SS28

FORECUT



Menswear

Inspiration and design

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

24 November 2026

Contents

Inspiration

Moodboard

Colour

Key pieces

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



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

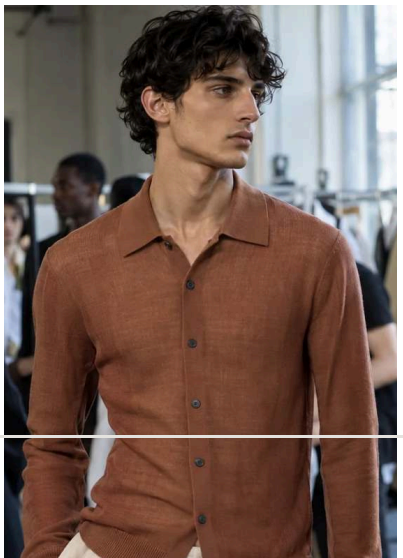


Barrel trousers



Belted field coats







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.

Key pieces



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



Band-collar shirts

Menswear, Shirts & Polos, collar

Collarless shirts with a band neck.

Rising



Barrel trousers

Menswear, Trousers, shape

Curved, tapered barrel legs.

Rising



Belted field coats

Menswear, Outerwear, waist

Field coats with a waist belt.

Rising



Brushed cardigan coats

Menswear, Knitwear, fabric

Long brushed cardigans.

Rising

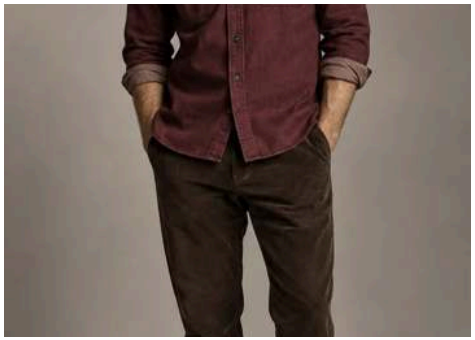


Cardigans worn as shirts

Menswear, Knitwear, front

Collared cardigans buttoned up as shirts.

Rising



Chambray work shirts

Menswear, Shirts & Polos, fabric

Chambray shirts with two flap pockets.

Rising



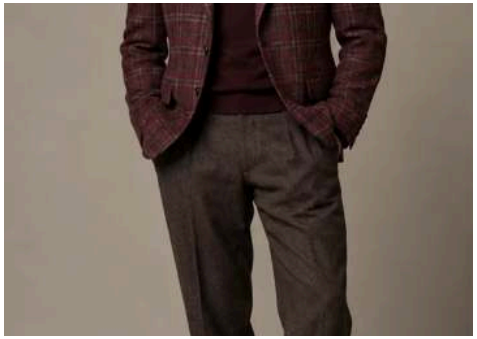
Check shackets

Menswear, Shirts & Polos, garment

Heavy check shirt-jackets.

Rising

Key pieces



Check sports jackets

Menswear, Tailoring, fabric

Checked jackets worn with odd trousers.

Rising



Coach jackets

Menswear, Outerwear, garment

Snap-front nylon coach jackets.

Rising



Contrast-collar polos

Menswear, Shirts & Polos, collar

Polos with contrast collars.

Rising



Corduroy wide trousers

Menswear, Trousers, fabric

Wide trousers in corduroy.

Rising



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



Cropped work jackets

Menswear, Outerwear, shape

Short workwear jackets with chest pockets.

Rising



Double-knee work trousers

Menswear, Trousers, panel

Reinforced knees on workwear trousers.

Rising

Forecut

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

forecut.in
hello@forecut.in

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.