

**AUTUMN WINTER
2026/27**

MEN



Introduction

Staying ahead in the fast-evolving fashion landscape calls for clear foresight and purposeful innovation. To support exporters in aligning with future global demand, AEPC has consolidated WGSN's Autumn/Winter 2026-27 trend directions. The insights highlight shifts in consumer mindset, material innovation and emerging design aesthetics, giving exporters a focused pathway to build collections that connect with international buyers. By applying these forward-looking trends, exporters can strengthen competitiveness, sharpen product strategy and stay prepared for the next phase of global fashion.

Men's Colour Forecast A/W 26/27

Retro mid-tones and brights

These colours have a spirited sense of adventure to them

Application: use workwear classics like Steel Blue as body colours and Electric Indigo, Red Earth and Electric Orange for panelling, stripes and call-out trims



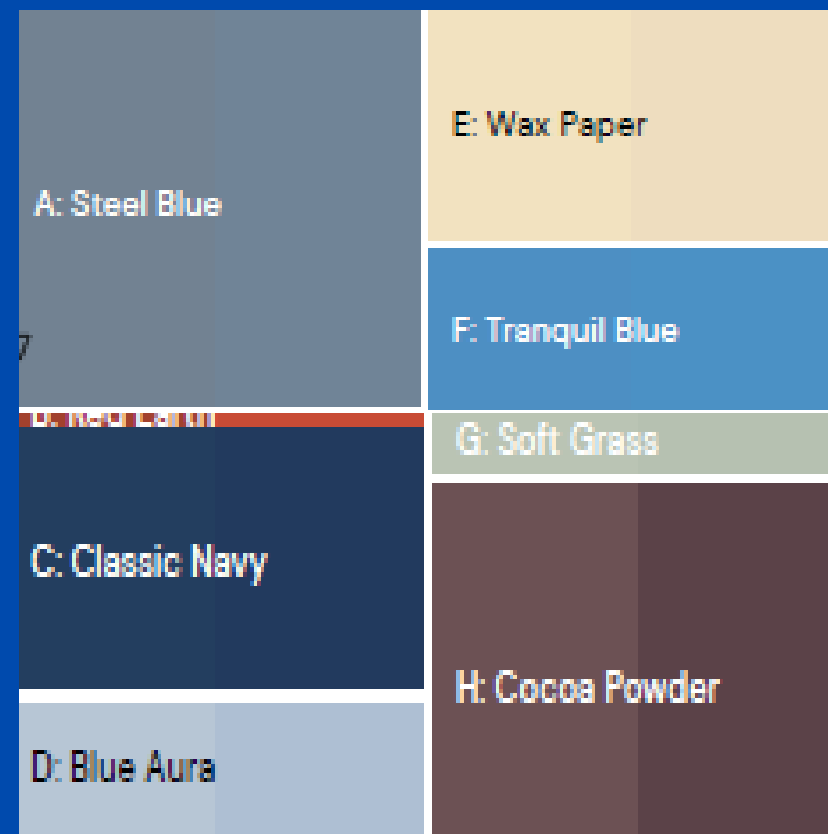
Coloro - A: 017-38-28, B: 092-37-14, C: 134-77-18, D: 148-38-23, E: 114-57-24, F: 027-66-37, G: 120-32-36, H: 115-52-06
Pantone - A: 18-1355 TCX, B: 19-4517 TCX, C: 15-3716 TCX, D: 18-3022 TCX, E: 17-4139 TCX, F: 15-1157 TCX, G: 18-3949 TCX, H: 17-4018 TCX

Men's Colour Forecast A/W 26/27

Functional and industrial hues

Blue shades, led by Steel Blue, provide a commercial, utilitarian base for richer and fresher colour, such as Red Earth and Wax Paper.

Application: use the darker shades across woven tops, bottoms and outerwear. Break up heavy, wintry looks with Soft Grass or Wax Paper and pick out Red Earth for details and trims



Coloro - A: 115-52-06, B: 017-38-28, C: 118-26-19, D: 117-77-06, E: 035-88-12, F: 114-57-24, G: 064-75-05, H: 008-35-06

Pantone - A: 17-4018 TCX, B: 18-1355 TCX, C: 19-4029 TCX, D: 14-4112 TCX, E: 12-0806 TCX, F: 17-4139 TCX, G: 14-6007 TCX, H: 19-1620 TCX

Men's Colour Forecast A/W 26/27

Brights and complementing tones

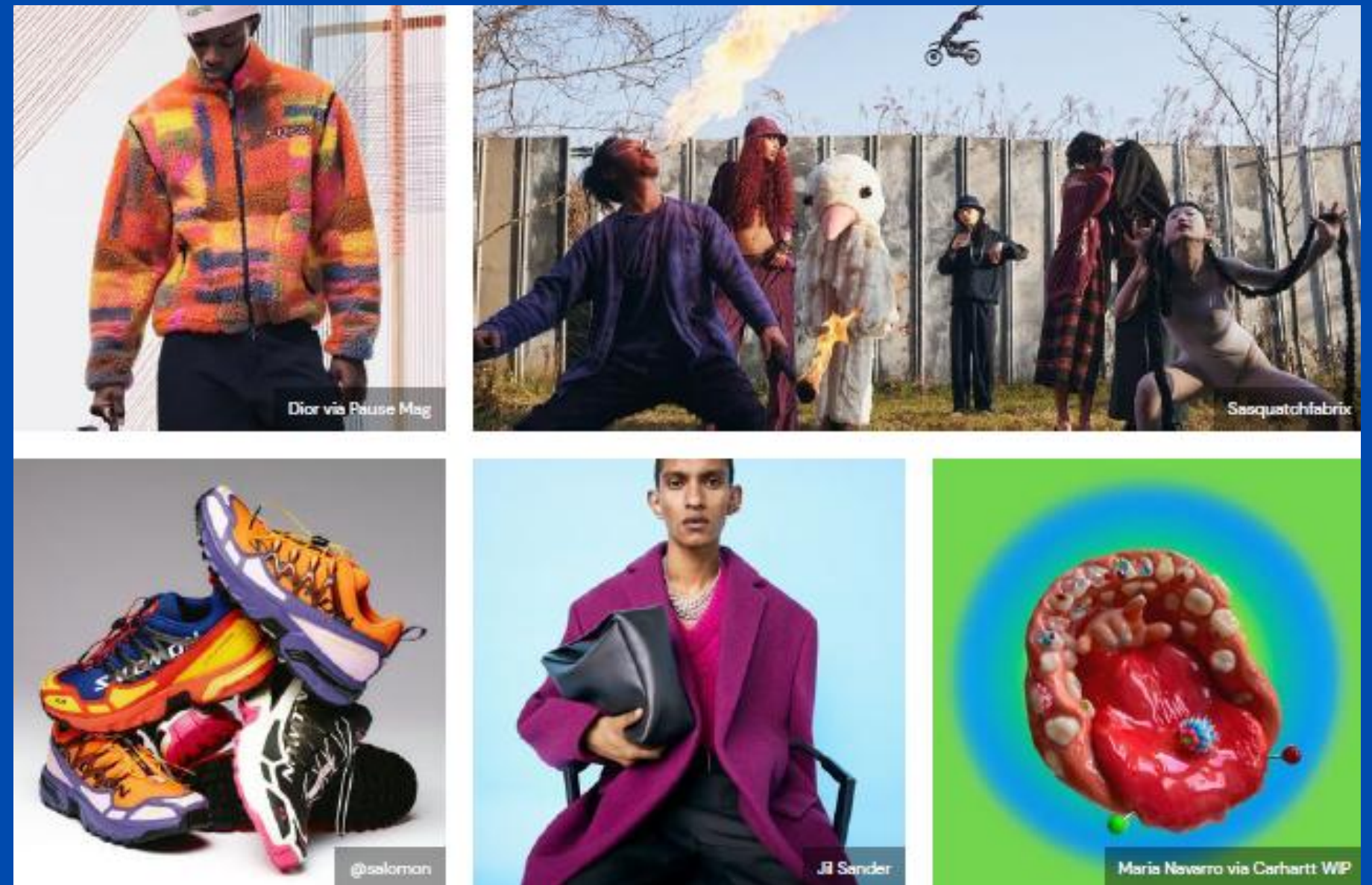
Weird and wonderful hues clash and complement each other in this energetic and creative palette.

Application: use Black as a staple to bind together exciting and dopamine-inducing combinations, such as key colour Fresh Purple and berry shades. Use contrasting and complementary combos

A: Electric Fuchsia	E: Green Glow
B: Raspberry Pink	F: Tranquil Blue
C: Fresh Purple	G: Optic White
D: Black	H: Electric Orange
	I: Lava Red

Coloro - A: 144-57-41, B: 155-52-31, C: 136-32-33, D: 153-19-00, E: 057-82-32, F: 114-57-24, G: 037-93-00, H: 027-66-37, I: 014-48-36

Pantone - A: 17-2624 TCX, B: 18-2133 TCX, C: 19-3536 TCX, D: 19-4203 TCX, E: 13-0540 TCX, F: 17-4139 TCX, G: 11-4800 TCX, H: 15-1157 TCX, I: 17-1558 TCX

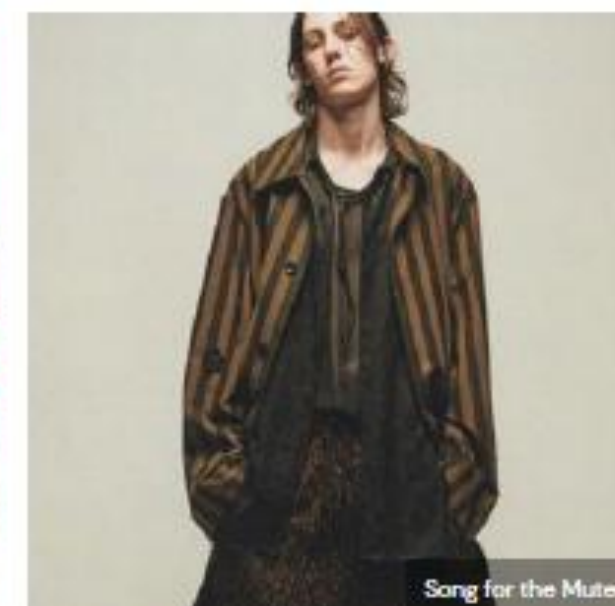


Men's Colour Forecast A/W 26/27

Rich and intense browns

Go beyond retro to dial up ancient richness.

Application: follow brown's gentle evolution, pairing Key Colour Cocoa Powder with Cherry Lacquer and Red Earth to create Tone On Tone palettes for coordinating outfits.



Coloro - A: 159-23-15, B: 019-27-10, C: 037-61-13, D: 017-38-28, E: 008-35-06, F: 033-54-20, G: 024-21-05, H: 022-60-08

Pantone - A: 19-1718 TCX, B: 19-1215 TCX, C: 16-0726 TCX, D: 18-1355 TCX, E: 19-1620 TCX, F: 17-1129 TCX, G: 19-1109 TCX, H: 16-1318 TCX

Men's Colour Forecast A/W 26/27

City greys and pops

This mix of muted shades and glowing colours unearthed from urban landscapes blends the standout with the anonymous.

Application: invest in stealthy greys and drive newness and excitement with unexpected accents of Key Colour Green Glow and Electric Indigo, ideal for outerwear and other casual product types



Coloro - A: 037-93-00, B: 120-32-36, C: 064-75-05, D: 115-52-06, E: 035-73-04, F: 057-82-32, G: 159-77-06, H: 043-65-31

Pantone - A: 11-4800 TCX, B: 18-3949 TCX, C: 14-6007 TCX, D: 17-4018 TCX, E: 14-6408 TCX, F: 13-0540 TCX, G: 13-2803 TCX, H: 16-0838 TCX



Men's Colour Forecast A/W 26/27

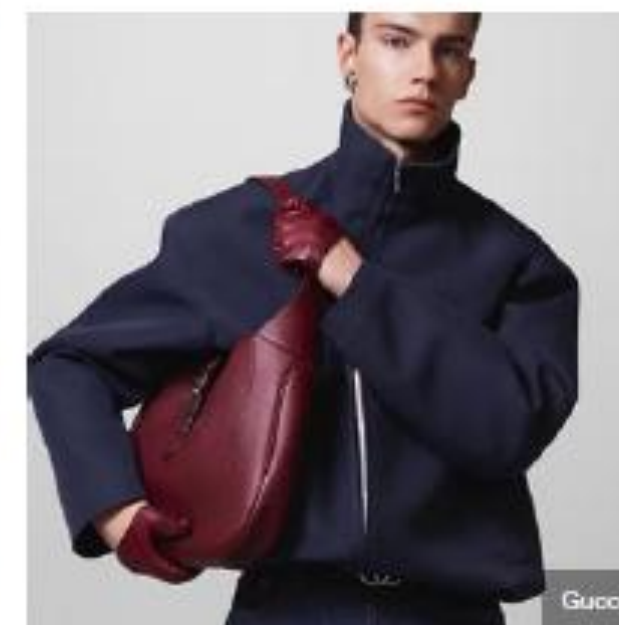
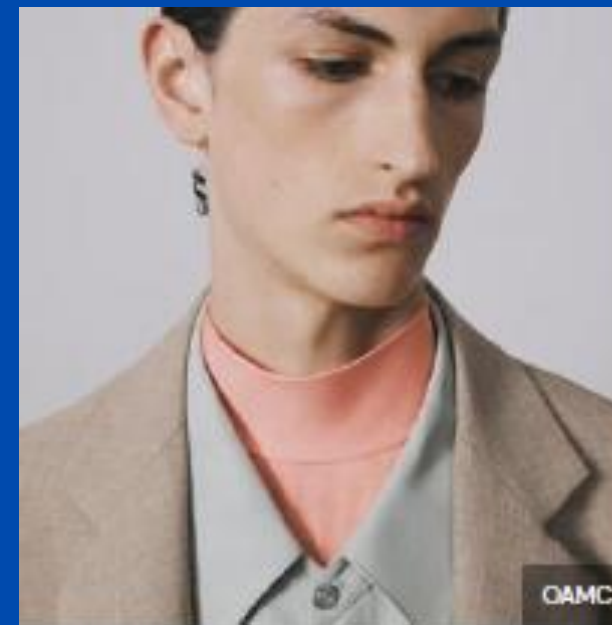
Minimalist classics

This simple and elegant palette is inspired by timeless classics, accented with chic Gelato Pastels and bold Cranberry Juice.

Application: rethink long-term core colours as trend-led fashion statements, with newness coming from the strategic use of pastels like Pink Frost and Blue Aura.



Coloro - A: 159-77-06, B: 117-77-06, C: 022-60-08, D: 118-26-19, E: 037-61-13, F: 120-22-18, G: 008-26-26
Pantone - A: 13-2803 TCX, B: 14-4112 TCX, C: 16-1318 TCX, D: 19-4029 TCX, E: 16-0726 TCX, F: 19-3932 TCX, G: 19-1934 TCX

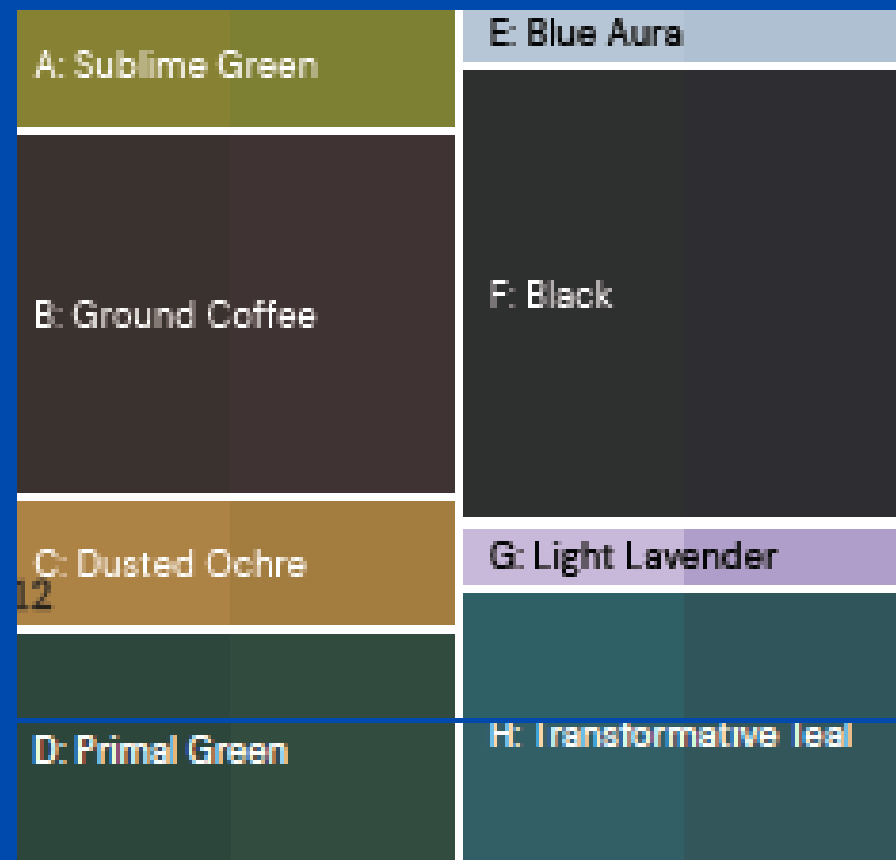


Men's Colour Forecast A/W 26/27

Subdued twilight tones

Inspired by the beauty of nature at dusk, botanical tones are relevant for both occasionwear and utility looks

Application: play on light and dark by applying Light Lavender and Blue Aura accents to dark bases, as part of checks and stripes, as well as all-over prints, trims and details.



Coloro - A: 049-50-23, B: 024-21-05, C: 033-54-20,
D: 072-26-10, E: 117-77-06, F: 153-19-00, G: 134-77-18,
H: 092-37-14

Pantone - A: 18-0537 TCX, B: 19-1109 TCX, C: 17-1129
TCX, D: 19-5920 TCX, E: 14-4112 TCX, F: 19-4203 TCX, G:
15-3716 TCX, H: 19-4517 TCX

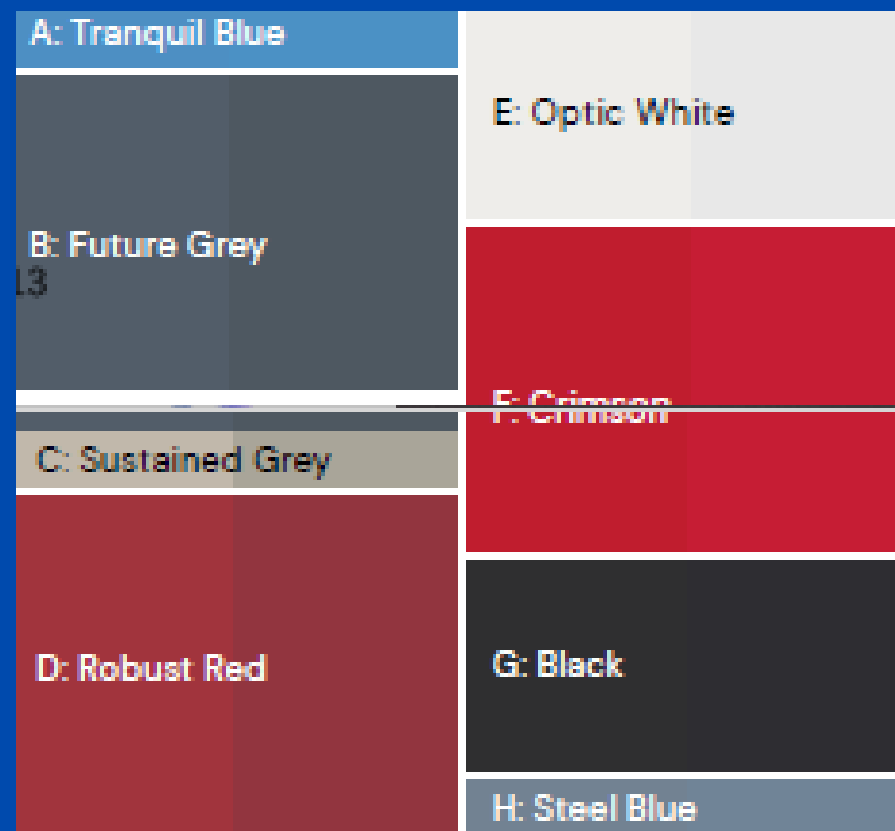


Men's Colour Forecast A/W 26/27

Formal shades with dynamic reds

The powerful combination of black and greyed tones and supercharged bold reds is driving smart and streetwear stories.

Application: across smart and streetwear, use greyed-off colours for outfit-building items, core lines, tailoring and jackets and outerwear, with red and blue shades for woven tops, knits and cut-and-sew items

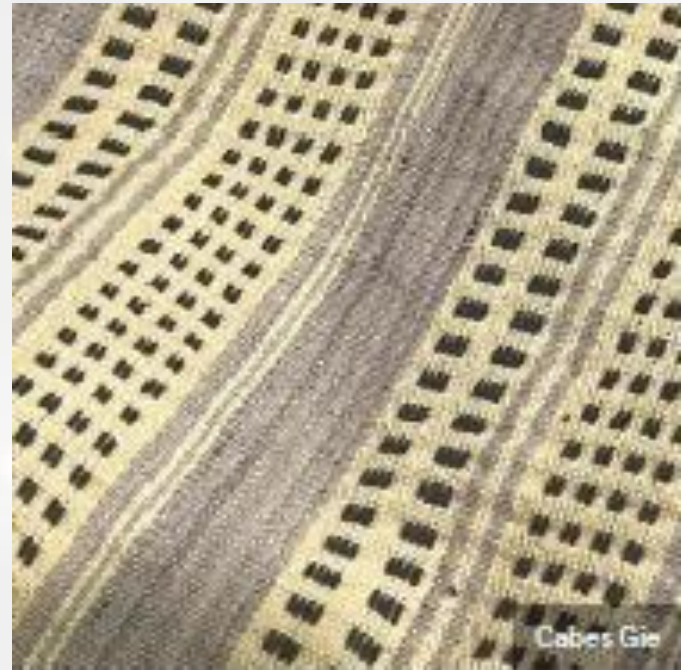


Coloro - A: 114-57-24, B: 115-38-04, C: 035-73-04, D: 010-36-27, E: 037-93-00, F: 010-38-36, G: 153-19-00, H: 115-52-06

Pantone - A: 17-4139 TCX, B: 19-4215 TCX, C: 14-6408 TCX, D: 19-1655 TCX, E: 11-4800 TCX, F: 18-1657 TCX, G: 19-4203 TCX, H: 17-4018 TCX



Textile Sourcing Guide: Men's A/W 26/27



Crafted Artisan

Buying strategies

Fibre and yarn: select natural fibres such as hemp, traceable linen, nettle, GOTS certified, regenerative and recycled cotton and ahimsa silk

Construction and finish: document motifs and patterning that accurately represent regional specificities and traditions. Explore variations of hand-loom stripes and checks, ikat warps, embroidered motifs and mixed media crafted surfaces. Select soil and mineral Tones

Relevant for: shirting, jackets, separates, loungewear, soft accessories

Textile Sourcing Guide: Men's A/W 26/27

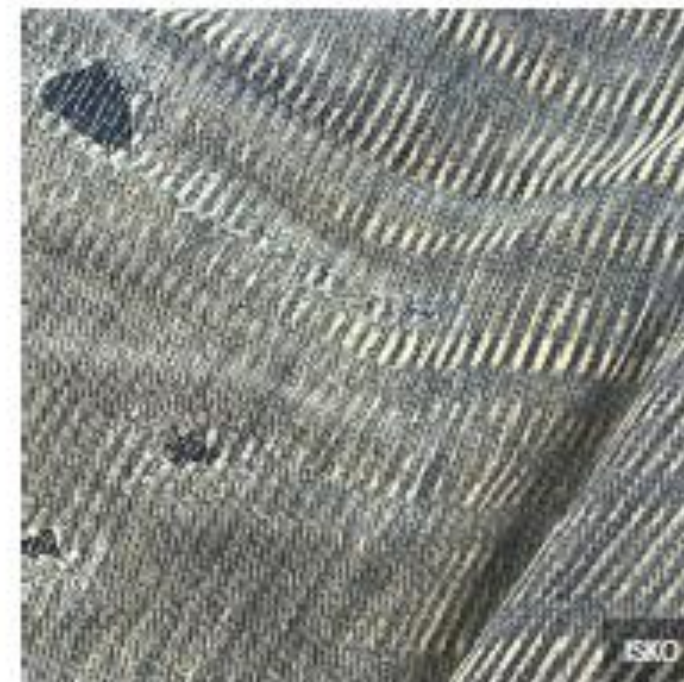
Worn Blues

Buying strategies

Fibre and yarn: favour GOTS-certified, regenerative and recycled cotton, hemp and traceable linen. Use deadstock fabrics as a base for finishing techniques

Construction and finish: explore softened TieDye, Ombre, overdye and laser techniques for naturally aged effects. Work with simple twill, drill and canvas weaves as well as complex Jacquard designs

Relevant for: shirting, jackets, outerwear, bottoms, denim, soft accessories



Textile Sourcing Guide: Men's A/W 26/27

Insulating Softness

Buying strategies

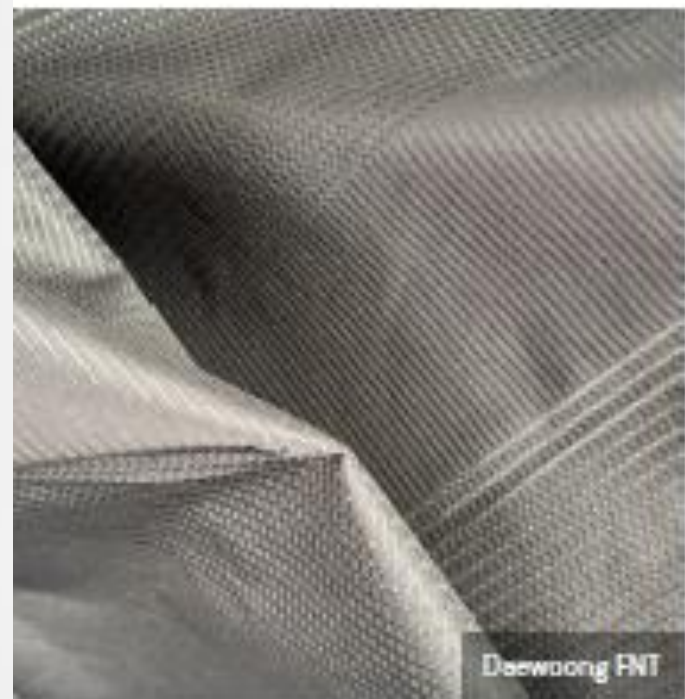
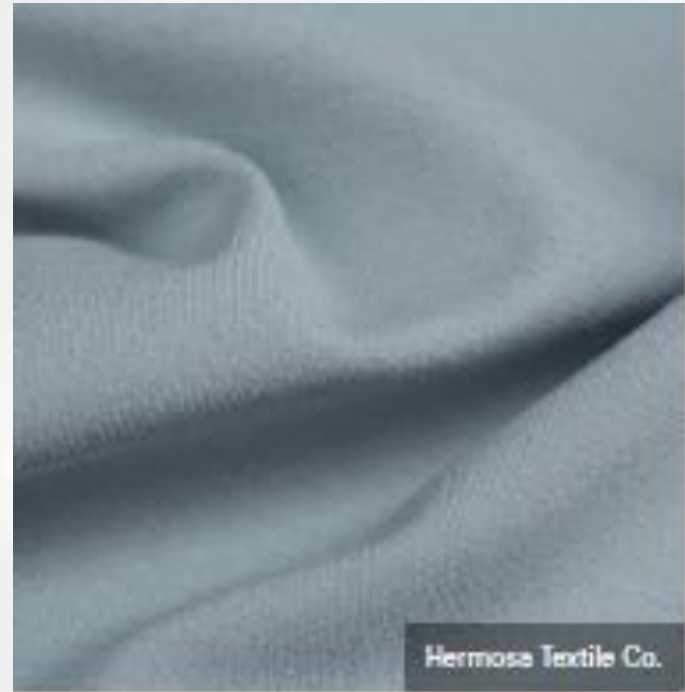
Fibre and yarn: choose RAS alpaca, RMS mohair, RWS and ZQ-certified and recycled wool, traceable linen, hemp, GOTS-certified and recycled cotton, and organic silk. Add micro-marl, jaspé and nep yarns

Construction and finish: develop speckled mélange blurred tweeds in simple twills and herringbones. Use brushed, flocking, felted and washed finishings for SubtleTexture Use corduroy, doublecloth and quilted weaves for dense rib and 3D textures

Relevant for: tailoring, jackets, shirts, outerwear, bottoms, accessories



Textile Sourcing Guide: Men's A/W 26/27



Techminimal

Buying strategies

Fibre and yarn: look for GRS-certified and biodegradable polyester and nylon, with brands such as Newlife, Econyl, Seaqual, Repreve, Amni Soul Eco polyamide 6.6 and Sorona. Explore carbon capture polyesters

Construction and finish: rely on Protective Design with quick-dry, wind- and water-resistant, breathable finishes. Build Subtle Texture through ripstop, mesh-like jacquards and twills. Use peached-like finishes for soft, casual looks and bonded fabrics for reversible designs

Relevant for: shirting, bottoms, jackets, outerwear, premium active, soft accessories

Textile Sourcing Guide: Men's A/W 26/27



Brutalist Luxe

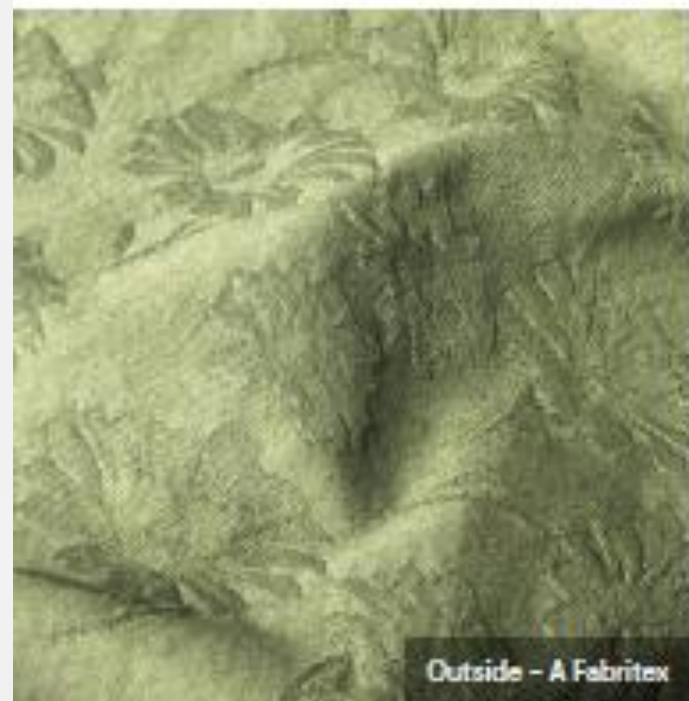
Buying strategies

Fibre and yarn: prioritise micro-marl, jaspé and nep yarns in blends of RWS/ Zqcertified and recycled wool, GOTS-certified cotton, FSC-certified viscose and traceable linen

Construction and finish: ensure gritty Subtle Texture in engineered #Jacquard patterns, playing with different variations of stripes and checks. Select Tone On Tone for quieter City Dressing looks

Relevant for: shirts, tailoring, jackets, outerwear, tops, denim, accessories

Textile Sourcing Guide: Men's A/W 26/27



Richly Opulent

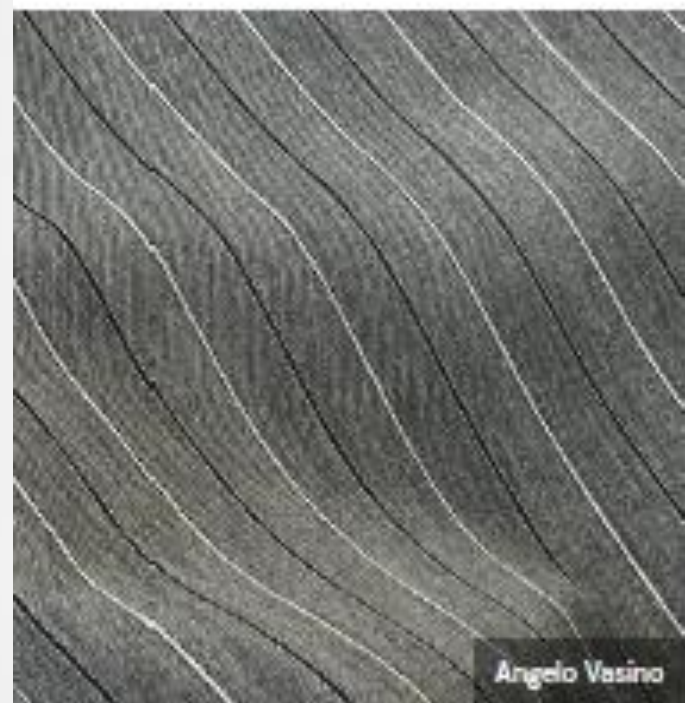
Buying strategies

Fibre and yarn: obtain GOTS-certified and regenerative cotton, traceable linen, hemp, FSC-certified viscose and Tencel lyocell

Construction and finish: combine elements of Dark Romance with Damask-inspired brocades and Paisley Jacquard for intricate, antique-inspired patterning. Keep a casual element to the fabrics for a refined Workwear

Relevant for: shirts, jackets, trousers, denim, separates, soft accessories

Textile Sourcing Guide: Men's A/W 26/27



Industrial Tailoring

Buying strategies

Fibre and yarn: source certified and traceable RWS and ZQ-certified wool blends, combining with GOTS-certified and recycled cotton, FSC-certified viscose and ahimsa silk

Construction and finish: focus on classic tailoring stripes and checks in Tone On Tone pattern with micro-marls and mouliné yarns. Use hybrid fabric mixes for office-to-leisure City Dressing and Work Experience transition, adding easycare, anti-odour and non-crease finishes

Relevant for: shirting, bottoms, tailoring, jackets, loungewear and soft accessories

Textile Sourcing Guide: Men's A/W 26/27



Timeless Retro

Buying strategies

Fibre and yarn: favour recycled and GOTS certified cotton, FSC-certified lyocell, traceable linen, RWS and ZQ-certified wool, and technical GRS-certified nylon and polyester

Construction and finish: create longevity through well-crafted, densely woven constructions that ensure Protective Design weather protection and durability. Incorporate small-scale Heritage Checks, as well as macintosh and gabardine plains, using bonded reversibles and double-cloths for versatile modularity

Relevant for: outerwear, jackets, shirting, tops, separates, soft accessories

Textile Sourcing Guide: Men's A/W 26/27



Organic Nature

Buying strategies

Fibre and yarn: source regenerative and GOTS-certified cotton, traceable linen, hemp and RWS and ZQ-certified wool, blending with GRS-certified synthetics when necessary

Construction and finish: layer earthy tones and textures for an organic look. Explore painted warps, Ombre gradients, laser effects and jacquards for naturally eroded patterning for Elevated Utility and Workwear.

Relevant for: shirting, bottoms, denim, tailoring, jackets, soft accessories

Textile Sourcing Guide: Men's A/W 26/27



Shadow Effects

Buying strategies

Fibre and yarn: look for cupro, FSC certified viscose, Tencel lyocell, GOTS certified cotton, RWS and ZQ-certified wool and ahisma silk

Construction and finish: focus on high contrast, regulated stripes and Pinstripe in rich Shadowy Dark combinations. Stick to simple twill, herringbone and dobby constructions, developing premium matte shine textures for luxe Modern Occasion

Relevant for: shirting, bottoms, tailoring, jackets, soft accessories

Buyers' Briefing: Men's Prints & Graphics

A/W 26/27



#RacerRevival

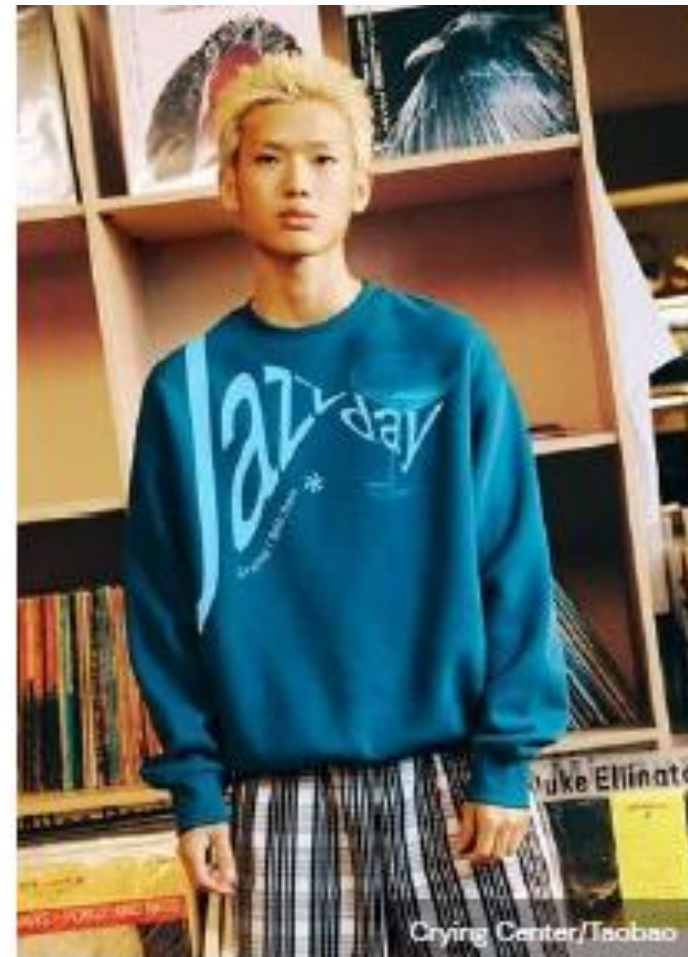
Buying strategies

- Choose vintage #RacerRevival graphics that tap into youth's appetite for nostalgia and racing Slogans that highlight Community Spirit.
- Seek Licensing Collabs items and launch retailer-exclusive designs to drive interest
- Market graphic T-shirts to promote couples dressing, targeting the rising F1 interest among young women.
- Align the drop with the F1 races, like the Las Vegas Grand Prix in November 2026

Relevant for: T-shirts, sweatshirts, polos, knitwear, activewear, jackets, tracksuits, footwear, accessories

Buyers' Briefing: Men's Prints & Graphics

A/W 26/27



Lo-fi Music Graphics

Buying strategies

- Opt for psychedelic rave graphics and key motifs such as cassette, vinyl and CD
- Invest in good-vibe slogans and small chest and pocket placements for broad appeal.
- Simple caps and totes provide entry points to the trend
- Source vintage-style band tops from the 1990s to the 2010s for collectable licensed Merch
- For retailers, organise an in-store music event with the product launch to provide a social media-worthy experience

Relevant for: T-shirts, sweatshirts, shirts, denim, jackets, accessories

Buyers' Briefing: Men's Prints & Graphics

A/W 26/27



#FarmLife

Buying strategies

- Invest in Botanical Camo, unearthed textures for Workwear and outdoor ranges. Opt for natural dyed pieces for eco conscious Gen Z
- Choose small-scale Garden Florals and decorative prints like Paisley for the Out Of Retirement look
- For the conservative market, opt for rustic plaid shirts and trousers in earthy and neutral tones
- Look out for farm animal graphics, such as roosters, cows and sheep

Relevant for: T-shirts, shirts, knitwear, bottoms, denim, outerwear, accessories

Buyers' Briefing: Men's Prints & Graphics

A/W 26/27



Hot Nerd

Buying strategies

- Invest in commercial Smart Stripes and Sartorial Checks for shirts, trousers and suits
- For Gen Z, prioritise Preppy Stripes, self awareness and poetic slogans
- Watch out for book and glasses motifs that capture the Book Club nerdy style

Relevant for: T-shirts, shirts, sweatshirts, polos, knitwear, denim, jackets, trousers, accessories

Buyers' Briefing: Men's Prints & Graphics

A/W 26/27



#PyjamaDressing

Buying strategies

- Invest in timeless stripes and plaids for shirts, bottoms and Luxe Lounge sets that appeal to conservative and mature consumers
- Capitalise on printed dayjamas that can be worn as daywear separates and overshirts for layering
- Source Plush and Towelling pieces for Feel Appeal tactile experience
- Choose cheerful colours for Seasonal Gifting pyjama sets and socks

Relevant for: shirts, bottoms, knitwear, sleepwear, loungewear, coats, socks

Core Item Update: Men's Cut & Sew A/W 26/27

The crew-neck sweatshirt

Design strategies

- Emphasise vintage sportif, collegiate and workwear influences that resonate across markets
- Priorities include regular and relaxed fits, classic rib cuffs and hems, the V-insert crew-neck, collegiate logos and chest and kangaroo pockets. Source mid-heavy, textured-stitch jersey, vintage-look washes, Patchwork and Berry Tones

Kangaroo pocket, collegiate logos



Oversized silhouette, chest pocket-detail



Printed using vintage stencil kits



#Patchwork for one-of-a-kind pieces



Soft Plum



Core Item Update: Men's Cut & Sew A/W 26/27

The T-shirt

Design strategies

- Lean into better Collection Essentials, retro themes and large Graphics suited to all markets
- Design classic, regular, oversized silhouettes. Update mid-heavy weight jerseys in subtle slub yarns and microtextures, retro variegated stripes and faded finishes. Add contrast flatlock stitch detailing, chest pockets and bold placement graphics

Soft, durable, slub flame jersey, classic fit, plain white
T-shirt



Boxy cropped silhouette



Retro stripes



Oversized silhouettes, big graphic prints



Flatlock stitch detailing, heavy-weight jersey



Core Item Update: Men's Cut & Sew A/W 26/27

The rugby top

Design strategies

- The Rugby Top sees retro styles, New Prep and sporty aesthetics are suitable for all markets. Refresh with shorter styles, bold colour updates, contrast trim details and colour-blocking
- Explore shrunken silhouettes for the youth and trend-led market. Regular and oversized silhouettes with mid heavy weight jersey fabrics in plains, mélange and Preppy Stripe

Shrunken, cropped silhouette



Oversized, preppy stripes



#StatementReds. Playful Minimalism



Chambray collar and hidden button placket



Colour-blocking



Core Item Update: Men's Cut & Sew A/W 26/27

The short-sleeved polo

Design strategies

- The polo shirt stays relevant in Smarten Up, retro, prep and blokecore styles, across all markets. Explore tailored and relaxed fits in soft fabric blends and piqué fabrics
- Develop commercial styles with appliqué and embroidered chest logos, sporty stripe trims and breast-pocket details

Cotton wool blend



Applique branding



Pocket detail



Smart polo collar, mother-of-pearl buttons



Stripe placement



Core Item Update: Men's Cut & Sew A/W 26/27

The Henley

Design strategies

- Emphasise Collection Essentials and classic and workwear influenced styles across all markets
- Explore fitted and relaxed silhouettes, ensuring comfort through fibre blends in plain, slubbed, mélange, waffle and rib jerseys

Heavyweight waffle material,
can be worn alone



Chunky knit jersey, various
buttons



1x1 rib, colour-matched
branded buttons, off-white



Layering



#OliveGreens, pairs well
with tactile materials

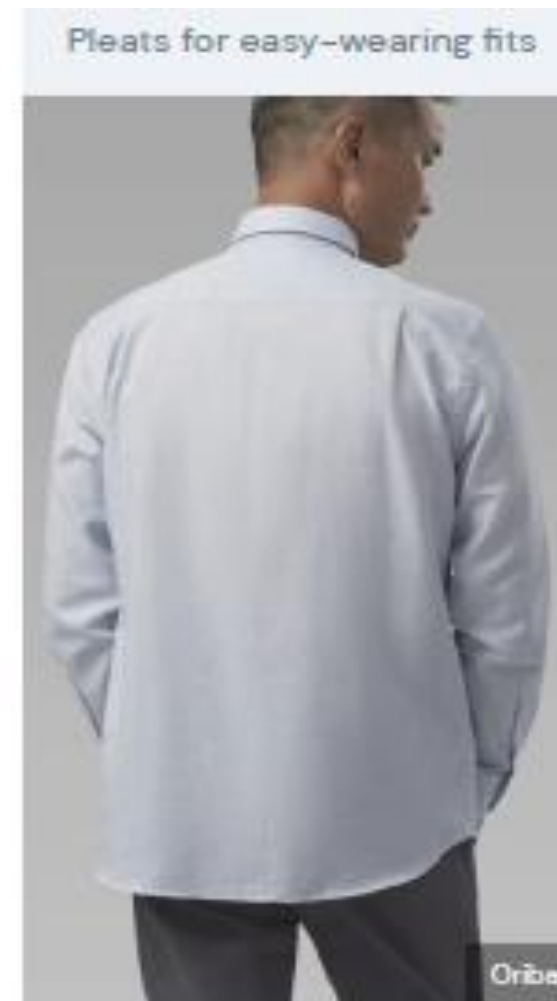


Core Item Update: Men's Shirt & Woven Tops A/W 26/27

The cotton shirt

Design strategies

- Prioritise relaxed fits with a timeless efficiency and minimalist work and leisure styling aesthetic. Boost the aesthetic appeal of entry-level options with subtly unconventional details, like shaped pockets or yokes
- Invest in a palette of minimalist classics that are complemented with retro mid-tones, particularly for updates to Smart Stripes and sartorial checks
- Choose qualities like GOTS-certified organic, Fairtrade- and BCI-certified cotton, prioritising regenerative options as far as pricing and sustainable sourcing allow



Core Item Update: Men's Shirt & Woven Tops A/W 26/27

The linen shirt

Design strategies

- Include linen options in Officewear assortments using mélangé weaves and tailoring patterns to capitalise on lengthening shoulder months
- Position the linen shirt as everyday-wear and as a Travel Friendly option for Off-Season travel
- Use rich hues and twilight tones for occasion-ready pieces



Core Item Update: Men's Shirt & Woven Tops A/W 26/27

The plaid flannel

Design strategies

- While positioning the plaid flannel to capitalise on nostalgic #90sGrunge trends, fueled by the Britpop Revival, use contemporary updates to Heritage Checks to give the style a fresh look
- Minimise the seasonal connotations of the plaid shirt with modular elements that extend its wearing ability into warmer periods
- Use unconventional colour options, crafted stitch details and contrast tactile information to give the style a contemporary edge while maintaining its traditionally masculine look

Crafted stitch and embroidery details



Grungy blurred patterns



#ModularDesign



Relaxed fits to allow #Layering



Retro mid-tones



Core Item Update: Men's Shirt & Woven Tops A/W 26/27

The overshirt

Design strategies

- Invest in Workwear details and styling that have a timeless, masculine appeal, updating them through unconventional colours and tactile elements. For pared-back pieces, use simple weaves and twills in GOTS-certified and recycled cotton or Corduroy, Brushed texture wools and suede for Low Key Luxury options
- Create buy-in opportunities with matching trousers, offering consumers a smart-casual look with hybrid work and leisure styling options. Choose a boxy shape and straight hem for easy Layering



Core Item Update: Men's Shirt & Woven Tops A/W 26/27

The dress shirt

Design strategies

- Stick to best-selling fits that speak to your core consumers' needs. Refresh the assortment with elevating details that subtly imbue the style with a new design language. For core lines, use a palette of minimalist classics whilst introducing luxurious Shadowy Darks for occasion ready pieces that play into nocturnal themes
- To enhance longevity, choose GOTS-certified organic cotton, traceable linen, blends in FSC-certified viscose and GRS-certified polyester. For special occasion-driven pieces, choose materials with a soft drape and Muted Shine



Core Item Update: Men's Denim A/W 26/27

The Wide Leg jean

- Upgrade Wide Leg jeans with clean, dark washes, pleats and trouser styling to capitalise on ongoing Smarten Up and Work Experience themes, which are relevant for the men's and mature markets
- Inject novelty to add youth market appeal, from Trompe Loeil printed denim to Barrel Leg silhouettes and balloon fits cropped at the ankle for shoe styling
- Dirtied, Aged Appeal washes will continue, relevant for Nostalgia stories and authentic workwear themes



Core Item Update: Men's Denim A/W 26/27

The Straight Leg jean

- Update core styles for the men's and mature markets with clean washes, belted waistbands and Raw Denim to play into Smarten Up, Work Experience and Officewear aesthetics
- Twisted seams speak to the mood for skewed denim styling. Temper with clean washes and smart styling for a more commercial interpretation of the trend
- Workwear and Utility influences continue to resonate with consumers, who buy into the timelessness and durability of these styles. Work into carpenter pants, double-knee panel jeans and offbeat panelling



Core Item Update: Men's Denim A/W 26/27

The slim-leg jean

- This silhouette does not offer much innovation. Instead, focus on updating bestselling styles via wash and application, experimenting with Aged Appeal dirtied washes, AcidWash effects and classic Vintage Fades
- Alternatively, explore darker, subversive, moody washes, to harness New Indie themes



Core Item Update: Men's Denim A/W 26/27

The flare-leg jean

- The flare jean is a small, niche part of the men's denim assortment. For maximum appeal, focus on the youth and directional young men's markets. As evidenced at Coachella, consumers are embracing the style as part of 70s and Western-inspired looks
- Stick to classic indigos and Vintage Fades for increased commercial appeal. Merchandise with Denim On Denim styling to capitalise on authentic denimwear looks



Core Item Update: Men's Denim A/W 26/27

The Western shirt

- Simple tweaks will update this classic denim item. Experiment with different yoke styles and pocket flap shapes, from traditional to slanted and Western panhandle
- Refresh silhouettes via wash, finish and details. Vintage Fades, Raw Denim, embellished details and lasered patterns lean into authentic Western jeanswear themes



Core Item Update: Men's Knitwear A/W 26/27

The crew

- Highlight the crew's versatility in timeless designs that provide exceptional softness and durability, embodying Long Lasting Design, inspired by Elegant Comfort and Collection Essentials
- Choose transseasonal yarns and add interest with decorative tweed yarns and a brushed texture, while refreshing with bold colour, subtle stitch updates and popping stripes
- Explore relaxed fits, classic crew necklines and higher mock neck styles. For the youth market, consider incorporating cropped lengths



Core Item Update: Men's Knitwear A/W 26/27

The Cardigan

- Lean into Supreme Comfort, City Dressing and Work Experience trends while capitalising on the enduring appeal of Sartorial Styling, which is perfect for layering
- Develop cosy brushed textures and plains alongside cleaner, precise textured stitches, including ribs, cables and chevrons
- Focus on relaxed and smart silhouettes, alongside slouchy styles for the trend-led market, including a polo neck and shawl collar detail, high-buttoning styles and functional pockets



Core Item Update: Men's Knitwear A/W 26/27

The polo

- Embrace the key trends #PoloPower, Elegant Comfort and themes of prep and retro for all markets
- Incorporate bright and muted hues, colourful Preppy Stripes, brushed textures, piqué and plain jersey fabrics and Subtle Texture stitches such as diamond stitch
- Choose a relaxed silhouette, a rugby-inspired collar with smart button fastenings or a buttonless cutaway tipped collar and fitted rib trims. For the trend-led market, opt for a cropped silhouette



Core Item Update: Men's Knitwear A/W 26/27

The V-neck

- For the V neck, incorporate references from both sporty and preppy styles, along with trends in Work Experience
- Explore brushed textures, #Marls, simple plains, sportif style cables and striking striped details along the trims and neckline
- Depending on your target market, select a fitted, relaxed or slightly oversized silhouette featuring a high or classic V-neckline



Core Item Update: Men's Knitwear A/W 26/27

The turtle neck

- Lean into winter #Layering and Collection Essentials and embrace significant trends Smarten Up, Low Key Luxury and Robust Luxury story
- Utilise fine and mid-gauge yarns with versatile, light yet insulating qualities in plains, ribs and marls. Design for cold weather and outdoor use while capitalising on workwear trends
- Explore sartorial style with slim-fitting and relaxed fits that cater to trend-led markets, along with straight silhouettes and fitted rib trims



Core Item Update: Men's Jackets & Outerwear A/W 26/27

The biker jacket

Design strategies

- Elevate the retro styling of the classic leather jacket with Aged Appeal and Subtle Texture finishes. Use GRS certified zinc, brass or aluminium for Metal Hardware trims
- For youth markets, draw inspiration from our #Y3K story to update Racer Revival jackets with Sportcore and gaming badges
- For mature and conservative markets, choose clean lines, minimal adornment and rich browns or luxurious darks



Core Item Update: Men's Jackets & Outerwear A/W 26/27

The bomber/blouson jacket

Design strategies

- Position bombers and blousons as versatile pieces that serve both work and leisure styling needs. Build on the durability of Leather in rich shades with long-term appeal, like Key Colour Cocoa Powder
- Use contrast collars as a distinguishing feature, either through colour or material mixes. Make collars, especially Shearling or furry options with a cold-weather feel, detachable to extend the jacket's wearability in shoulder months
- In line with Work Ethic trends, incorporate unorthodox shades like Red Earth or Transformative Teal and fabrications like Corduroy and suede into designs



Core Item Update: Men's Jackets & Outerwear A/W 26/27

The gilet

Design strategies

- Build upon the popularity of Elevated Utility aesthetics via Commutility and City Prepper trends to add generous pockets and performance fabrics to gilets
- For entry-level styles, incorporate subtle elevating details like Texture Blocking or updates to quilting designs that don't distract from the piece's core appeal as an easy-wearing collection essential
- Invest in functional shades for core lines while adding pops of brights in fabrics and trims for youth-oriented assortments



Core Item Update: Men's Jackets & Outerwear A/W 26/27

The puffer jacket

Design strategies

- With comfort, practicality and versatility top of mind, design styles equally suited for urban spaces and Outdoors
- Make puffers that are prepared for unpredictable weather conditions, using PTFE water-repellent membranes as a lower-impact option for protective finishes
- Use Contemporary Quilting to add a distinguishing feature or maximalist touch to perennial puffer silhouettes. Explore cropped lengths for youth and directional assortments



Core Item Update: Men's Jackets & Outerwear A/W 26/27

The overcoat

Design strategies

- Create a tailored coat that balances formality and Smarten Up casual dressing to appeal to consumers balancing their work and leisure needs
- Align with Chic of the Norm trends to incorporate bold details, including generous pockets, oversized lapels and contrast collars to refresh perennial styles
- Incorporate a tactile element into designs with Brushed Texture fabrics. Build on the classically masculine look of tailored overcoats with vintage-look and -feel flecked textures



Key Items Fashion: Men's Cut & Sew A/W 26/27

Soft utility crew

Choose durable, textured fabrics and vintage workwear influences.

Design strategies

- Use FSC-certified cellulosic, GOTS and GRS recycled cotton, RWS wool, merino and GRS recycled polyester. PYRATEx® produces a heavyweight jersey crafted from organic and recycled cotton or Circulose
- Source hardworking heavyweight single and double jersey fabrics with insulating qualities, as well as soft brushed-back and loopback French terry. Explore textures including grids, waffles, high-pile fleece handles, marls, fabric and colour-blocking
- Design a regular fit, boxy silhouette with raglan sleeves. Include a stitched V insert, raw seams, overlock stitching, elbow stitches and classic ribbed cuffs, hem and neckline. Use Contrast Trims, Top stitching and washed-out Distressed Textures



WGSN Original CADs/Flats

Key Items Fashion: Men's Cut & Sew A/W 26/27

#Clubhouse hoodie

Create a hoodie that captures #Clubhouse style, featuring bold graphics and a retro design.

Design strategies

- Use FSC-certified cellulosic, GOTS and GRS recycled cotton, recycled polyester and linen
- Source heavyweight single and double jersey fabrics, brushed-back and loopback French terry. Explore slub effects, Preppy Stripes and unique fade-out effects
- Create a regular or oversized silhouette with a longer retro ribbed waistband. Include a kangaroo patch pocket or two front-angled pockets along with a wider 'V' insert. Add piping details, #Letterman badging, collegiate logos and drawstring cord



WGSN Original CADs/Flats

Key Items Fashion: Men's Cut & Sew A/W 26/27

#CityDressing half-zip top

Design a refined half-zip top for #CityDressing that highlights versatility and comfort, inspired by Sport Smart trends.

Design strategies

- Use GOTS and GRS-recycled cotton, RWS wool, FSC-certified cellulosic and recycled polyester
- Source mid-heavyweight single and double jersey fabrics, brushed-back, loopback French terry and vintage loopwheel techniques. Explore various effects such as slub, vintage marls, ribs, Clocqué, plush fleece and terry towel textures and plain fabrics
- Opt for a minimalist design with a tailored fit, relaxed drop shoulder, high stand-up collar and metal zip fastening. Add interest to plain styles with #Letterman badging and collegiate logos



Key Items Fashion: Men's Cut & Sew A/W 26/27

Retro rugby top

Offer a rugby shirt featuring a retro style with classic preppy stripes in timeless tones.

Design strategies

- Choose GOTS and GRS-recycled cotton, RWS merino, recycled polyamide and polyester or FSC-certified cellulosic
- Source mid-heavyweight single and double jersey fabrics and interlock jersey
- Opt for the traditional rugby silhouette, oversized or slightly cropped, with a smart white collar and zip finish
- Create sharp preppy stripes using classic colours and varied layouts. Incorporate micro-mélange yarn for a vintage touch



WGSN Original CADs/Flats

Key Items Fashion: Men's Cut & Sew A/W 26/27

Graphic T-shirt

Embrace the nostalgic T-shirt designing with vibrant logo patterns that connect like-minded communities.

Design strategies

- Use GOTS and GRS-recycled cotton, FSC certified cellulosic, modal, hemp, bamboo and GRS recycled polyester
- Select lightweight-medium jersey fabrics in plain and vintage marls
- Design a relaxed or regular fit, ribbed crewneck, short sleeves and print on the front and back. Create souvenir-style and local pride T-shirt graphics influenced by the aesthetic and sportswear, echoing the #NotSoQuietBranding movement



Key Items Fashion: Men's Shirts & Woven Tops A/W 26/27

The commuter-friendly office shirt

Shirt styles with fabric choices and details offer commuters practicality and comfort in changing weather conditions.

Design strategies

- Build practicality into designs with pockets that can be closed to make them weatherproof. For relaxed fits that aren't required to be tucked in, add a drawstring and toggle detail to the hem to prevent flapping around in windy conditions
- Choose simple weaves in GOTS-certified organic cotton, traceable linen and blends in FSC-certified viscose and GRS-certified polyester. Add value via eco-friendly, quickdry, anti-bacterial and Weather Resistant finishes
- Embrace a palette of minimalist classics and city greys to reinforce the design approach that these shirts are Classics

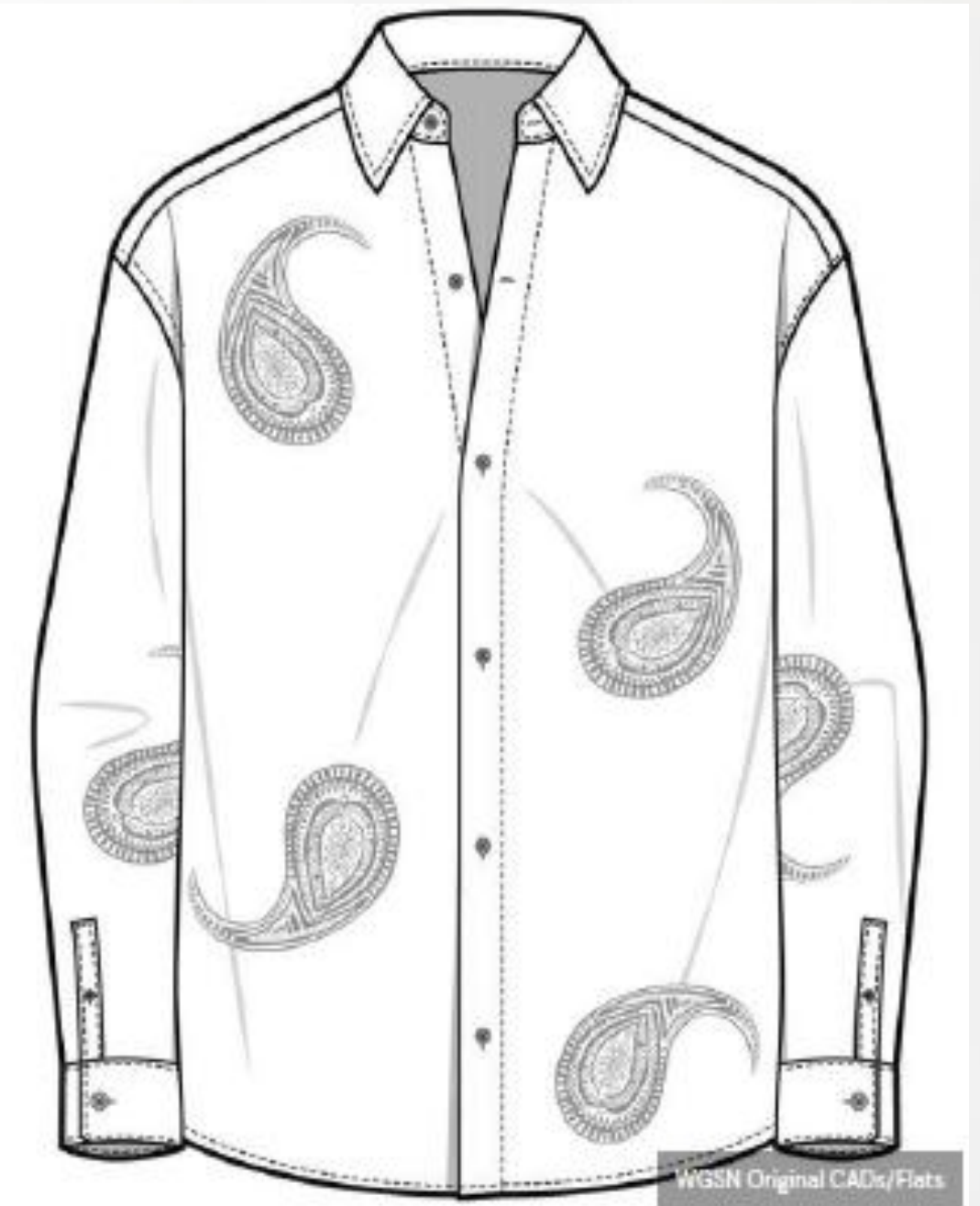


Key Items Fashion: Men's Shirts & Woven Tops A/W 26/27

The Modern Heritage shirt

Design strategies

- As with any story referencing global heritage, cultures or practices, consult with the relevant communities and avoid cultural appropriation
- Apply motifs and patterns with methods best suited to a desired price point. For higher prices, choose Rustic Embroidery and specialised hand-finished techniques, or for lower prices, block prints
- For entry-level pieces, choose Texture Blocking or printed Material Mix for the collar, cuffs, yoke or pocket flaps
- Adopt a palette of rich, rustic hues that can be complemented with pops of brights and mid-tones



Key Items Fashion: Men's Shirts & Woven Tops A/W 26/27

The Off-Season #ResortShirt

Back the #ResortShirt as an essential part of Off-Season travel collections and an emerging autumnal styling staple.

Design strategies

- Incorporate Tone On Tone details in the design, either through Fabric Manipulation— like flipping the direction of pintucks to create a fluid sculptural effect, texture blocking, embroidery or pared-back trims
- Choose breathable, natural fabrics like Linen for this shirt. Consider different weights for different climates, keeping regional fluctuations in mind
- Embrace an autumnal palette with a long term seasonless appeal, using subdued tones and rich, earthy hues



Key Items Fashion: Men's Shirts & Woven Tops A/W 26/27

The quirky buttondown

Draw inspiration from the Everyday Distortions trend to add unexpected, playful details to otherwise classic shirt silhouettes, balancing longevity with a fresh design approach.

Design strategies

- Incorporate surprising details into standard shirt elements such as collars, pockets, cuffs and hems
- Focus on a maximum of one or two unique features per garment, avoiding excessive embellishment
- Offset core colours with pops of complementing brights as accent features or in hidden trims like collar tape
- For mature or conservative markets, incorporate subtle Tone On Tone elements or details, like outré buttons hidden beneath a placket



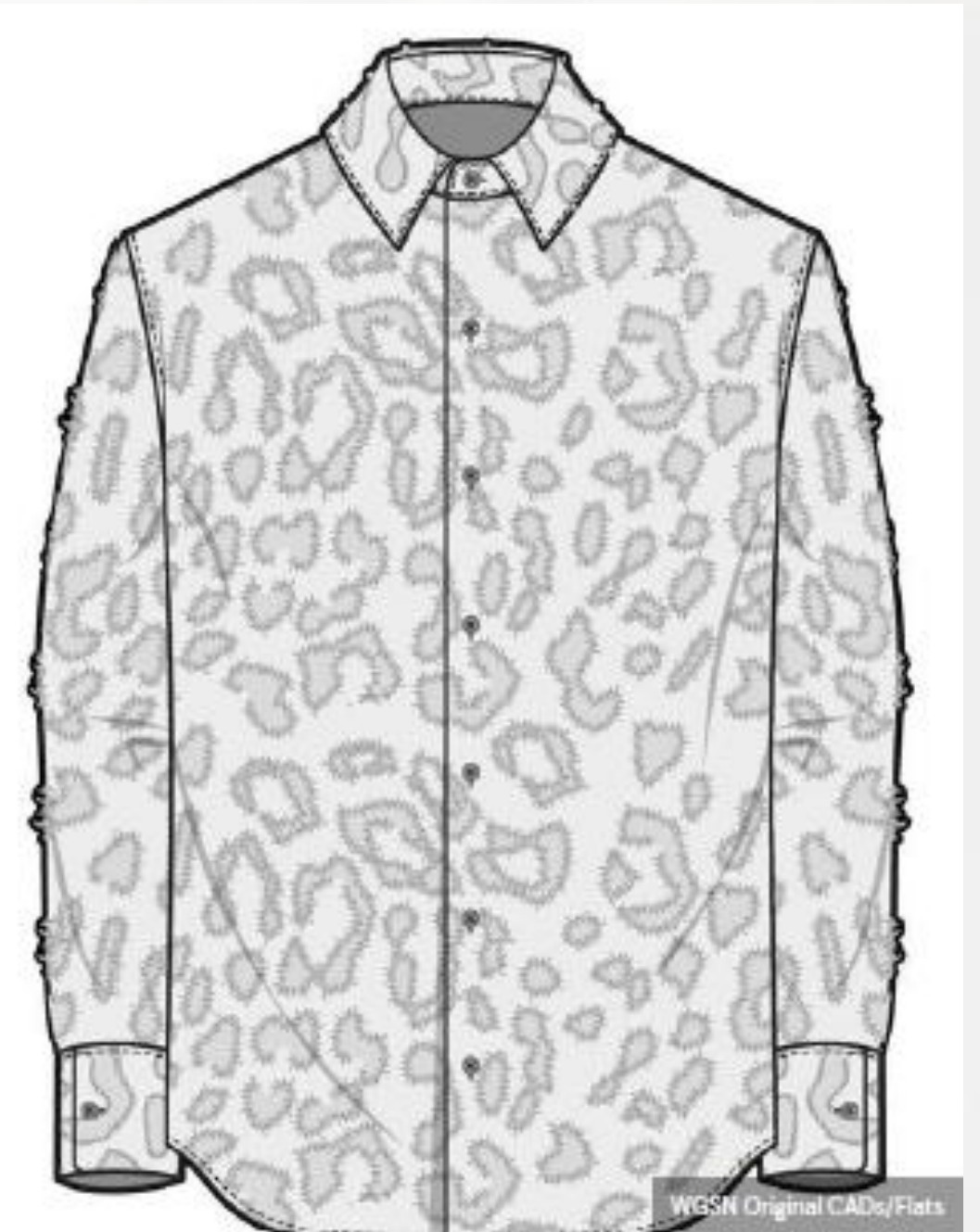
Key Items Fashion: Men's Shirts & Woven Tops A/W 26/27

The Secret Tryst dress shirt

Secret Tryst themes evolve the sultry allure of Nocturnal aesthetics with a slightly more straightforward design approach that utilizes tactility and trim as decorative elements.

Design strategies

- Loose and tailored fits are equally essential for this style, so adapt volume to best suit your core market and design philosophy
- Add textural enhancements through fringed and frayed edges or plush fabrics like Velvet. Balance this with silky fabrics with a fluid drape for their Muted Shine
- For printed variations, incorporate Tone On Tone options with shadowy effects
- Embrace black and a range of Shadowy Darks from A/W 26/27 menswear palettes for this style



Key Items Fashion: Men's Trousers A/W 26/27

The barrel-leg trouser

This item capitalises on the demand for wider silhouettes, textured materials and rugged utility.

Design strategies

- Embrace the desire for options in the trouser category as wider silhouettes start to bear character with this rounded and full leg
- Stop the hem at the ankle to reach a broader market and lean into the Utility Details theme for a military feel
- Use mini-slub yarns for subtle texture in luxe RWS and ZQ-certified merino wool, a robust and reliable textile
- Aligned with our Unerathed story, a desire for a simpler life yields billowy and rugged utilitarian fits like the barrel-leg



Key Items Fashion: Men's Trousers A/W 26/27

The slouchy trouser

Redefine the Work Experience theme with relaxed tailoring, elevated materials and the quiet power of thoughtful styling.

Design strategies

- Choose a flat front for a casual and work appropriate iteration, or pleats and drape for a directional look, as this item is all about length and volume in proportion
- Use premium fabrics with drape and body, at a medium to heavy weight, to emphasise comfort while maintaining structure
- The art of dressing up is a form of power. Bring this to market with impactful styling and reimagine how men will show up to work



WGSN Original CADs/Flats

Key Items Fashion: Men's Trousers A/W 26/27

The baggy cargo pant

Blend a personal design ethos with modern practicality and sustainability for a balanced, bold silhouette.

Design strategies

- As Elevated Utility themes continue to gain traction, offer a sartorial-looking technical plain or stripe textile that aligns with the City Dressing look
- Explore functional and industrial hues and draw from the Work Ethic story for a directional yet commercial approach
- For a novel and intriguing sustainable approach, use deadstock inventory fabric for small runs that pack a punch
- As consumers begin to define their personal looks, leverage the interest in baggier silhouettes and create a cargo pant consistent with your brand's aesthetic and details



WGSN Original CADs/Flats

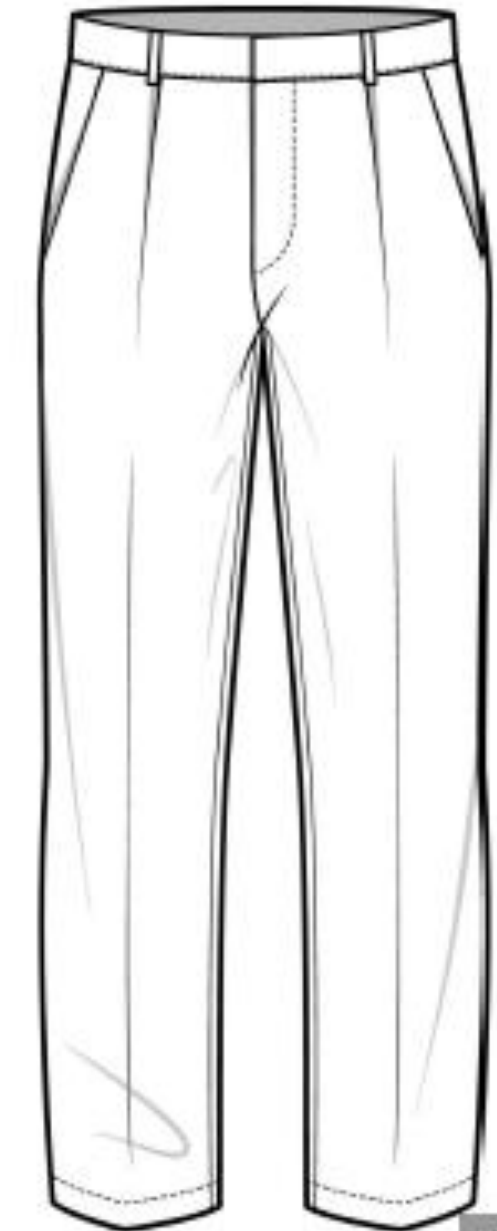
Key Items Fashion: Men's Trousers A/W 26/27

The cropped pleated trouser

Bring a boxy, relaxed look to everyday wear, combining timeless shapes with subtle textures and trend-led updates.

Design strategies

- Add a crop and a pleat to your bestselling shape. Ensure it is straight through the leg, boxy and relaxed. Make it appropriate for year round wear
- Rebrand long-term core colours as trend-led fashion statements, aligning with minimalist classics for a modern take on everyday wear.
- Source innovative textiles and look to Brushed Warmth collection of materials for Subtle Texture



WGSN Original CADs/Flats

Key Items Fashion: Men's Trousers A/W 26/27

The flared-leg trouser

Reimagine a 70s classic with modern materials, flexibility in fit and smart updates.

Design strategies

- Versatile in fit but defined in cut, flared-leg trousers should be a modern take on the 70s classic. Match your fit with your base for a familiar yet refreshed look
- Use GOTS-certified and recycled cotton in a medium weight for a classic Western version, or tone-on-tone small-scale checks and gingham for a smarter approach
- Choose formal shades like Sustained Grey and Future Grey. Use flexible hues that will pair well with men's existing wardrobes



WGSN Original CADs/Flats

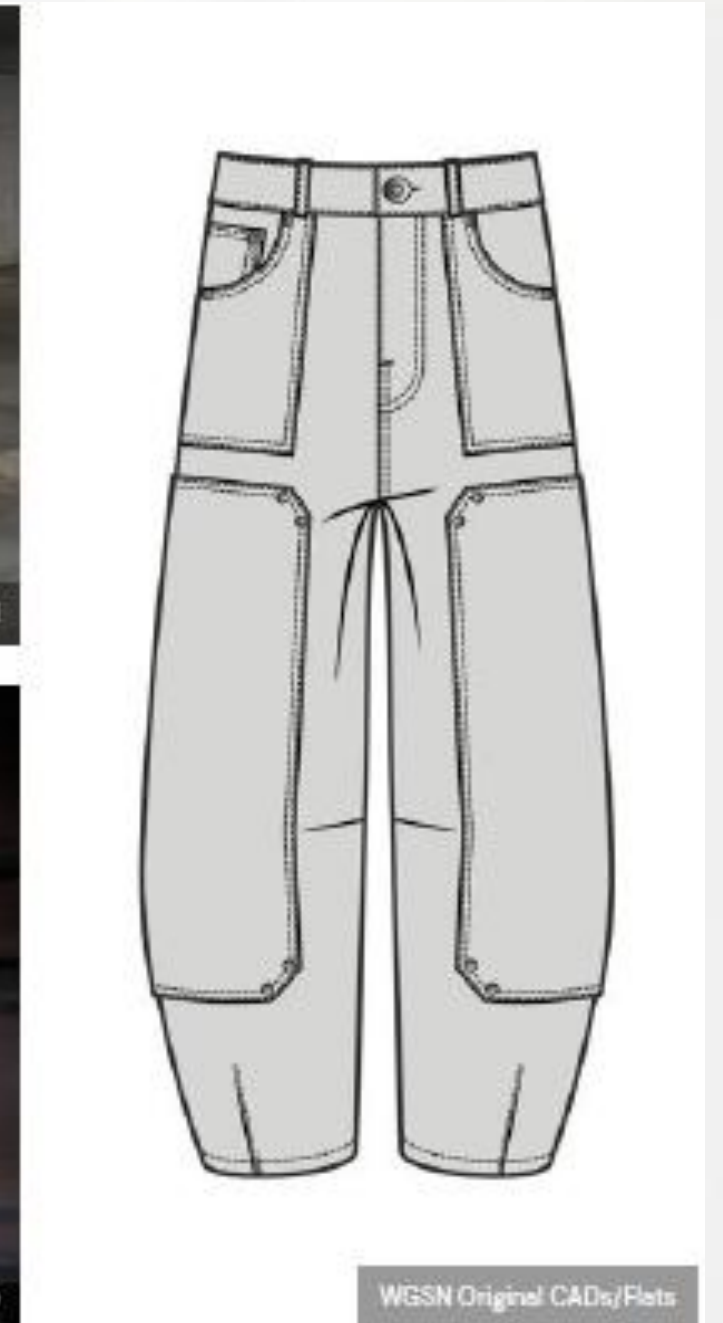
Key Items Fashion: Men's Denim A/W 26/27

The utility balloon jean

Barrel Leg and balloon style fits are gaining traction, bringing newness to the Wide Leg category, particularly when combined with the enduring appeal of workwear aesthetics.

Design strategies

- Adopt classic five-pocket jean styling, designing wide, balloon-leg silhouettes with a darted bottom hem for a tapered effect
- Explore Low Rise's for the youth market. According to the youth-insights app Cafeteria, 52% of US teens prefer a low-rise
- For increased commercial appeal, opt for a mid-rise, relaxed fit for the menswear and mature markets with moderate volume
- Add Work wear-driven details that promote durability and timelessness. Adopt carpenter pant styling, working into double knee panels and reinforced pockets
- To support durability, use GOTS-certified, regenerative and recycled cotton, traceable linen and hemp and explore classic twill and canvas constructions



Key Items Fashion: Men's Denim A/W 26/27

The offbeat pocket shacket

Update the transseasonal shacked with offbeat details to add excitement.

Design strategies

- The Work wear jacket is a key catwalk item for A/W 25/26, and its influence will build into A/W 26/27 as consumers seek versatile, long-lasting pieces that offer greater value
- Design into slightly oversized, button through, drop-shouldered shirt or shacked shapes. Alternatively, explore chore jacket silhouettes and weights for a heavier, outerwear feel
- Refresh this transseasonal favourite via pocket styling, playing with mismatched sizes, shapes and unexpected placements to create novelty
- Create offbeat design details via the perfectly imperfect wash effects highlighted in our Reclaiming Imperfection forecast theme



WGSN Original CADs/Plats

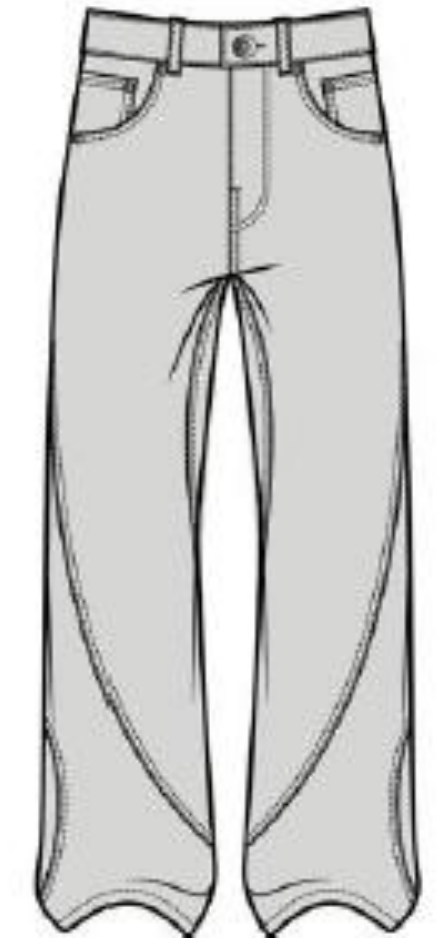
Key Items Fashion: Men's Denim A/W 26/27

The skewed seam straight leg

Warped and twisted design details inspired by Surrealism update the classic Straight Leg jean.

Design strategies

- Design into Straight Leg jean silhouettes with a relaxed fit, opting for classic straight cuts for the menswear and mature markets and experimenting with wider straight leg cuts for the youth market
- Be inspired by our forecast story Skewed Separates to refresh shapes, playing with twisted seams, panelled constructions and warped design details
- For the youth market, play up the constructions with washes inspired by the era, including vintage blues and the dirty, Aged Appeal finishes
- For the menswear and mature markets, opt for a more conservative approach. For a more elevated look, play with twisted outer seams in clean washes



WGSN Original CADs/Flats

Key Items Fashion: Men's Denim A/W 26/27

The #Utility #BomberJacket

Driven by global warming, commuting lifestyles and a need for added value, weather-proofed denim for winter provides new opportunities.

Design strategies

- Climate change and evolving office policies drive the need for practical and versatile outerwear that works for the daily commute,
- Work into zip-through anorak and Bomber Jacket silhouettes, exploring boxy shapes with drop shoulders and elasticated waistbands. Experiment with Utility Details, including Funnel Necks, patch flap pockets and detachable elements, such as a hood
- Embed functional performance benefits, such as waterproofing, via construction or water-repellent coated finishes, into silhouettes with streetwear crossover appeal
- Consider using accessible fastenings and openings, such as poppers, Velcro and zip fastenings with large ring pulls, to make dressing more manageable for people with restricted movement or lack dexterity. Widen neck openings or design raglan sleeve openings with easier arm access



WGSN Original CADs/Flats

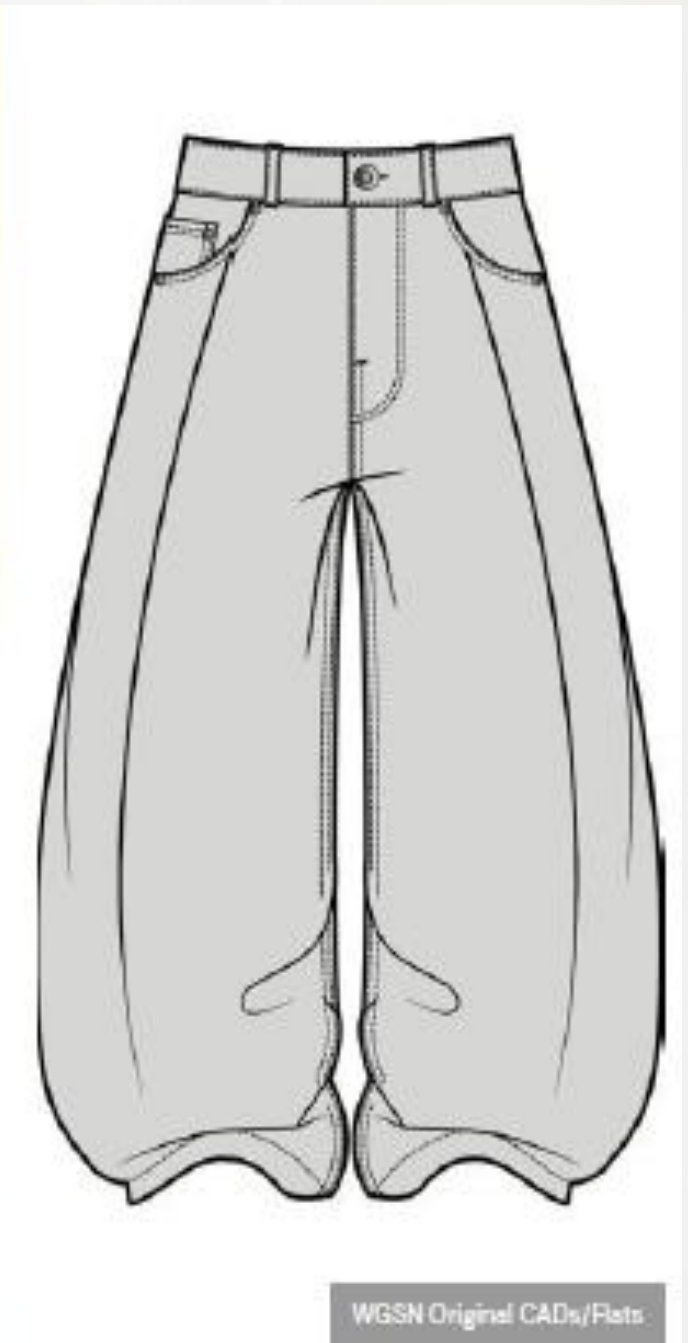
Key Items Fashion: Men's Denim A/W 26/27

The super-volume jean

The Wide Leg jean doubles as the leading men's fashion fit, refreshed via supersized volume.

Design strategies

- As young men continue to experiment with their style, statement jeans, created via either silhouette or surface decoration, become an entry point into bolder looks
- Super Wide Pants silhouettes reference the extreme baggy shapes last popular in the 90s and are primarily aimed at the youth and directional young men's markets. Design into less baggy, more streamlined Wide Legs to appeal to menswear and mature customers
- Play with mid to Low Rise styles in relaxed fits, with slightly curved, bowed leg silhouettes and a longer length to create stacked hems. Add pleated details to emphasise volume



WGSN Original CADs/Plats

Key Items Fashion: Men's Knitwear A/W 26/27

#SartorialStyling knit jacket

Create a refined knit jacket that reflects Smarten Up trends while ensuring Supreme Comfort, protection and

Design strategies

- Develop mid-chunky gauges and a heavier fabric feel using conventional and marl yarns. Choose durable, weather-resistant options
- Source GRS-recycled or bio-based polyamide, biodegradable or GRS-recycled polyester and natural fibres like wool, hemp, BCI or GOTS-certified cotton, RWS wool, Merino wool and cashmere
- Incorporate smart knit stitches, plains, ribs, Marl blends, honeycomb and cables
- Create relaxed fits for easy layering. Use a shawl, traditional collar, stand-up collar or crew neckline with ribbed cuffs and hem. Incorporate a two-way zip or buttons for closures and include pockets for functionality



WGSN Original CADs/Flats

Key Items Fashion: Men's Knitwear A/W 26/27

Comfort polo

Design a smart-casual knitted polo that features tactile and cosy finishes for an Elegant Comfort design.

Design strategies

- Engineer mid-chunky gauges and use conventional, tactile, brushed soft bouclé yarns
- Source RWS merino, RAS alpaca, RMS mohair, SFA or GCS cashmere for wools. Look to BCI, GRS or GOTS-certified cotton, linen and GRS-recycled polyamide and polyester
- Explore simple checkerboard and scaled-up grids, ribs and half-cardigan stitches and plains with textured yarns
- Design a long-sleeve regular-fit polo with rib trims and a buttonless neckline, or a quarter-zip style with buttons



WGSN Original CADs/Fists

Key Items Fashion: Men's Knitwear A/W 26/27

#ElevatedOutdoors roll-neck

Develop a roll-neck for cold weather and outdoor lifestyles.

Design strategies

- Engineer mid-chunky gauges and use conventional and flammé, nepped, snarl, Marl, space-dye and mélange yarns, focusing on warm, durable and weather resistant properties
- Use eco-friendly, weather-resistant coatings like Trimalhas, which offers durable, water repellent finishes made from natural plant extracts
- For a machine-washable option, use BCI, GRS, or GOTS-certified cotton. Also consider RWS wool, cashmere, merino, hemp, linen and GRS-recycled materials
- Explore plains, ribs and half-cardigan stitches, cables, waffle and marls
- Create relaxed and slouchy fits that allow for layering, with wider 4x4 rib roll neckline and 2x2 rib cuff and hem



Key Items Fashion: Men's Knitwear A/W 26/27

Textured crew

Design a versatile crew-neck sweater that emphasises simplicity and showcases stitch texture.

Design strategies

- Engineer mid-fine gauges and use quality conventional yarns
- Source RWS and ZQ-certified wool, BCI, GRS or GOTS-certified cotton, cashmere and soft lyocell tencel
- Refresh with Subtle Texture stitches, including checkerboard and scaled-up grids, diagonal and regular basket stitch, cables, waffle, ribs, half-cardigan stitches and corduroy effects
- Design a boxy, dropped-sleeve, loose silhouette, slightly cropped body length, versatile crew-neck and ribbed trims



Key Items Fashion: Men's Knitwear A/W 26/27

#CityDressing half-zip

Offer a half-zip jumper suitable for on-the go City Dressing.

Design strategies

- Engineer mid-chunky gauges and use quality conventional yarns, Marl, space dye, mélange yarns, tactile brushed and soft bouclé yarns
- Source RWS, ZQ, or GOTS-certified wool, merino wool, BCI and GRS-certified cotton, cashmere and recycled or bio-based polyamide and polyester
- Create a relaxed boxy-fit silhouette with a ribbed retro neckline, zip collar and ribbed cuffs and hem
- Explore marls, tonal stripes, ribs, half cardigan and fisherman ribs



WGSN Original CADs/Flats

Key Items Fashion: Men's Jackets & Outerwear A/W 26/27

The heirloom aviator

Using luxurious, durable leather and plush trim, create investment-worthy styles that can be kept as heirloom pieces or hold their value for resale.

Design strategies

- Embrace longevity and play into retro aesthetics with Aged Appeal and Distressed Texture leather that has a Livedin look
- Draw inspiration from Chic of the Norm trends to use Shearling, or fleece for lower price points, not only for its comfort and warming properties, but as an upgrading design feature
- For durable functionality and design aesthetics, source chunky metal zips and classic, vintage-look buckles in GRS certified zinc, brass or aluminium
- Select a palette of sophisticated, Low Key Luxury tones, including rich browns, to ensure long-term appeal



Key Items Fashion: Men's Jackets & Outerwear A/W 26/27

The City Prepper field

Unpredictable weather conditions and a return to office settings precipitate the need for performance-quality pieces for commuters and travellers.

Design strategies

- Reinterpret the Field Jacket as a Future Commuter essential, building on its practical utility features with performance fabrics
- Make the style practical and comfortable for commuters with quick-dry, wind-and-water resistant fabrics and finishes
- Incorporate a Funnel Neck and detachable hood to protect the wearer from adverse weather conditions. Add a playful feature with asymmetric pocket placements or composition
- Embrace a palette of functional and industrial hues for their practical and commercial value



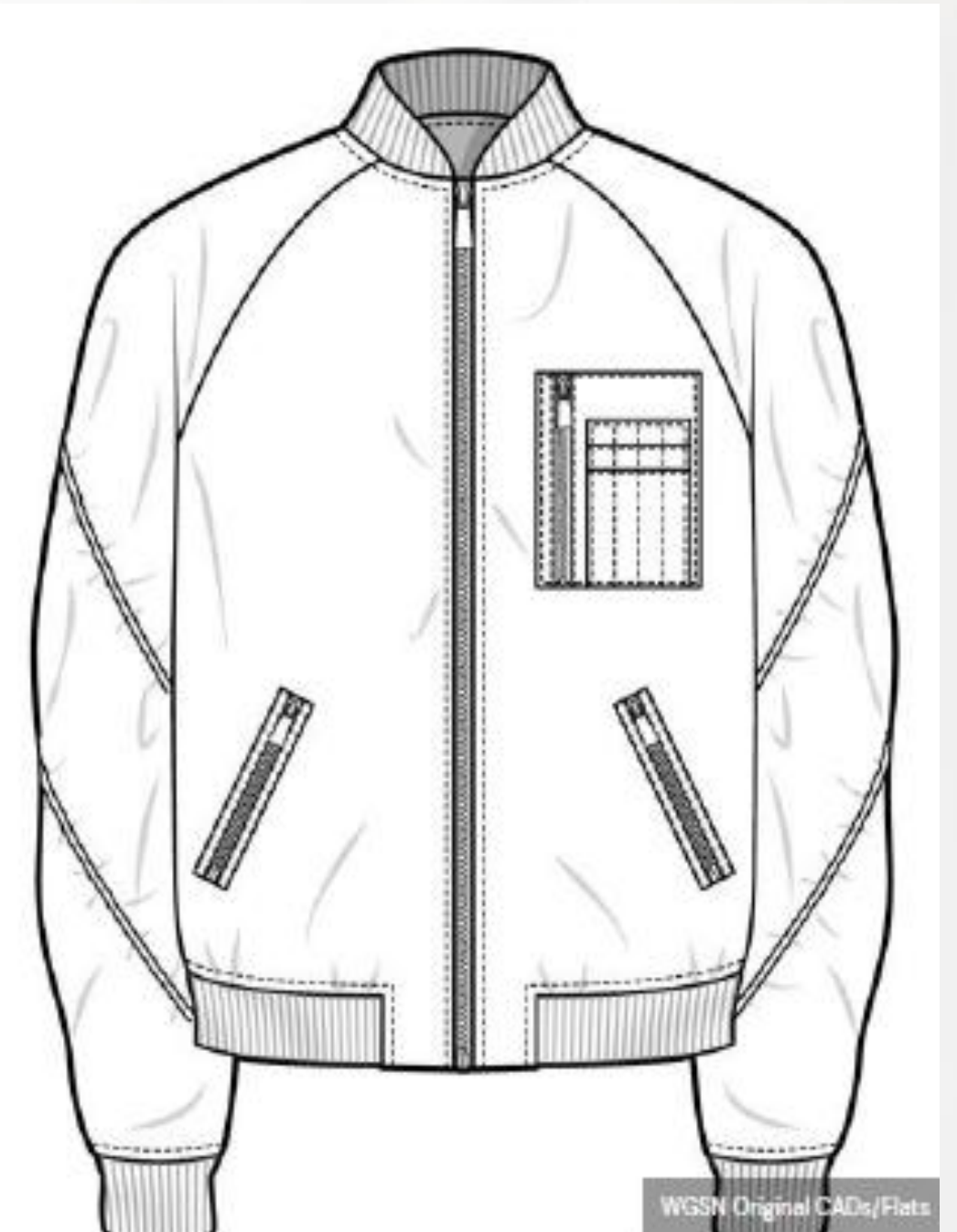
Key Items Fashion: Men's Jackets & Outerwear A/W 26/27

The Gotham Core bomber

Lean into the dark and moody aesthetics of the bomber jackets a gritty, subversive look.

Design strategies

- Evolve the Smarten Up looks of bomber jackets with a harder, almost gothic aesthetic
- Use Ruching and gathers across body panels to create armour-like Sculptural Form and provide depth to Black With Black designs
- Incorporate tactility into designs with Material Mix and Texture Blocking
- Infuse metallic film or threads into zips and other trims to introduce a shimmer effect into designs
- Complement black with a palette of Subversive Darks



Key Items Fashion: Men's Jackets & Outerwear A/W 26/27

The desk-to-destination Harrington

Capitalise on lengthening transitional selling periods with lightweight jackets that are ideal for contemporary office wear and easily packable for travel.

Design strategies

- Breathable, natural fabrics are key for this style. Look to Linen for premium assortments or simple cotton weaves for entry-level options.
- Create buy-in opportunities with coordinating pieces
- Incorporate a mixture of pockets into designs to make it Travel Friendly
- Be mindful that these jackets are meant for travel, transitional wear and as a lightweight Summer jacket option. Source playful prints with a resort look that could work across multiple seasons
- For price-sensitive options, include plain colours with contrast collars and pockets
- Buy into a palette of Retro Mid-tones to capitalise on their seasonless appeal



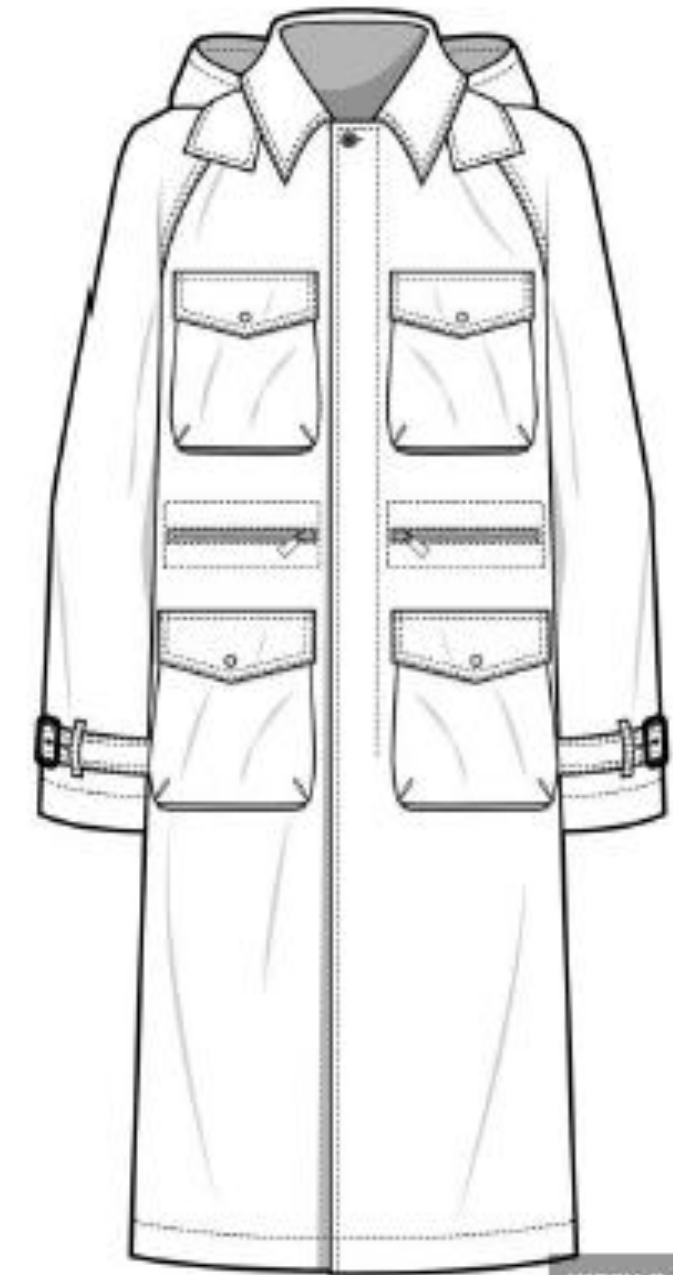
Key Items Fashion: Men's Jackets & Outerwear A/W 26/27

The Commutivity #TrenchCoat

Take inspiration from our Commutivity story to refresh the classic Trenchcoat with a contemporary look and purpose.

Design strategies

- Provide consumers with a sense of familiarity and continuity by using a classic trench silhouette as the foundation for this hybrid style
- Update simple weaves and twills with sustainable coatings and treatments to make them Weather Resistant
- Add a generous number of pockets to heighten the utility look and practicality of the style. Explore modular elements, including a hood and some pockets, to give customers the ability to customise the piece according to their needs for different seasons and occasions
- Stick to a palette of Minimalist Classics to imbue the style with a seasonless commerciality



Thank You

For any query / suggestion and for WGSN access please feel free to contact-

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