeve

Overcoats with raglan shoulders.

Rising next: peaking

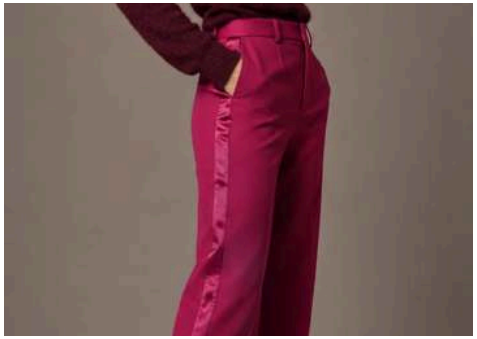


Ribbed roll necks

Menswear, Knitwear, neckline

Ribbed knits with roll necks.

Rising next: peaking



Satin side-stripe trousers

Menswear, Tailoring, seam

Evening trousers with satin stripes.

Rising next: rising



Seersucker suits

Menswear, Tailoring, fabric

Puckered cotton summer suits.

Rising next: peaking



Seersucker trousers

Menswear, Trousers, fabric

Puckered cotton summer trousers.

Rising



Sherpa-lined trucker jackets

Menswear, Outerwear, lining

Trucker jackets with fleece collars.

Rising next: peaking

Rising in SS28



Short-sleeve Oxford shirts

Menswear, Shirts & Polos, collar

Button-down collars on short sleeves.

Rising next: peaking



Side-tab trousers

Menswear, Trousers, hardware

Side tabs instead of belt loops.

Rising next: peaking



Single-pleat suit trousers

Menswear, Tailoring, pleat

One forward pleat on suit trousers.

Rising next: rising



Snap-front western shirts

Menswear, Shirts & Polos, hardware

Pointed yokes and pearl snaps.

Rising next: rising



Soft shawl-collar dinner jackets

Menswear, Tailoring, lapel

Shawl lapels on soft evening jackets.

Rising next: peaking



Storm-collar jackets

Menswear, Outerwear, collar

High collars with a buttoned storm flap.

Rising next: rising



Striped poplin shirts

Menswear, Shirts & Polos, pattern

Bold and candy stripes on poplin.

Rising next: peaking



Tailored wool shorts

Menswear, Trousers, length

Pleated shorts in wool.

Rising next: rising

Rising in SS28



Taped-seam commuter jackets

Menswear, Outerwear, seam

City jackets with bonded, taped seams.

Rising next: peaking



Technical stretch chinos

Menswear, Trousers, fabric

Slim chinos with stretch and sewn creases.

Rising next: peaking



Technical stretch shirts

Menswear, Shirts & Polos, fabric

Stretch shirts with articulated sleeves.

Rising next: peaking



Technical trail trousers

Menswear, Trousers, fabric

Stretch trousers with shaped knees.

Rising next: peaking



Textured stripe knits

Menswear, Knitwear, pattern

Striped knits with texture.

Rising next: rising



Textured waffle knits

Menswear, Knitwear, fabric

Waffle and grid textures.

Rising next: peaking



Tucked shirts with slim ties

Menswear, Shirts & Polos, styling

Tucked-in shirts with narrow ties.

Rising next: peaking



Unstructured commuter blazers

Menswear, Tailoring, shape

Soft blazers with articulated sleeves.

Rising next: peaking

Rising in SS28



Utility overshirts with snaps

Menswear, Shirts & Polos, hardware

Snap-front overshirts with chest pockets.

Rising next: peaking



Varsity cardigans

Menswear, Knitwear, trim

Cardigans with contrast tipping.

Rising next: peaking



Velvet dinner jackets

Menswear, Tailoring, fabric

Velvet jackets with shawl lapels.

Rising next: peaking

Peaking in SS28



Contrast-stitch nylon twill blousons

Menswear, Outerwear, stitching

Nylon twill blousons in black, navy or khaki where thick contrast topstitching is the design accent; sacai Holiday 2026, Tokyo, from 6 Nov 2026.

Peaking next: fading



Fisherman-style raincoats

Menswear, Outerwear, silhouette

Long, roomy raincoats modelled on fishermen's oilskins with storm flaps and hoods; part of Louis Vuitton's weather-themed Men's SS27 pre-collection (Oct 2026).

Peaking next: fading



Generous 1980s double-breasted suits

Menswear, Tailoring, silhouette

Roomy double-breasted suits with pleated, higher-waisted trousers in a late-80s/early-90s line; the VRC's Melbourne Cup Carnival 2026 forecast names them for race-day menswear, alongside the return of the tie.

Peaking next: fading



Boxy short-sleeve shirts

Menswear, Shirts & Polos, shape

Wide, boxy short-sleeve shirts.

Peaking



Cable fisherman jumpers

Menswear, Knitwear, pattern

Heavy cables on chunky jumpers.

Peaking next: fading



Chore and work jackets

Menswear, Outerwear, pocket

Workwear jackets with large patch pockets.

Peaking next: fading



Colour-block knits

Menswear, Knitwear, panel

Knits pieced in contrasting colours.

Peaking next: fading



Cuban camp collars

Menswear, Shirts & Polos, collar

Camp collars fading for winter.

Peaking

Peaking in SS28



Deep turn-ups

Menswear, Trousers, hem

Deep cuffed hems.

Peaking next: fading



Double-breasted overcoats

Menswear, Tailoring, closure

Six-button double-breasted overcoats.

Peaking next: fading



Featherweight trench windbreakers

Menswear, Outerwear, fabric

Trench shapes in light windbreaker cloth, often in yellow, at Saint Laurent and Dries Van Noten SS27.

Peaking

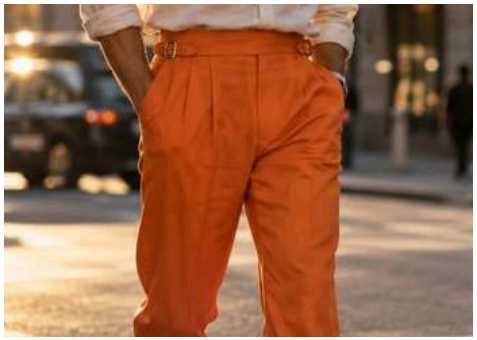


Full straight legs

Menswear, Trousers, leg

Wide, straight trouser legs.

Peaking next: fading



Gurkha-buckle waists

Menswear, Trousers, waist

High waists with buckle adjusters.

Peaking next: fading



Knitted short-sleeve polos

Menswear, Shirts & Polos, collar

Ribbed knit polos with short sleeves.

Peaking



Knitted tank vests

Menswear, Knitwear, shape

Sleeveless knits with cable and tipping.

Peaking next: fading



Leather overshirts

Menswear, Outerwear, fabric

Soft leather shirts worn as jackets.

Peaking

Peaking in SS28



Lightweight harrington jackets

Menswear, Outerwear, garment

Short zip jackets with rib cuffs and hem.

Peaking



Linen and seersucker shirts

Menswear, Shirts & Polos, fabric

Camp-collar shirts in summer fabrics.

Peaking



Linen travel suits

Menswear, Tailoring, fabric

Unlined linen suits for warm weather.

Peaking



Linen waistcoats

Menswear, Tailoring, fabric

Unlined linen waistcoats.

Peaking



Loop-free waistbands

Menswear, Trousers, waist

Clean waistbands without belt loops.

Peaking



Mac coats

Menswear, Outerwear, shape

Clean single-breasted raincoats.

Peaking next: fading



Merino crewnecks

Menswear, Knitwear, fabric

Fine merino crew necks.

Peaking next: fading



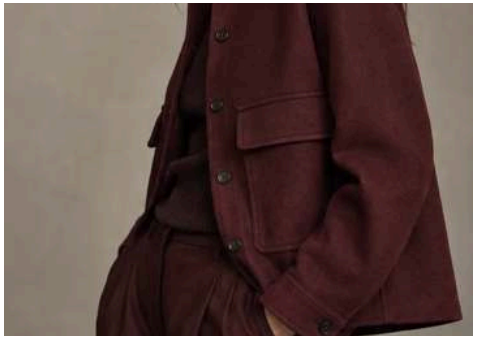
Open-stitch summer knits

Menswear, Knitwear, fabric

Open stitches for lightweight summer knits.

Peaking

Peaking in SS28



Overshirt-style blazers

Menswear, Tailoring, shape

Blazers with shirt collars and flap pockets.

Peaking next: fading



Patch pockets on soft jackets

Menswear, Tailoring, pocket

Unstructured jackets with patch pockets.

Peaking next: fading



Pleated Bermuda shorts

Menswear, Trousers, length

Tailored knee-length shorts with pleats.

Peaking



Polo-collar cardigans

Menswear, Knitwear, collar

Cardigans with knitted polo collars.

Peaking next: fading



Printed resort shirts

Menswear, Shirts & Polos, collar

Camp-collar shirts in bold prints.

Peaking next: fading



Puffed pleated suit trousers

Menswear, Tailoring, pleat

Slightly puffed, pleated trousers.

Peaking next: fading



Quilted gilets

Menswear, Outerwear, layer

Sleeveless quilted layers.

Peaking next: fading



Relaxed pleated chinos

Menswear, Trousers, pleat

Easy chinos with front pleats.

Peaking next: fading

Peaking in SS28



Ribbed tank tops

Menswear, Knitwear, shape

Ribbed sleeveless knits.

Peaking



Scarf-tied waistbands

Menswear, Trousers, waist

Silk scarves or cummerbund-like sashes worn in place of a belt, as at Prada and Celine SS27.

Peaking



Selvedge chinos

Menswear, Trousers, fabric

Chinos with selvedge turn-ups.

Peaking next: fading



Short-sleeve knit shirts

Menswear, Shirts & Polos, fabric

Knitted shirts with camp collars.

Peaking next: fading



Striped cotton crewnecks

Menswear, Knitwear, pattern

Breton and block stripes on cotton knits.

Peaking



Tailored joggers

Menswear, Trousers, hem

Tailored trousers with elastic cuffs.

Peaking next: fading



Tailored track pants

Menswear, Trousers, garment

Track pants cut like trousers, with piping.

Peaking next: fading



Tech fleece jackets

Menswear, Outerwear, fabric

Brushed fleece zip jackets.

Peaking next: fading

Peaking in SS28



Textured knit polos

Menswear, Shirts & Polos, fabric

Waffle and textured knit polos.

Peaking next: fading



Unlined summer blazers

Menswear, Tailoring, shape

Light blazers with hand-finished edges.

Peaking next: fading



Waistcoats worn alone

Menswear, Tailoring, garment

Waistcoats worn without jackets.

Peaking next: fading



Waxed cotton jackets

Menswear, Outerwear, fabric

Waxed cotton with a worn-in sheen.

Peaking next: fading



Windbreaker as a blazer

Menswear, Outerwear, layer

Sporty shells worn over tailoring.

Peaking next: fading



Wool flannel trousers

Menswear, Trousers, fabric

Grey flannel with a single pleat.

Peaking next: fading



Zip-neck polos

Menswear, Shirts & Polos, closure

Polos closed with a short zip.

Peaking next: fading



Zip-through knit jackets

Menswear, Knitwear, closure

Knitted jackets with zips.

Peaking next: fading

Fading in SS28



Belted high waists

Menswear, Trousers, waist

Worn belted and high.

Fading



Buckle side adjusters

Menswear, Trousers, hardware

Adjusters replacing belt loops.

Fading



Clean leather bombers

Menswear, Outerwear, garment

Brown, navy and burgundy leather bombers.

Fading



Cricket jumpers

Menswear, Knitwear, trim

Cables with striped tipping.

Fading



Denim trucker jackets

Menswear, Outerwear, garment

Classic trucker jackets with chest flaps.

Fading



Double-breasted two-piece

Menswear, Tailoring, closure

DB suits with wide lapels.

Fading



Geometric panel piecing

Menswear, Shirts & Polos, panel

Triangular and angled panels.

Fading



Long-sleeve knitted polos

Menswear, Knitwear, collar

Polo collars on long-sleeve knits.

Fading

Fading in SS28



Open Johnny-collar knit polos

Menswear, Shirts & Polos, collar

Open collars on fine knits.

Fading



Oversized lapel flower brooches

Menswear, Tailoring, accessory

Large fabric, tulle or crochet flowers pinned to jacket lapels, at Dior, Sacai and Simone Rocha SS27.

Fading



Oxford button-downs

Menswear, Shirts & Polos, collar

The classic button-down collar.

Fading next: fading



Pocket squares

Menswear, Tailoring, accessory

Back in everyday suiting.

Fading next: fading



Pocketless clean shirts

Menswear, Shirts & Polos, shape

Minimal shirts with hidden plackets.

Fading



Popover shirts

Menswear, Shirts & Polos, placket

Half-placket shirts pulled over the head.

Fading next: fading



Quilt-lined car coats

Menswear, Outerwear, layer

Car coats with quilted linings.

Fading



Raglan sweatshirts

Menswear, Knitwear, sleeve

Sweatshirts with raglan sleeves.

Fading

Fading in SS28



Relaxed 1930s drape

Menswear, Tailoring, shape

Soft, languid suits with fuller trousers.

Fading next: fading



Rib-knit sweatshirts

Menswear, Knitwear, fabric

Ribbed knits cut like sweatshirts.

Fading



Shawl-collar pullovers

Menswear, Knitwear, collar

Pullovers with shawl collars.

Fading



Shearling-collar aviators

Menswear, Outerwear, collar

Aviator jackets with shearling collars.

Fading next: fading



Short suede blousons

Menswear, Outerwear, fabric

Suede with ribbed hems.

Fading



Shorts with turn-ups

Menswear, Trousers, hem

Tailored shorts with deep turn-ups.

Fading



Single and double pleats

Menswear, Trousers, pleat

Pleats return to everyday trousers.

Fading next: fading



Soft-shoulder Neapolitan jackets

Menswear, Tailoring, shoulder

Unpadded, natural shoulders.

Fading

Fading in SS28



Statement collars

Menswear, Shirts & Polos, collar

Wide or long-point collars as a focal point.

Fading



Striped and repp ties

Menswear, Tailoring, accessory

Bold stripes back on ties.

Fading



Utility cargo trousers

Menswear, Trousers, pocket

Cargo pockets on straight legs.

Fading next: fading



Utility trench details

Menswear, Outerwear, detail

Gun flaps, epaulettes and belts.

Fading



Wide-lapel suits

Menswear, Tailoring, lapel

Broader lapels on two-piece suits.

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.



Structured clarity: 19-4916 TCX with 12-4604 TCX, for clean column dresses.



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

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.

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.