SS28

FORECUT

Season themes

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

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



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

Sport meets smart

Cushioned sport soles under refined flats, loafers and derbies: elegant shoes with sneaker comfort.

Why now

SS27 moved from sneakers to elegance; SS28 keeps the look but brings back comfort.

Key pieces

Sport soles, Hybrid shoes, Comfort heels; sport-sole smart flats.

19-0201 TCX, #3A3F45 and 13-4108 TCX, #D8DDE2

Source: 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





Taffeta jogger evening trousers



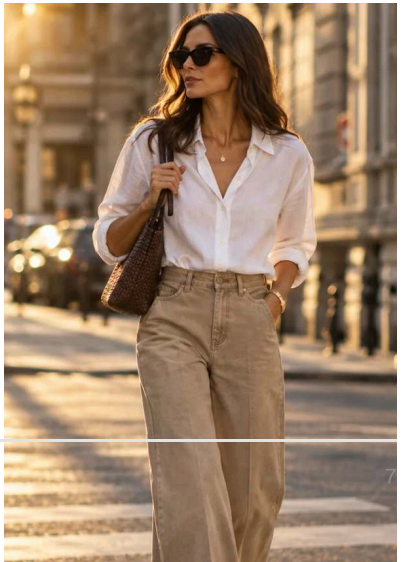
Articulated sleeves



Clean column dresses







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.



Sport meets smart: 19-0201 TCX with 13-4108 TCX, for sport-sole smart flats.

Key pieces



Parachute-poplin tuxedo shirts

Womenswear, Tops & Shirts, fabric

Pleated-front tuxedo shirts cut in light, crisp parachute-cotton poplin; Ralph Lauren Pre-Fall 2027 evening, 6 Nov 2026.

Rising



Taffeta jogger evening trousers

Womenswear, Trousers & Skirts, fabric

Featherweight taffeta joggers with elastic cuffs worn under a tuxedo blazer for evening; Ralph Lauren Pre-Fall 2027, 6 Nov 2026.

Rising



Articulated sleeves

Womenswear, Coats & Jackets, sleeve

Shaped elbows for easier movement in outerwear.

Rising



Clean column dresses

Womenswear, Dresses, shape

Straight, unadorned column shapes.

Rising



Clean minimal T-shirts

Womenswear, Tops & Shirts, shape

Plain, well-cut tees as a base piece.

Rising



Clean straight-leg trousers

Womenswear, Trousers & Skirts, shape

Straight legs with pressed creases.

Rising



Clean wide-leg trouser jeans

Womenswear, Denim, shape

Wide jeans cut like trousers, with creases.

Rising



Collarless tailored jackets

Womenswear, Tailoring, neckline

Jackets with clean V-necklines and no lapels.

Rising

Key pieces



Column knit dresses

Womenswear, Dresses, fabric

Long ribbed knit dresses in column shapes.

Rising



Comfort block heels

Footwear, Heels & Flats, heel

Lower, wider block heels.

Rising



Concealed-placket shirts

Womenswear, Tops & Shirts, placket

Fly-front plackets that hide the buttons.

Rising



Cuffed jean hems

Womenswear, Denim, hem

Turned-up hems on straight jeans.

Rising



Cupsole derbies

Footwear, Men's Shoes, sole

Derbies on sneaker cupsoles.

Rising



Drawcord linen trousers

Menswear, Trousers, waist

Linen trousers with drawcord waists.

Rising



Drawstring tailored trousers

Menswear, Trousers, waist

Tailored trousers with a drawstring waist.

Rising



Drawstring wide trousers

Womenswear, Trousers & Skirts, waist

Easy drawstring waists on wide legs.

Rising

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.