



BUYING — EXECUTIVE BRIEFING

Colour and Material Briefing

SS28 — what repeated on the runway, and what retail actually stocked

DOCUMENT

CMB-28-004

PREPARED

November 2027

OWNER

Buying — Womenswear

PAGES

6

STATUS

Illustrative sample

The read

Two colour stories repeated across houses and only one reached retail at scale. The one that did is already three seasons in and priced accordingly. The one that did not is the buy, and it carries more risk because there is no retail read to confirm it.

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Colour stories repeating across houses	Reached retail at scale	Seasons the reached story has run	Shows reviewed

CONFIRMED BY RETAIL

- 01 Warm neutral story — present at every tier.
- 02 Wool-rich flat weaves — stocked broadly.
- 03 Price held at full price into week eight.

NOT CONFIRMED BY RETAIL

- 01 Deep green story — runway only.
- 02 Textured mid-weight cloth — sampled, not stocked.



Committed before any evidence arrives.

THE BUY · MCLEUKER HOUSE SET

SO WHAT

A runway repeat with no retail follow-through is either early or wrong, and the evidence available now cannot separate the two. That is the risk being bought, and it should be bought knowingly.

What repeated

ACROSS 41 SHOWS

STORY	SHOWS	LOOKSRETAIL FOLLOW-THROUGH	READ
Warm neutral	28	164BROAD	Confirmed, and late
Deep green	19	71NONE	Repeating, unconfirmed
Washed pastel	11	38NARROW	Single tier only
High contrast mono	9	29NARROW	Statement tier only

THE GREEN QUESTION

Shows	19 of 41, across all four cities
Concentration	Not concentrated in one tier — appears at every price level
Retail	Not stocked at any tier reviewed
Two readings	Early, or a runway story that does not translate
Not assessed	Which of the two — no evidence available separates them yet

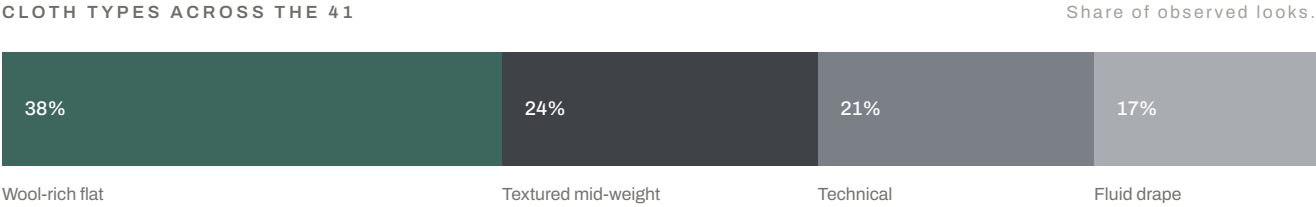
SO WHAT Nineteen shows across four cities is a repeat, not a coincidence. Whether it is early or wrong is the one thing the data cannot yet say, and pretending otherwise is how a season is lost.



Bought eight weeks ago, priced today, and marked in six. The only decision left by then is how deep.

MCLEUKER HOUSE SET

The material read



AGAINST RETAIL

CLOTH	RUNWAY SHARESTOCKED AT RETAIL	PRICE DIRECTION
Wool-rich flat	38%BROADLY	Firm
Textured mid-weight	24%SAMPLED ONLY	n/a
Technical	21%ONE TIER	Down
Fluid drape	17%BROADLY	Firm



Where the read is confirmed or is not.

THE FLOOR · MCLEUKER HOUSE SET

SO WHAT

The textured cloth follows the green story exactly — high on the runway and absent from retail. They are probably the same bet, which means they should be sized as one risk rather than two.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Decide whether to buy the green story, and at what depth	Buying Director	30 Nov	It is bought at full depth or not at all
Size green and textured cloth as one risk, not two	Merchandising Director	30 Nov	The exposure is double-counted as diversified
Re-check retail in six weeks before committing depth	Head of Insight	12 Jan	The early-or-wrong question stays unanswered
Commit the warm neutral buy now	Buying Director	07 Dec	The confirmed story is bought late

SOURCES AND BASIS

Runway observations — 41 shows across four cities, this season.
Retail stocking — retailer assortment observed at the date of this document.
Price direction — observed full-price and promotional positions at the same date.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Colour and Material 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.