

TREND FORECASTING — EXECUTIVE BRIEFING

Colour Forecast & Palette

AW27 womenswear - the palette, specified to lab-dip precision

FOR

Design & product

THE QUESTION IT SETTLES

The forecast is confident and unsourced.

DOCUMENT

CF-AW27-02

PREPARED

April 2027

OWNER

Design - Colour

PAGES

10

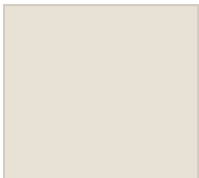
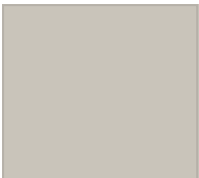
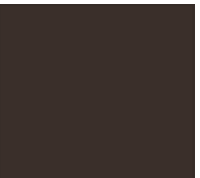
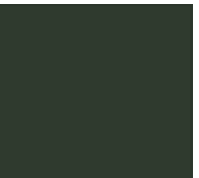
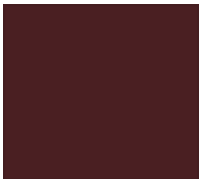
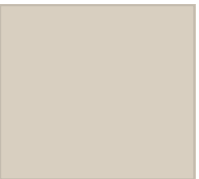
STATUS

Illustrative sample

The palette at a glance

AW27 PALETTE

Confirm against a physical standard before a lab dip is raised.

					
Bone 11-0507	Pumice 14-4500	Iron 18-4005	Pitch 19-4007	Cellar 19-1015	Bitter Green 19-0315
					
Oxblood 19-1521	Chalk Blue 16-4019	Ochre 16-1054	Natural 12-0605		

10	3	2	4
Colours in the season	Stories they group into	Lift colours, used once per look	Carried from AW26 unchanged

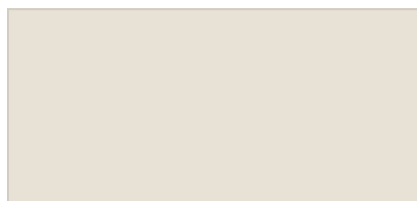
Every chip carries its standard reference. A colour named without one cannot be raised as a lab dip, which makes it a mood rather than a specification.

SO WHAT Ten colours, of which four carry over. A palette that replaces itself entirely every season buys new lab dips for colours the customer had not finished with.

What each colour is for

AW27 COLOURS BY
ROLE

Share of the buy by units, at plan. The four carryovers are 58% of it, which is what makes six new colours affordable.



Bone

CORE CARRYOVER

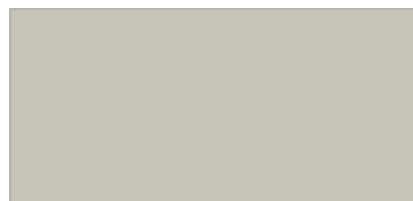
16% of the buy



Pitch

CORE CARRYOVER

15% of the buy



Pumice

CORE CARRYOVER

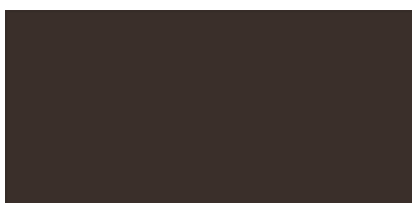
14% of the buy



Iron

CORE CARRYOVER

13% of the buy



Cellar

SEASONAL ENTRY

11% of the buy



Bitter Green

SEASONAL ENTRY

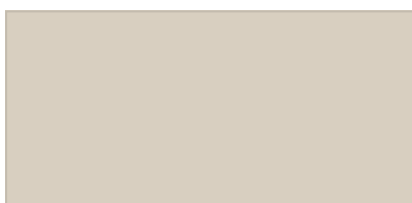
9% of the buy



Chalk Blue

SEASONAL ENTRY

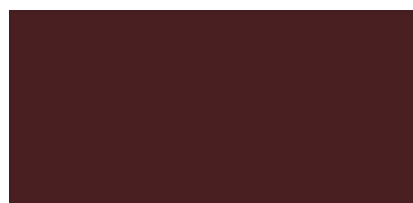
8% of the buy



Natural

SEASONAL ENTRY

6% of the buy



Oxblood

LIFT - ONCE PER LOOK

5% of the buy



Ochre

LIFT - ONCE PER LOOK

3% of the buy

A lift colour is bought at a fraction of a core one and is still the colour a customer remembers the season by. Ochre is 3% of units and appears in every press image; that asymmetry is the decision this page exists to make visible, and it is the one that gets over-bought when it is not drawn.

SO WHAT Four colours carry 58% of the buy. A new colour is therefore competing for the 42% that remains, not for a share of ten.



CHIPS ARE NOT THE DECISION

The palette, worn

The same ten colours off the chip card and onto cloth. A standard reference fixes the dye; it says nothing about how two of them behave in one look, which is the thing that gets signed.

10

Colours in the season

3

Stories they group into

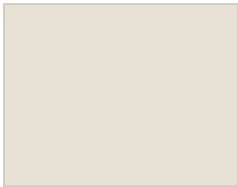
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Carried from AW26 unchanged

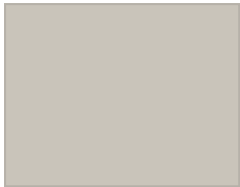
1 Ground

THE BASE THE RANGE IS BUILT ON

GROUND - CARRIED ACROSS EVERY CATEGORY



Bone
11-0507



Pumice
14-4500



Iron
18-4005



Pitch
19-4007

WHERE EACH GROUND COLOUR GOES

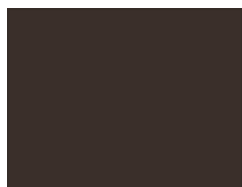
COLOUR	LEAD CATEGORY	ALSO	SHARE OF BUY
Bone	Knitwear	Shirting, evening	18%
Pumice	Tailoring	Outerwear	14%
Iron	Jersey	Trousers	12%
Pitch	Outerwear	Every category	22%
Ground total			66%

SO WHAT Two thirds of the buy sits in four neutrals. That is what lets the depth story be bought narrow without the range reading thin on the floor.

2 Depth and lift

THE TWO STORIES THAT CARRY THE SEASON

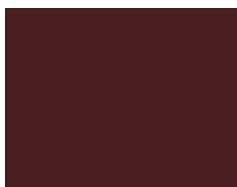
DEPTH - WHERE THE WEIGHT STORY LIVES



Cellar
19-1015



Bitter Green
19-0315



Oxblood
19-1521

LIFT - ONCE PER LOOK, NEVER AS A GROUND



Chalk Blue
16-4019



Ochre
16-1054

CLOTH PAIRING FOR THE DEPTH STORY

COLOUR	CLOTH	WEIGHT	WHY THIS CLOTH
Cellar	Compact wool	480 g/m	Depth reads as material, not as dye
Bitter Green	Brushed moleskin	340 g/m	Matte surface holds the shade flat
Oxblood	Heavy jersey	310 g/m	Structured enough to carry a deep shade

SO WHAT The lift colours are deliberately two. A season built on weight cannot carry a wide accent range without arguing with itself, and the buy ratio should follow the palette rather than the enthusiasm.

3 Adoption



Warm light

The neutrals go green under tungsten. Sign the lab dip in the light the garment will be sold in.



Cool light

The same cloth, daylight-balanced. The shift is the reason two approvals are needed, not one.

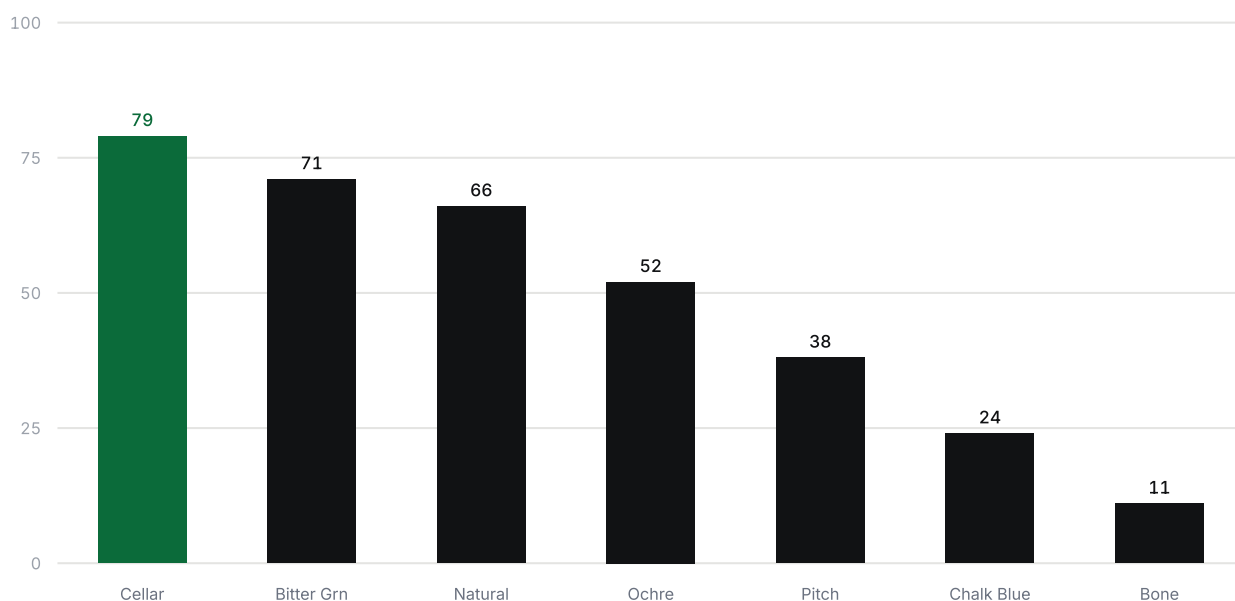


Against skin

Where a lift colour either works or reads as costume. This is a casting question as much as a colour one.

REMAINING ROOM BY COLOUR

Indexed. High is early, low is broadly adopted.



Bone sits at the end of its curve and stays in the palette anyway: a ground colour is bought because the range needs it, not because it is new. Read this exhibit for the LEAD colours only - applying it to grounds would empty the base of the range.

SO WHAT Cellar and Bitter Green are the two worth leading with. Chalk Blue is late and should be carried at two options rather than backed.

4 Combinations

THE PAIRINGS THAT WORK, AT THE PROPORTION THEY WORK AT



Cellar with Bone - the season's default, 70/30



Pitch with Ochre - accent at 15%, never more



Bitter Green with Pumice - tonal, 60/40



Oxblood with Iron - equal weight, evening only

DO NOT PAIR

COMBINATION	WHY NOT
Chalk Blue with Ochre	Two lift colours; the look has no ground to sit on
Bone with Natural	Too close to read as a decision, too far to read as one colour
Oxblood with Bitter Green	Both deep, neither yields; the eye finds no entry



Two colours, one look

Depth against lift at the proportion the table specifies. A pairing that works at a tenth of the look fails at half of it, which is why the ratio is part of the spec.

SO WHAT Every pairing is stated with its proportion, because the proportion is the decision - the same two colours at 50/50 and at 85/15 are two different products.

5 Application and dye

COLOUR BY CATEGORY

	OUTERWEAR	KNITWEAR	JERSEY	TAILORING
Pitch	LEAD	SUPPORT	LEAD	LEAD
Bone	SUPPORT	LEAD	SUPPORT	NO
Cellar	LEAD	LEAD	NO	SUPPORT
Bitter Green	SUPPORT	LEAD	NO	SUPPORT
Ochre	ACCENT	ACCENT	NO	ACCENT

DYE AND SOURCING NOTES

COLOUR	DIFFICULTY	EFFECT ON THE BUY
Cellar	Straightforward in wool, slow in cashmere	Order cashmere two weeks earlier
Bitter Green	Metameric under store light	Approve under two light sources
Oxblood	Deep shade, high dye cost above 400 g/m	Adds to unit cost in heavy cloth
Natural	Undyed, no lab dip required	Shortest lead time in the palette

SO WHAT Two colours carry a real cost or time penalty and one carries none. A palette approved without the dye notes is approved without half of what it will cost to deliver.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Raise lab dips against the four ground colours	Colour Manager	07 May	Colour approval becomes the critical path
Approve Bitter Green under two light sources	Colour Manager	14 May	Metamerism is found at bulk instead of at dip
Confirm the buy ratio at two thirds ground	Head of Merchandising	21 May	The range reads thin on the floor
Carry Chalk Blue at two options only	Design Director	21 May	A late colour is bought at depth

SOURCES AND BASIS

Colour direction - runway and presentation observation across the four principal show cities, AW27.

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

Dye and sourcing notes - confirmed with the mills and dye houses currently in use.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the **Colour Forecast & Palette** 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.