SS28

FORECUT



Season themes

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

The big stories of the season, why they are happening and the pieces that carry them.

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 Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers and Articulated sleeves.

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

Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers, Articulated sleeves, Clean column dresses and Clean minimal T-shirts are rising and keep growing into AW28.

Test in small quantities

Articulated-knee trousers, Bonded, raw-cut seams, Concealed-button blazers, Denim with technical details and Elastic-back tailored waists are new ideas to try.

Sell through

Barefoot sole-less sandals, Reworked racing sneakers, Studded and ruffled Mary Jane clogs and Sun-bleached distressed sneakers are at their height. Do not add depth.

Reduce or rework

Cup-bodice gold column gowns, Lace-up corset-back sequin gowns, Ballet-sneaker hybrids and Clean leather bombers are moving out.

Range strategy

Build depth

- Parachute-poplin tuxedo shirts
- Taffeta jogger evening trousers
- Articulated sleeves
- Clean column dresses
- Clean minimal T-shirts
- Clean straight-leg trousers
- Clean wide-leg trouser jeans
- Collarless tailored jackets
- Column knit dresses

Test small

- Articulated-knee trousers
- Bonded, raw-cut seams
- Concealed-button blazers
- Denim with technical details
- Elastic-back tailored waists
- Hidden magnetic closures
- Hidden-rivet minimal jeans
- Hidden-zip blouses
- Performance polo tops

Sell through

- Barefoot sole-less sandals
- Reworked racing sneakers
- Studded and ruffled Mary Jane clogs
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Broderie anglaise dresses
- Chelsea ankle boots
- Cropped boxy shirts
- Dark rinse, clean finish

Exit or rework

- Cup-bodice gold column gowns
- Lace-up corset-back sequin gowns
- Ballet-sneaker hybrids
- Clean leather bombers
- Collarless cropped jackets
- Flat-front straight trousers
- Flatform sneakers
- Mary Jane sneakers
- Photographic and art prints

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.
- Develop one sport sole and use it across three uppers.
- Market comfort features with clear claims.

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
Parachute-poplin tuxedo shirts			Emerging	Rising	Peaking
Taffeta jogger evening trousers			Emerging	Rising	Peaking
Articulated sleeves			Emerging	Rising	Peaking
Clean column dresses			Emerging	Rising	Peaking
Clean minimal T-shirts				Rising	Peaking
Clean straight-leg trousers			Rising	Rising	Peaking
Clean wide-leg trouser jeans		Emerging	Rising	Rising	Peaking
Collarless tailored jackets		Emerging	Rising	Rising	Peaking
Column knit dresses	Rising	Rising	Rising	Rising	Peaking
Comfort block heels			Emerging	Rising	Peaking
Concealed-placket shirts			Emerging	Rising	Peaking
Cuffed jean hems	Emerging	Emerging	Rising	Rising	Rising

Carried on from AW27

Collarless cropped jackets
Peaking in AW27, fading now

Lightweight technical trench
Emerging in AW27, rising now

Articulated sleeves
Emerging in AW27, rising now

Welt-pocket cocoon coats
Rising in AW27, peaking now

Hidden-placket overcoats
Rising in AW27, rising now

Photographic and art prints
Peaking in AW27, fading now

What happens in AW28

Parachute-poplin tuxedo shirts
Rising now, peaking in AW28

Taffeta jogger evening trousers
Rising now, peaking in AW28

Articulated sleeves
Rising now, peaking in AW28

Clean column dresses
Rising now, peaking in AW28

Clean minimal T-shirts
Rising now, peaking in AW28

Clean straight-leg trousers
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.

Sport meets smart

Key garment	Value	Mid	Premium
Sport-sole smart flats	₹1,799–2,999	₹3,500–7,000	₹12,000+
Hybrid sport-sole derbies	₹2,299–3,499	₹4,500–8,500	₹15,000+
Comfort block heels	₹1,699–2,899	₹3,500–7,000	₹12,000+

Cost level: medium. Sport soles need new moulds; reuse sole units across several uppers to spread tooling cost.

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

Performance-jersey shirt dresses, Column knit dresses, Seersucker and gingham shirting, Concealed-placket shirts

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

Lightweight technical trench, Welt-pocket cocoon coats, Hidden-placket overcoats, Column knit dresses

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

Collarless cropped jackets, Lightweight technical trench, Seersucker and linen jackets, Performance-jersey shirt dresses

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

Seersucker and linen jackets, Photographic and art prints, Seersucker sundresses, Seersucker and gingham shirting

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

Seersucker and linen jackets, Photographic and art prints, Performance-jersey shirt dresses, Seersucker and gingham shirting

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

Seersucker and linen jackets, Photographic and art prints, Stretch performance denim, Denim with technical details

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.