SS28

FORECUT



Womenswear

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

Coats, dresses, tops, knitwear, trousers, denim and tailoring, 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 Ankle-strap balloon trousers, Armour-structured vests and Floral-lined showerproof jackets.

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

Ankle-strap balloon trousers, Armour-structured vests, Floral-lined showerproof jackets, Lacquered funnel-neck trenches and Parachute-poplin tuxedo shirts are rising and keep growing into AW28.

Test in small quantities

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

Sell through

Beaded-fringe canvas dresses, Fringed minis with back trains, Laser-cut coral-relief dresses and Low-rise bootcut jeans are at their height. Do not add depth.

Reduce or rework

Black tailoring with fuchsia accents, Corseted tea-length crinoline dresses, Cropped parkas over evening gowns and Cup-bodice gold column gowns are moving out.

Range strategy

Build depth

- Ankle-strap balloon trousers
- Armour-structured vests
- Floral-lined showerproof jackets
- Lacquered funnel-neck trenches
- Parachute-poplin tuxedo shirts
- Sheer lattice capes
- Shell-paillette jacket edging
- Taffeta jogger evening trousers
- Woven-stripe longline overlayers

Test small

- Bonded, raw-cut seams
- Cargo pockets
- 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

- Beaded-fringe canvas dresses
- Fringed minis with back trains
- Laser-cut coral-relief dresses
- Low-rise bootcut jeans
- Low-rise slip skirts with bra tops
- Off-shoulder tweed sheath dresses
- Scale-beaded mermaid hems
- Striped patchwork shirt dresses
- Trompe-l'oeil shirt-print tops

Exit or rework

- Black tailoring with fuchsia accents
- Corseted tea-length crinoline dresses
- Cropped parkas over evening gowns
- Cup-bodice gold column gowns
- Lace-up corset-back sequin gowns
- Tone-on-tone embroidered tuxedos
- Balloon trousers
- Bermuda suit shorts
- Brooch-fastened cardigans

Actions and timing

Actions for the range

- Edit ranges down and deepen buys on proven fits.
- Upgrade fabrics on core styles.
- Tell a "made to last" story.
- Add stretch to core tailoring fabrics.
- Introduce articulated elbows on outerwear.
- Test breathability claims before marketing them.
- 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
Ankle-strap balloon trousers		Emerging	Emerging	Rising	Peaking
Armour-structured vests		Emerging	Rising	Rising	Peaking
Floral-lined showerproof jackets	Emerging	Emerging	Rising	Rising	Peaking
Lacquered funnel-neck trenches			Emerging	Rising	Peaking
Parachute-poplin tuxedo shirts			Emerging	Rising	Peaking
Sheer lattice capes		Emerging	Rising	Rising	Peaking
Shell-paillette jacket edging		Emerging	Rising	Rising	Peaking
Taffeta jogger evening trousers			Emerging	Rising	Peaking
Woven-stripe longline overlayers		Emerging	Rising	Rising	Peaking
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Articulated sleeves			Emerging	Rising	Peaking
Asymmetric wrap closures	Rising	Rising	Rising	Rising	Peaking

Carried on from AW27

Belted wrap fronts
Rising in AW27, peaking now

Patent trench with storm flaps
Peaking in AW27, fading now

Cinched peplum jackets
Rising in AW27, rising now

Collarless cropped jackets
Peaking in AW27, fading now

Lightweight technical trench
Emerging in AW27, rising now

Articulated sleeves
Emerging in AW27, rising now

What happens in AW28

Ankle-strap balloon trousers
Rising now, peaking in AW28

Armour-structured vests
Rising now, peaking in AW28

Floral-lined showerproof jackets
Rising now, peaking in AW28

Lacquered funnel-neck trenches
Rising now, peaking in AW28

Parachute-poplin tuxedo shirts
Rising now, peaking in AW28

Sheer lattice capes
Rising now, peaking in AW28

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

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.

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.

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

Sheer lattice capes, Woven-stripe longline overlayers, Sheer organza overlays, Performance-jersey shirt dresses

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

Patent trench with storm flaps, Lightweight technical trench, Raglan sleeve coats, Welt-pocket cocoon 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

Cinched peplum jackets, Collarless cropped jackets, Lightweight technical trench, Lace-trimmed jacket edges

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, Floral print midis, Seersucker sundresses

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, Drop-shoulder shirt dresses

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, Sheer lattice capes, Sheer organza overlays, Photographic and art prints

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.