

TREND FORECASTING — EXECUTIVE BRIEFING

Season Direction Briefing

AW27 womenswear — the direction, and how much room is left in it

FOR

Strategy & insight

THE QUESTION IT SETTLES

Nobody can tell you whether it has room left.

DOCUMENT
SDB-27-004

PREPARED
April 2027

OWNER
Design — Womenswear

PAGES
9

STATUS
Illustrative sample

The read

The season moves toward weight and away from ornament. The commercial question is not which of these directions is real — they all are — but which still has room to be bought into without arriving late.

4	2	+31%	AW27
Directions with room left to buy	Directions already at saturation watch only	Movement in the leading material story +31%	Horizon of this read

BACK IT

- 01 Density in cloth — the weight story is early and it carries a price the customer will accept.
- 02 Undyed and low-process finishes, where the story and the compliance position point the same way.
- 03 The elongated column, which reads as new without requiring a new block.

WATCH IT

- 04 Statement outerwear volume, already broadly adopted.
- 05 High-shine surface, past its adoption peak in the channels we sell into.

SO WHAT Two of the six loudest directions are already too far along to buy. Reading the season by volume of noise rather than by remaining room is how a range arrives correct and late.



THE DIRECTION, ONCE

Where the season sits

Weight, weather and a single colour carried across every category. Everything specified after this page - the palette, the silhouette, the depth of the buy - is specified against it.

3

stories, from ten colours

66%

of the buy sits in four neutrals

2

lift colours, used once per look

1 The drivers

01

Cost of ornament

Trim and embellishment costs have risen faster than cloth, so weight becomes the cheaper way to signal value. This is an economic driver wearing an aesthetic one's clothes.

02

Compliance pull

Low-process finishes reduce the documentation burden under the incoming regime, which makes an aesthetic choice also an operational one.

03

Wardrobe fatigue

The customer has bought novelty for four seasons. Density reads as substance in a way another silhouette change does not.

A driver that cannot be observed independently of the trend it explains is a description, not a driver. Each of these is visible in a place other than the runway.

EACH DRIVER, AND WHERE IT IS VISIBLE OUTSIDE THE RUNWAY

DRIVER	OBSERVABLE IN	PERSISTS BEYOND AW27
Cost of ornament	Trim and component price indices	Yes, while input costs hold
Compliance pull	Published implementing regulation	Yes, dates are fixed
Wardrobe fatigue	Category sell-through by newness	Uncertain, one to re-read mid-season

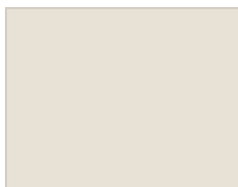
SO WHAT Two of the three drivers are structural rather than aesthetic, which is why this direction should be expected to persist past a single season and can be invested in accordingly.

2 Colour

AW27 COLOUR STORIES

Colour-standard references are the working reference; confirm against a physical standard before a lab dip is raised.

GROUND — THE SEASON'S BASE, CARRIED ACROSS THE RANGE



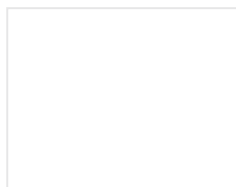
Bone
11-0507



Pumice
14-4500

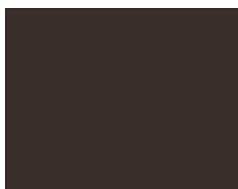


Iron
18-4005



Pitch
19-4007

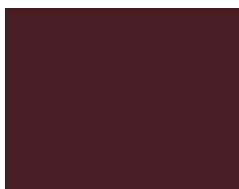
DEPTH — WHERE THE WEIGHT STORY LIVES



Cellar
19-1015



Bitter Green
19-0315



Oxblood
19-1521

LIFT — USED ONCE PER LOOK, NEVER AS A GROUND



Chalk Blue
16-4019



Ochre
16-1054

SO WHAT The palette is deliberately short on lift colours. A season that reads as weight cannot carry a wide accent range without arguing with itself, and the buy should reflect that ratio.

3 Material and silhouette

MATERIAL DIRECTION

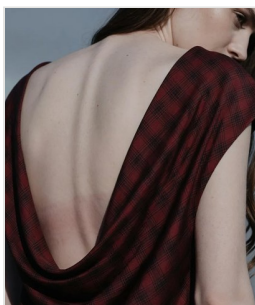
MATERIAL	HAND	WEIGHT	WHERE IT GOES
Compact wool	Dense, dry	480 g/m	Coats, tailored trousers
Brushed cotton moleskin	Soft, matte	340 g/m	Overshirts, casual tailoring
Undyed cashmere blend	Fluid, warm	260 g/m	Knitwear, layering
Heavy jersey	Structured	310 g/m	Column dresses, separates

SILHOUETTES TO CARRY

- 01 The elongated column — floor-skimming, no waist break.
- 02 The squared shoulder, softened at the sleeve head.
- 03 Wide-leg trouser with a flat, deep front.

KEY ITEMS

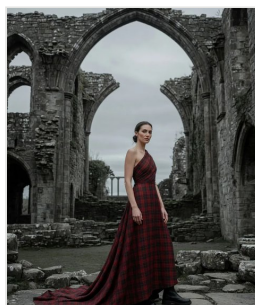
- 01 Long dense-wool coat, single-breasted.
- 02 Undyed heavy-gauge crew.
- 03 Column dress in heavy jersey.



DENSITY IN CLOTH

The weight story: compact wool carrying shape without structure.

Imagery: McLeuker house set



THE ELONGATED COLUMN

Floor-skimming, no waist break — new without a new block.

Imagery: McLeuker house set



UNDYED FINISH

Low-process, where the story and the compliance position agree.

Imagery: McLeuker house set

SO WHAT Three of the four materials are available from mills we already run, so the direction can be bought without opening a new supply relationship inside the buy window.

4 Velocity



Saturated

Density in cloth, already everywhere. Buying into it now arrives after the customer has.



Moving

The elongated column, mid-run. Room left, and the one to buy at depth.

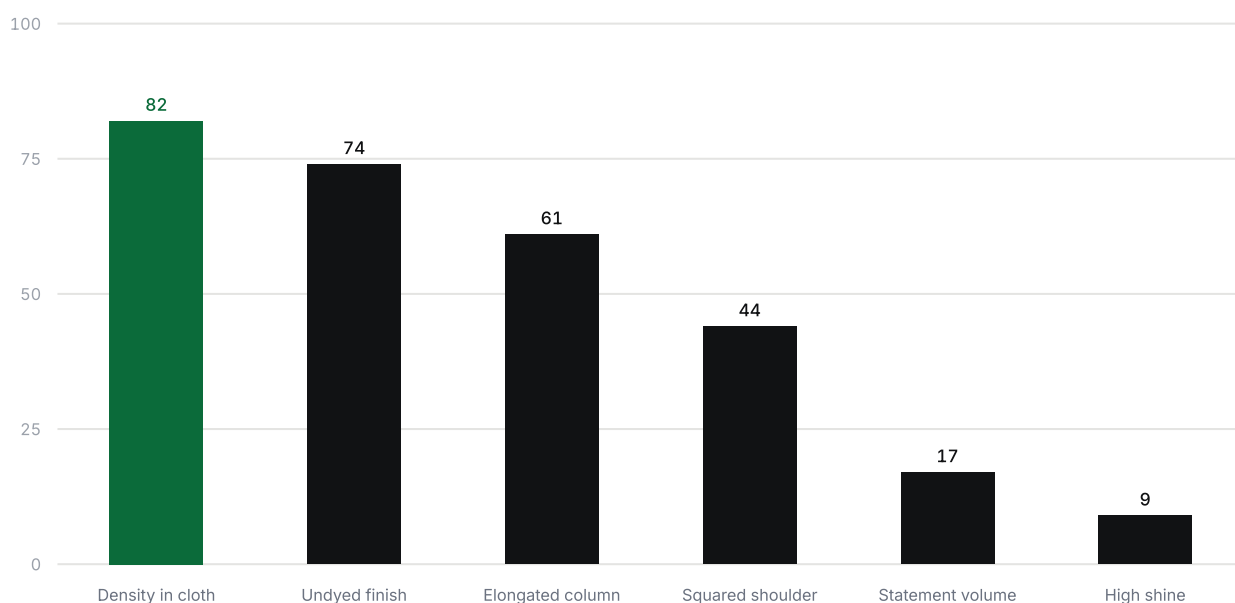


Early

Statement volume, barely visible. Right to hold at sample quantity and no further.

ADOPTION AGAINST REMAINING ROOM

Remaining room, indexed. High is early, low is saturated.



Read this exhibit against the noise, not with it: the two directions with the least room left are the two that are most visible right now.

SO WHAT Velocity is the half of a forecast that decides money. A direction with no remaining room is a description of the present, and buying into it at AW27 delivery arrives after the customer has moved.

5 What to buy

THE BUY

DIRECTION	ACTION	DEPTH	FOR WHOM
Density in cloth	Back	Wide — carry across three categories	Full range
Undyed finish	Back	Focused — one capsule	Core customer
Elongated column	Back	Narrow — three options	Occasion
Squared shoulder	Test	Two options	Tailoring customer
Statement volume	Watch	Carry over only	-
High shine	Watch	None	-

4

Directions backed into the range plan

1

Tested at two options

2

Carried over or dropped

3 of 4

Backed materials available from current mills

SO WHAT Four backed, one tested, two watched. A forecast that recommends everything has not been finished, and a range built from one that does will be broad and shallow in a season that rewards the opposite.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Lock the four backed directions into the AW27 range plan	Design Director	30 Apr	The range is built on noise rather than remaining room
Raise lab dips against the ground and depth stories	Materials Specialist	14 May	Colour approval becomes the critical path
Confirm compact wool capacity with the existing mill	Sourcing Lead	07 May	The leading material story is unbuyable at depth
Re-read velocity at the mid-season point	Trend Lead	28 Aug	Saturation is discovered through sell-through instead

SOURCES AND BASIS

Runway and presentation observation across the four principal show cities, AW27 season.

Material direction — mill collection reviews and published weight and composition data.

Velocity — first-party channel observation; the remaining-room index is a model output, not a measured quantity.

ILLUSTRATIVE SAMPLE

This document is a rendered **SAMPLE** of the **Season Direction Briefing** template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.