



SPRING / SUMMER 2027

# Men's Shirts

Category Intelligence Report



POWERED BY FYND CREATE

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SECTION 01

# Executive Summary

The Indian men's shirt is at an inflection point. For a decade, slim-fit cotton solids have dominated, predictable, safe, commercially proven. But the global runway has moved on, and the Indian consumer is starting to follow. SS27 is the season where global trend direction and Indian commercial reality begin to converge.

This report tracks that convergence through hard evidence: SS26 runway reviews from Zara Studio to Saint Laurent, live retail data from Myntra's 239,700+ shirt listings to Uniqlo India's bestsellers, YouTube creator signals with 44K+ views, and WGSN's 2027 Color of the Year announcement. The conclusion is actionable: Indian design teams who build relaxed-fit cotton-linen shirts with textured solids in spice tones and camp collars at Rs. 999-1,799 will own the SS27 conversation.

## HOW TO READ THIS REPORT, EVIDENCE TAGS

Every trend call in this report is tagged with its evidence source. Tags appear as colored pills inline:

- RUNWAY** Seen on SS26 runways, designer + season cited
- RETAIL** In assortment or bestseller at named retailers
- SEARCH** Google Trends / Pinterest search volume signal
- SOCIAL** YouTube, Instagram virality, creator adoption
- TRADE** Cited in Style Arcade, BoF, Statista, trade press
- FORECAST** WGSN, Coloro, Pantone forward projection
- MULTI** Supported by 3+ evidence types (strongest signal)

## MARKET SEGMENTS USED IN THIS REPORT

### Metro Tier 1

Mumbai, Delhi, Bangalore. Zara/Uniqlo/H&M presence. Trend-aware, Rs. 1,500+ comfort.

### Tier 2 & Online

Pune, Jaipur, Kochi + Myntra/Ajio shoppers. Value-to-mid tier, volume-driven.

### Premium D2C

Snitch, Rare Rabbit, The Souled Store. Design-literate, social-media-influenced, Rs. 1,000-2,500.

## Top 10 Design Takeaways

**01** Relaxed fit is replacing slim as the global default. Zara India stocks 0% slim fit in new arrivals; Myntra bestsellers remain 55-60% slim. SS27 is the inflection point, and the commercial gap is the opportunity.

**MULTI**

**02** Cotton-linen blend is the hero fabric for Indian summers. Pure linen sits at Rs. 2,000+, but cotton-linen blends at Rs. 800-1,600 deliver breathability at accessible price points. Myntra lists approximately 12,400 linen shirts (5.2% of category, growing).

**RETAIL** **SEARCH**

**03** Camp collar has graduated from resort-only to year-round casual default across SS26 runways (Zara Studio, multiple collections). Virtually absent in India below Rs. 1,990, first mover at Rs. 999-1,499 captures the casual/weekend segment.

**RUNWAY** **RETAIL**

- 04 WGSN x Coloro name "Luminous Blue" (PANTONE 19-3952 TCX) as 2027 Color of the Year. Blue is already India's most commercially successful color family, making this a validated pipeline.

FORECAST

- 05 Indian men buy 65-70% solids versus 30-35% at global Zara. Textured solids (jacquard, dobby, seersucker) are the bridge, offering visual interest without print commitment. This is underserved at Rs. 700-1,200.

RUNWAY

RETAIL

- 06 Spice tones (cinnamon, paprika, saffron) permeated SS26, led by Saint Laurent. These resonate strongly with Indian aesthetic heritage and offer differentiation from the navy-white-blue default.

RUNWAY

FORECAST

- 07 Salmon/baby pink appeared at Willy Chavarria, Dior, Zegna, Off-White, Valentino, and 6+ other SS26 houses. Pink has growing acceptance in Indian menswear, accelerating via D2C brands like Snitch and Rare Rabbit.

RUNWAY

SOCIAL

- 08 D2C disruption is reshaping the market. Snitch (Rs. 500+ crore revenue, 35 daily drops) and Rare Rabbit (Rs. 75 crore profit) are displacing legacy mid-tier brands through social-first marketing and trend-responsive design cycles.

TRADE

RETAIL

- 09 Band collar / mandarin collar is the India-specific opportunity with cultural resonance (kurta heritage). It bridges Western shirt construction with Indian traditional wear for festive and smart-casual occasions.

RETAIL

TRADE

- 10 Matching sets (shirt + shorts/trousers) are a key SS26 runway trend from Todd Snyder to Zegna. For India, this maps to the vacation/resort segment and the growing weekend-casual occasion.

RUNWAY

## Strategic Priority Matrix

ACT NOW

### Cotton-Linen Relaxed Fit

Multi-signal validated. Lead with camp and spread collar in sage, ivory, sand. Target Rs. 1,299-1,799.

MULTI

ACT NOW

### Textured Solid Shirts

Jacquard, dobby, seersucker in spice tones and neutrals. Slim and regular fit. Rs. 999-1,499.

RUNWAY

RETAIL

ACT NOW

### Camp Collar at Mid-Tier

White space below Rs. 1,990. Short-sleeve camp collar in cotton-linen for weekend/casual. Rs. 999-1,499.

RUNWAY

RETAIL

WATCH

### Matching Set Co-ords

Strong runway signal from Todd Snyder, Wales Bonner, Zegna. Test in vacation/resort capsule.

RUNWAY

WATCH

### Salmon / Baby Pink Shirts

Widespread SS26 runway accent. Growing Indian acceptance via D2C brands. Limited mass-market data.

RUNWAY

SOCIAL

WAIT

### Dress-Length / Oversized

Directional/editorial from Loro Piana, Dior. No commercial translation for Indian market at current adoption.

RUNWAY

## Trend Strength x Market

TREND	METRO	TIER 2	D2C	SIGNAL
Relaxed Fit Shirt	4	3	5	MULTI
Camp Collar	4	3	5	RUNWAY RETAIL
Cotton-Linen Blend	5	4	5	RETAIL SEARCH
Textured Solids	4	4	4	RUNWAY RETAIL
Luminous Blue	4	5	4	FORECAST
Spice Tones	4	3	4	RUNWAY FORECAST
Band Collar	3	4	4	RETAIL TRADE
Matching Sets	3	2	4	RUNWAY

Metro/Tier 2/D2C scores (1-5) derived from retailer price tier analysis, Myntra category browse data, YouTube and Pinterest search signals, and global runway occurrence frequency. Score 5 = strongest signal for this segment.

SECTION 02

# Category Context

## 2.1 The Men's Shirt in India, 2026 Snapshot

The men's shirt occupies a central position in the Indian wardrobe that has no exact Western parallel. It serves office dress codes that remain more formal than their global counterparts, navigates a festive calendar that demands occasion-appropriate dressing (Diwali, Eid, wedding season), and functions as the default smart-casual garment for a generation of urban professionals who dress for Zoom calls and client meetings on the same day.

TRADE

*"Fashion week brands are aiming for the small percentage of super fashionable men, which is around 15 to 20 percent globally. More effort should be made to dress the 80 percent of men that are not fashionistas."*

- Brunello Cucinelli, SS26 Milan

India's men's shirt market is a US\$115 billion apparel ecosystem where shirts represent one of the largest menswear sub-categories. Myntra alone lists approximately 239,700 men's shirts, making it the primary digital battlefield. But the market operates in dual mode: legacy brands (Van Heusen, Louis Philippe, Peter England) dominate formal shirting, while D2C disruptors (Snitch, Rare Rabbit, The Souled Store) are capturing the casual and smart-casual segments with trend-responsive design, social-first marketing, and aggressive drop frequency.

TRADE RETAIL

## 2.2 Occasion Shift, India Context

The most significant shift in Indian men's shirting is the expansion of "acceptable casual." Five years ago, a camp collar shirt was vacation-only. Today, D2C brands are positioning it as a Friday-night staple. Indian YouTube creators with 44K+ views on menswear content are actively educating consumers on how to wear relaxed fits and open collars. The gap between editorial enthusiasm for relaxed fit and actual purchase behavior (Myntra bestsellers remain 55-60% slim) is where the commercial opportunity lives.

SOCIAL RETAIL

### India Shirt Occasion Hierarchy for SS27 (Directional Estimates)

Office / Formal	35%	India corporate culture sustains formal shirt demand. Slim fit dominant.
Smart Casual	25%	Growing segment. OCBD, spread collar, cotton-linen. Office-to-evening.
Weekend / Casual	20%	Camp collar, relaxed fit, prints. The trend adoption zone.
Festive / Wedding	12%	Band collar, jacquard, silk blend. Oct-Feb peak. Premium tier.
Vacation / Resort	8%	Camp collar, linen, matching sets. Highest trend adoption.

*Occasion share estimated from Myntra/Ajio category composition analysis, YouTube creator content analysis, and trade press reporting. Figures are directional estimates for range planning.*

## 2.3 Consumer Mindset

Three shifts define how the Indian man approaches shirt-buying in 2026. The D2C trust shift means younger consumers (25-35) increasingly trust Snitch and Rare Rabbit over Van Heusen and Arrow, driven by social media discovery and perceived trend relevance. Climate pragmatism means breathability and moisture management are non-negotiable in 40C+ Indian summers, which makes cotton-linen blends aspirational and pure linen the premium signal. Price architecture awareness means Indian e-commerce operates on deep discounts (40-70% off MRP), and the post-discount price of Rs. 999-1,499 is where maximum commercial volume occurs. Brands must architect pricing to look impressive after discount.

TRADE

RETAIL

SEARCH

01

### D2C Trust Shift

Younger consumers (25-35) increasingly trust Snitch and Rare Rabbit over Van Heusen. Social media discovery drives brand preference.

02

### Climate Pragmatism

40C+ summers make breathability non-negotiable. Cotton-linen = aspiration. Pure linen = premium signal. Cotton = safe default.

03

### Price Architecture

Indian e-commerce runs on 40-70% discounts. MRP is fiction. Rs. 999-1,499 post-discount is where volume lives.

04

### Content-Driven Discovery

YouTube (44K+ views on menswear trends) and Instagram are primary shirt discovery channels for urban Indian men.

*Next: the silhouette and construction story, where the slim-vs-relaxed battle plays out in real market data.*

# SPRING / SUMMER 2027

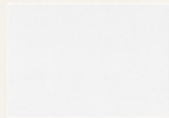
MENSWEAR SHIRT COLLECTION



COLOR PALETTE



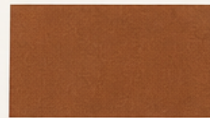
SAGE GREEN



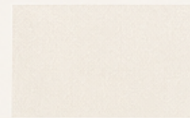
CRISP WHITE



SALMON PINK



CINNAMON



OFF-WHITE



LUMINOUS BLUE

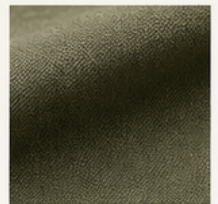
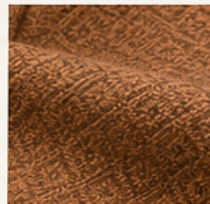


SUMMER CHECK



OLIVE

FABRIC TEXTURE



LIGHT. REFINED. NATURAL.

SECTION 03

# Silhouette & Construction

## 3.1 Fit Hierarchy

The relaxed fit has won on the runway. Every major SS26 menswear collection showed some version of relaxed, boxy, or fluid shirting. Zara Studio SS26 is entirely relaxed/boxy. Hypebeast reports dress-length oversized shirts at Loro Piana, Ami Paris, Junya Watanabe, and Dior. FashionUnited captures the street-style consensus: "loose-fitting men's shirts, slightly faded jeans, oversized denim jackets."

**RUNWAY**

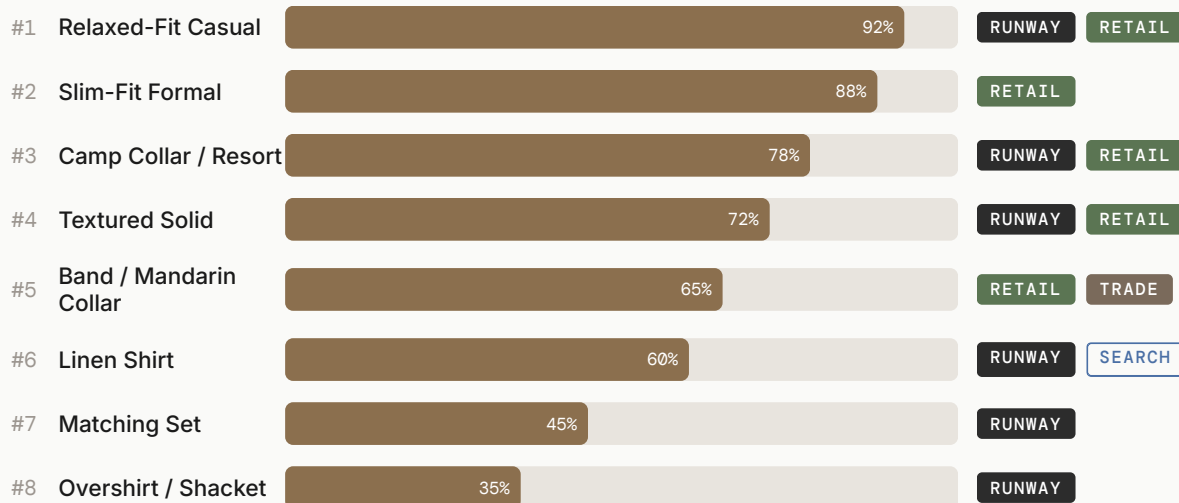
But the Indian market tells a different story. Myntra bestsellers remain 55-60% slim fit. HIGHLANDER, Roadster, and legacy brands like Van Heusen and Peter England still default to slim. The transition is real but early: Zara India stocks 0% slim fit in new arrivals (100% relaxed/regular), signaling where the market is heading. D2C brands like Snitch and Rare Rabbit are the bridge, offering "relaxed slim" fits that Indian men find approachable.

**RETAIL** **TRADE**

The India-specific play is not Western oversized. It is "relaxed slim": slightly roomier through body and sleeve, lower armhole, comfortable without looking sloppy. Smart casual, not casual. This is the fit that will transition 55% slim-fit consumers toward relaxed over the next 2-3 seasons.

**MULTI**

### Silhouette Ranking, India Market Relevance



## 3.2 Collar Ranking

Camp collar is the SS26 default casual collar globally. Zara Studio SS26 features oversized striped camp-collar shirts as hero pieces. Uniqlo India's "Open Collar Shirt" earns strong ratings. The collar translates directly for Indian casual and vacation occasions.

**RUNWAY** **RETAIL**

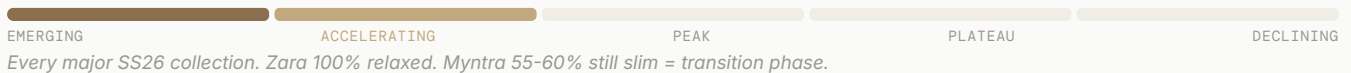
Spread collar remains the formal anchor, the collar Peter England, Van Heusen, and Louis Philippe build their businesses on. It is not declining; India's corporate dress codes sustain it. Button-down collar (OCBD) serves the smart-casual middle, the collar that works for a startup office, a weekend brunch, and a casual dinner. Band collar / mandarin collar is

the India-specific opportunity: it bridges Western shirt construction with Indian kurta heritage, making it uniquely suited for festive occasions (Diwali, Eid, wedding guest) where pure Western styling feels incomplete and pure traditional feels too formal.

RETAIL TRADE

## Collar Lifecycle

### Relaxed Fit ' Rising



### Cotton-Linen Blend ' Rising



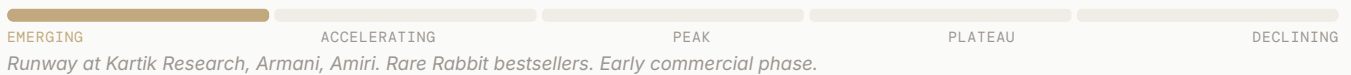
### Camp Collar ' Rising



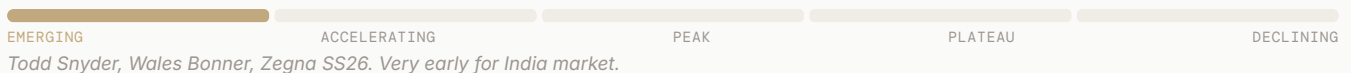
### Slim Fit "Declining



### Textured Solids ' Rising



### Matching Sets ' Rising



## 3.3 Sleeve Direction

Full-length sleeves remain the default for formal and smart-casual shirts in India, driven by office dress codes and sun protection considerations. Short sleeves are the camp collar's natural partner, reading casual and vacation-ready. The roll-to-elbow styling seen across SS26 runways gives long-sleeve shirts a casual personality without cutting the sleeve, a versatile design cue for Indian consumers who want one shirt for multiple occasions.

RUNWAY RETAIL

## 3.4 Construction Signatures

Construction is where value perception lives in the Indian market. Removable collar stays signal premium in formal shirts. Back yoke pleats add ease of movement for relaxed fits. Split back yokes create visual interest on casual shirts. Locker loops and box pleats reference heritage workwear. For India's value tier (Rs. 500-999), clean finishing with overlapped seams is the minimum. For mid-tier (Rs. 1,000-1,999), single-needle stitching and matched patterns at seams justify the premium. At Rs. 2,000+, mother-of-pearl buttons and reinforced gussets become expected.

RETAIL TRADE

### 3.5 Silhouette x Occasion Matrix

Which fits and collars map to which Indian occasions, derived from runway translation and retail analysis.

FIT / COLLAR	OFFICE	SMART CASUAL	WEEKEND	FESTIVE	VACATION
Slim Spread	5	3	1	3	1
Slim OCBD	4	5	3	1	2
Relaxed Spread	2	4	4	2	3
Camp Collar	1	2	5	1	5
Band Collar	2	3	3	5	3
Matching Set	0	1	4	1	5

Scores (1-5) based on SS26 runway frequency, retailer category placement (Myntra, Zara India, Uniqlo India), and search signal association.

The right silhouette needs the right fabric, and in India's 40C+ summers, fabric choice is not a design decision, it is a survival decision. Section 4 covers the material story.

## SECTION 04

# Fabric & Material Direction

## 4.1 Fabric Macro Story

Cotton-linen blend is the hero fabric of SS27 for India. Not pure linen (too expensive at Rs. 2,000+, wrinkles aggressively), not pure cotton (commodity, no differentiation). The 55% cotton / 45% linen blend delivers breathability and natural texture at Rs. 800-1,600, the price range where commercial volume lives. Myntra lists approximately 12,400 linen shirts (5.2% of the men's shirt category), up from an estimated 3-4% share a year ago. Uniqlo India's linen shirts earn the highest category ratings (4.7-4.8). YouTube buying guides with 28K+ views confirm consumer interest is converting to purchase intent.

RETAIL

SEARCH

RUNWAY

*"Clothes aren't bought out of need, but out of an affinity with a brand, a trend, or an ambassador."*

– Style Arcade, SS26 Menswear Analysis



COTTON-LINEN BLEND



PURE LINEN



COTTON POPLIN



JACQUARD COTTON



SEERSUCKER



LYOCELL BLEND

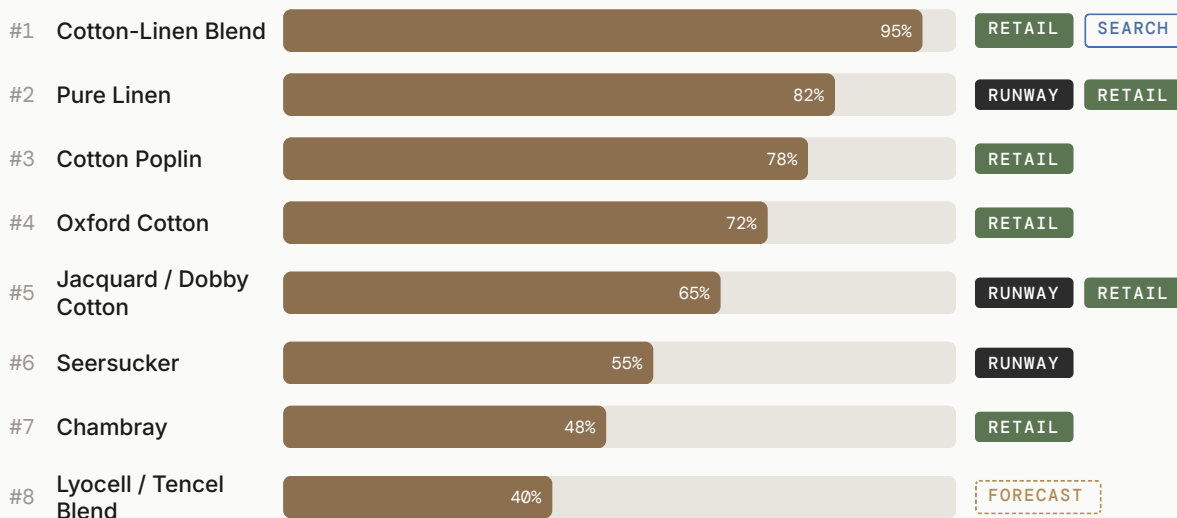
Key fabrics for SS27 men's shirts, from cotton-linen blend to jacquard cotton, each chosen for Indian climate compatibility

## 4.2 Fabric Hierarchy for Indian Summer

Woven fabrics carry the commercial story. Cotton poplin is the workhorse: smooth, crisp, taking color beautifully. Target 80-120 GSM for summer weight. Oxford cotton (120-150 GSM) serves the OCBD and smart-casual segment with its visible basket weave. Chambray reads like denim but breathes like cotton, an underused option in Indian menswear that slots between formal and casual. Cotton-linen blend (55/45 at 130-170 GSM) is the seasonal hero: it delivers the linen hand-feel and slubby texture at a price point that works for mid-tier Indian retail. Pure linen (150-200 GSM) is the premium play, justified only above Rs. 2,000 where the consumer expects and accepts the wrinkle character.

**RUNWAY** **RETAIL**

### Fabric Ranking, India Climate Fit



## 4.3 Textured Fabrications

Textured surfaces are the SS27 fabric innovation story. Jacquard cotton delivers a woven self-pattern that reads as solid from a distance but reveals detail up close. Dobby cotton creates micro-texture through weave structure. Seersucker offers puckered texture that creates air channels, a genuine performance benefit in Indian heat. These textured fabrications are the answer to the Indian consumer's dilemma: wanting visual interest without committing to prints. At Rs. 700-1,200, most Indian brands still offer flat solid cotton. Textured solids at the same price point deliver differentiation.

**RUNWAY** **RETAIL**

## 4.4 Fabric x Occasion Guide for India

Recommended fabric-occasion pairings based on Indian climate and cultural context.

FABRIC	OFFICE	SMART CAS.	WEEKEND	FESTIVE	SUMMER
Cotton Poplin	5	3	2	3	4
Cotton-Linen	3	5	5	3	5
Pure Linen	2	4	5	2	5
Oxford Cotton	4	5	3	2	3
Jacquard Cotton	3	4	3	5	3
Seersucker	2	3	4	1	5
Chambray	3	4	4	1	4

Scores reflect climate suitability (breathability, moisture management, wrinkle recovery), occasion formality expectations, and observed retail stocking patterns across Zara India, Uniqlo India, Myntra, and legacy formal brands.

## 4.5 Technical and Performance Fabrics

Lyocell/Tencel blends are the sustainability-meets-performance play. They drape fluidly, resist wrinkle, and have genuine moisture-wicking properties relevant for Indian heat. Hemp-cotton blends are emerging but early, an eco-fiber story for premium D2C brands building a sustainability narrative. Quick-dry polyester blends remain relevant for India's monsoon months (Jul-Sep), where cotton takes too long to dry.

FORECAST

TRADE

## 4.6 India Sourcing Advantage

India is the world's largest cotton producer, and the domestic sourcing advantage is substantial. Cotton and cotton-blended fabrics can be sourced at globally competitive prices with short lead times. Rajasthan and UP linen-cotton supply is growing. The "Made in India" narrative is a genuine differentiator for D2C brands, not just a cost story but a craft story, especially when paired with hand-block printing, khadi weaves, or artisan dyeing techniques.

TRADE

Fabric sets the foundation. Color and print are where SS27 gets genuinely distinctive, and where Indian heritage offers design teams a competitive edge.

## SECTION 05

# Color & Print

## 5.1 Color Macro Story

Two parallel color stories define SS27 menswear. The first is the safe commercial palette: white, off-white, light blue, and navy are the Indian man's wardrobe anchors, accounting for an estimated 60-65% of shirt purchases. The second is the directional palette: spice tones (saffron, cinnamon, paprika) from Saint Laurent and the warm earth tones across SS26 runways, plus salmon/baby pink from Willy Chavarria, Dior, Zegna, and Valentino. For Indian design teams, this dual story is a gift: the commercial palette guarantees volume, and the directional palette builds brand identity.

RUNWAY

FORECAST

RETAIL

*"Warm, rich, and vibrant tones of spice permeated the collections."*

– Style Arcade, SS26 Menswear Trend Report



SS27 Color Direction, 12 key colors from runway to retail, filtered for India market relevance

## 5.2 Core Commercial Colors

Four palette stories structure the SS27 color direction for Indian men's shirts. Core Commercial (white, Cloud Dancer, light blue, navy, Luminous Blue) is the volume backbone. WGSN's Luminous Blue, the 2027 Color of the Year, validates what Indian consumers already know: blue sells. It is consistently India's most commercially successful menswear color family.

RETAIL FORECAST


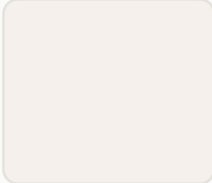



Spice Rack (saffron, cinnamon, paprika, peach) is the breakout story. Saint Laurent SS26 built entire looks around these warm tones. For India, spice tones carry cultural resonance: they echo traditional textile palettes from Rajasthan to Gujarat. Earth and Green (sage, olive, ivory, sand) provides the casual palette. Sage green is emerging as the new neutral, working year-round across casual and smart-casual occasions. Statement Accents (salmon pink, indigo, teal) are the personality colors. Salmon pink is the most talked-about accent of SS26, while indigo and teal tap into India's traditional dye heritage.

RUNWAY SOCIAL TRADE

## Core Commercial

The commercial backbone of Indian men's shirts. White and light blue are perennial anchors. Off-white / Cloud Dancer aligns with Pantone direction. Navy remains the universal dark neutral.

RETAIL FORECAST

				
<b>White</b> #FFFFFF CORE	<b>Cloud Dancer</b> #F5F0EB ~ Pantone direction CORE	<b>Light Blue</b> #A8C8E8 CORE	<b>Navy</b> #1B2A4A CORE	<b>Luminous Blue</b> #2B3990 ~ WGSN COTY 2027 EMERGING

## Spice Rack

The breakout color story for SS27. Warm spice tones permeated SS26 collections, especially Saint Laurent. These resonate deeply with Indian aesthetic heritage, offering differentiation from the navy-white default.

RUNWAY FORECAST

			
<b>Saffron</b> #E8A317 EMERGING	<b>Cinnamon</b> #D2691E EMERGING	<b>Paprika</b> #C44536 DIRECTIONAL	<b>Peach</b> #FFDAB9 EMERGING

## Earth & Green

Earthy neutrals and organic greens provide a relaxed, nature-grounded palette. Sage green and olive work year-round for casual and smart-casual occasions.

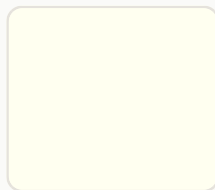
**RUNWAY** **RETAIL**



**Sage Green**  
#9CAF88  
EMERGING



**Olive**  
#808000  
EMERGING



**Ivory**  
#FFFFFF0  
CORE

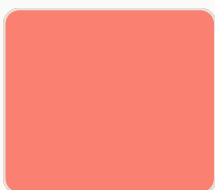


**Sand**  
#C4B39A  
CORE

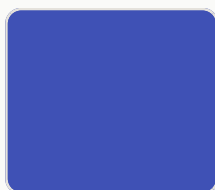
## Statement Accents

Salmon pink exploded across SS26 (Willy Chavarria, Dior, Zegna, Off-White, Valentino). Indigo and teal tap into India's traditional dye heritage and festive palette.

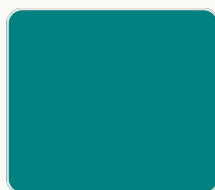
**RUNWAY** **SOCIAL**



**Salmon Pink**  
#FA8072  
DIRECTIONAL



**Indigo**  
#3F51B5  
EMERGING



**Teal**  
#008080  
EMERGING

## 5.3 Directional Colors

Luminous Blue is the safer India play. WGSN x Coloro's 2027 COTY sits between cobalt and cerulean, a rich, optimistic blue that resonates across age groups. Pinterest Predicts 2026 validates it with "Cool Blue" as a top search trend (2x year-over-year growth in blue-toned menswear pins). For Indian design teams, this is the directional color with the broadest commercial appeal.

FORECAST [SEARCH](#)

Salmon pink is the conversation starter. It appeared at 10+ SS26 houses, which makes it one of the most validated accent colors. In India, pink for men is past the resistance phase in metro Tier 1 and D2C segments but still needs careful positioning for Tier 2. Lead with "dusty rose" and "salmon" language rather than "pink" for wider commercial acceptance.

**RUNWAY** **SOCIAL**



**Luminous Blue**  
#2B3990  
EMERGING



**Salmon Pink**  
#FA8072  
DIRECTIONAL



**Saffron**  
#E8A317  
EMERGING



Cinnamon

#D2691E

EMERGING

## 5.4 Print Landscape

Indian men's shirts are a solid-dominant market. Myntra bestseller data shows 65-70% solids compared to approximately 40% at global Zara. This is not a gap to fight but a reality to design for. The opportunity is in textured solids (jacquard, doobby, seersucker) that offer visual interest without print commitment.

RETAIL

When Indian consumers do buy prints, the hierarchy is clear: checks and stripes first (familiar, safe, office-appropriate), micro prints and ditsy patterns second (subtle personality), block prints and craft patterns third (India-heritage play for D2C). Florals and tropical prints remain a small segment, driven by vacation occasions.

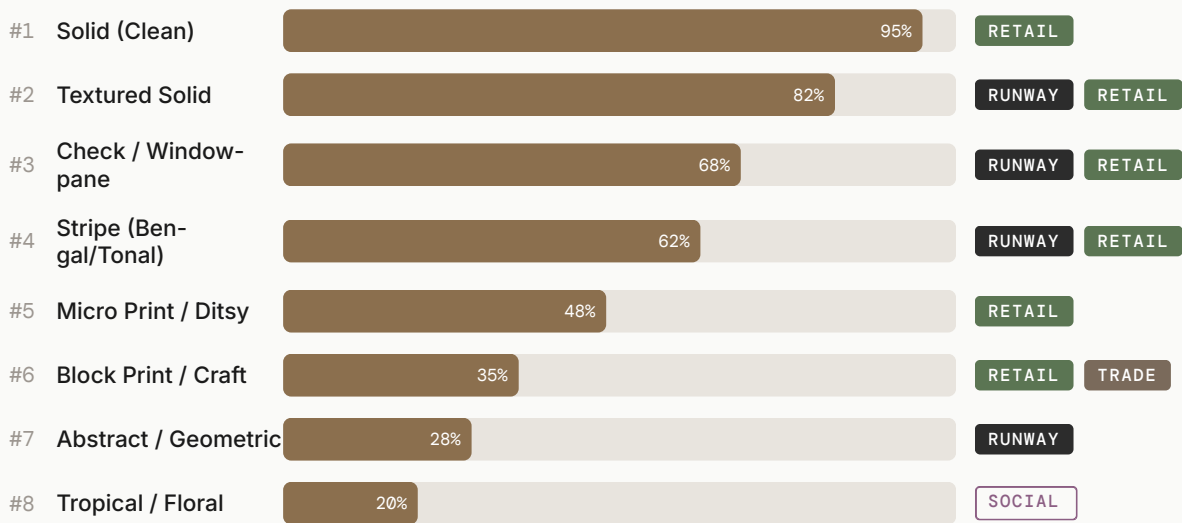
RETAIL

RUNWAY



SS27 Print Direction, from windowpane check to block print, the key print stories for Indian men's shirts

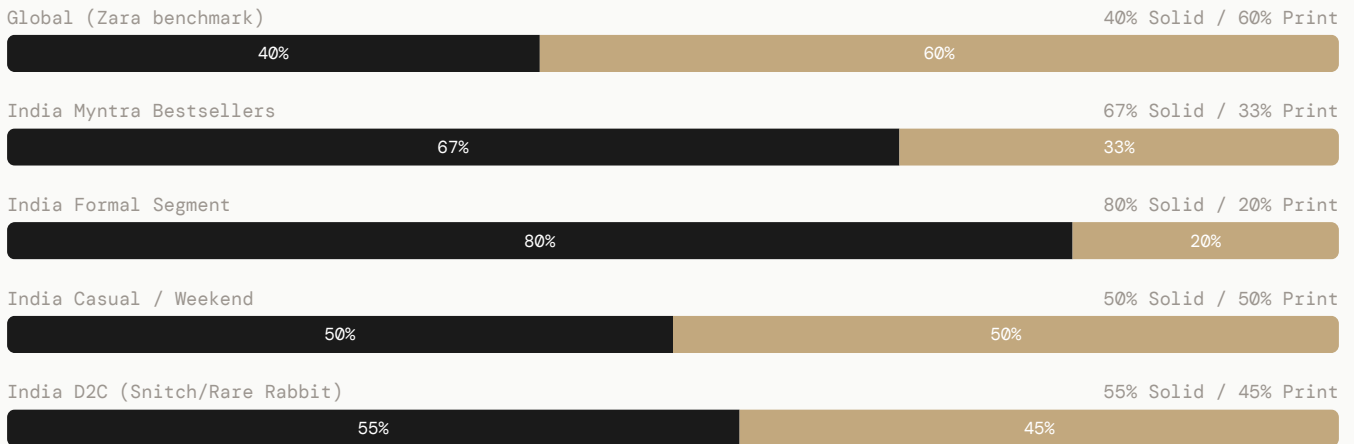
### Print Type Hierarchy



## 5.5 Solid vs. Print Ratio by Market

Derived from retailer assortment analysis across Indian and global retailers.

### RETAIL



## 5.6 Color x Fabric Synergy

The winning combinations are not random. Cotton-linen in neutrals and sage green performs strongest (the fabric's natural texture is the design element). Jacquard and dobby cotton in spice tones deliver the textured-solid story at its best (the weave pattern adds depth to saturated warm colors). Oxford cotton in blue tones is the perennial smart-casual formula. Pure linen in white and off-white is the premium aspiration play (the fabric's drape and slub are features, not flaws, in these clean tones).

### RETAIL

### RUNWAY

*Color and fabric set the mood. Section 6 covers the construction details that make a shirt feel considered rather than commodity.*

## SECTION 06

# Design Details & Trim

## 6.1 Collar Directory

The collar is the single most defining detail of a men's shirt, and SS26 brought genuine movement to collar design. Camp collar (also called Cuban or revere collar) has graduated from resort novelty to casual default. The flat, open construction reads effortlessly relaxed and eliminates the need for neckwear. Spread collar remains the formal standard, and Indian corporate culture sustains its dominance. Button-down collar delivers Ivy League heritage with casual versatility. Band collar / mandarin collar is the India-specific opportunity, bridging Western shirt construction with kurta heritage for festive and smart-casual occasions. Cutaway collar is gaining in the premium formal segment as a modern alternative to spread.

RUNWAY

RETAIL



1.

**SPREAD COLLAR**

Clean interlining and structured collar stand.



2.

**CAMP / CUBAN COLLAR**

Soft roll and relaxed open neckline.



3.

**BAND / MANDARIN COLLAR**

Minimal neckline with clean, modern finish.



4.

**BUTTON-DOWN COLLAR**

Secured collar points for a polished look.



5.

**BARREL CUFF**

Single-button cuff for a clean, timeless finish.



6.

**FRENCH PLECKET**

Clean front fold for a sleek, refined look.



7.

**CHEST PATCH POCKET**

Functional pocket with pen slot detail.



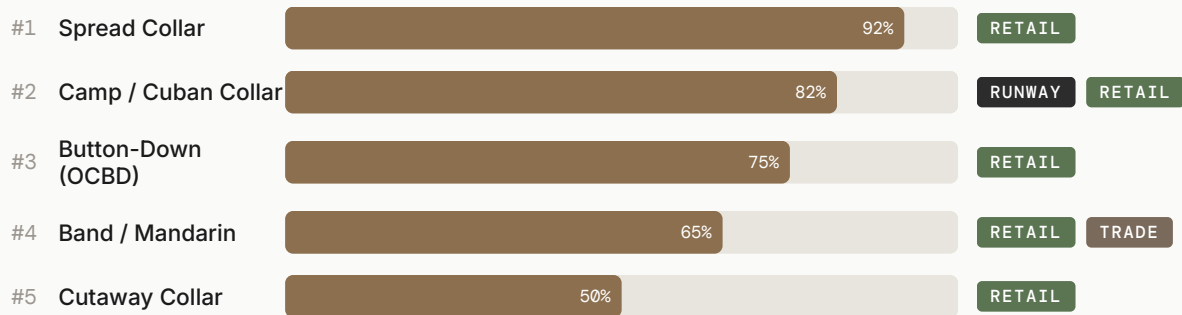
8.

**MOTHER-OF-PEARL BUTTON**

Natural sheen with durable, elegant finish.

Construction details: spread collar, camp collar, band collar, button-down, barrel cuff, French placket, pocket, buttons

## Collar Ranking



## 6.2 Cuff and Sleeve Details

Barrel cuff with single-button closure is the universal standard. French cuffs remain occasion-only in India, appropriate for formal and festive shirts in the Modern Formal capsule. Rolled-cuff styling is a design cue, not a construction decision: ensure long-sleeve shirts are designed with roll-friendly cuffs (no excessive stiffness, adequate circumference). Short sleeves for camp collar shirts should hit mid-bicep, not below elbow.

RETAIL RUNWAY

## 6.3 Placket Treatments

The placket defines the shirt's front. Standard fold-back placket is the default. French placket (no visible top-stitching) signals premium construction. Concealed/hidden placket delivers a cleaner line for formal and minimalist styles. Half-placket / skipper (polo-style opening) is emerging for relaxed casual shirts, bridging the shirt-polo gap.

RETAIL

## 6.4 Pocket Variations

Chest pocket is a design choice with commercial implications. Single chest patch pocket is standard for casual and smart-casual. No pocket reads more formal and modern (Zara India's current assortment leans toward no-pocket). Double patch pockets reference workwear/utility. Pocket flap adds casual detail. For formal shirts, no pocket is the premium standard.

RETAIL

## 6.5 Button and Hardware Choices

Button choice signals quality tier instantly. Standard polyester resin buttons are the value default. Coconut shell buttons add natural, artisanal character for casual and cotton-linen shirts. Mother-of-pearl buttons are the premium standard for formal and occasion shirts. Contrast stitching on buttons adds casual personality. Avoid heavy metal snaps or grommets in summer-weight shirts.

RETAIL TRADE

## 6.6 India-Specific Detail Opportunities

Three detail opportunities are specific to the Indian market. Band collar with contrast inner collar combines kurta-collar heritage with contemporary collar detailing. Embroidered yoke or tonal embroidery on the collar stand adds festive

character without overtaking the design, serving Diwali and Eid occasions. Hand-block print in indigo or ajrakh patterns on cotton shirts positions Indian craft as a design differentiator, not a heritage costume.

TRADE

RETAIL

*Global trends identified, details mapped. Section 7 asks the critical question: which of these signals actually work in India?*

## SECTION 07

# Runway-to-India Translation

Not every Milan runway look belongs on a rack at Myntra. This section is ruthlessly honest about what transfers from SS26 runways to the Indian men's shirt market, what needs adaptation, and what to skip.



The two defining colors of SS27: Luminous Blue and Salmon Pink. Both are validated for India.

## 7.1 Direct Transfers

### Camp collar shirts

The silhouette, construction, and casual positioning translate without modification for Indian weekend and vacation occasions.

Source: Zara Studio, multiple SS26 collections

RUNWAY

RETAIL

### Cotton-linen fabrication

Already validated by Uniqlo India and Zara India. Climate-perfect for Indian summers. Myntra listings growing.

Source: Uniqlo India 4.7-4.8 ratings, Myntra 12,400 linen listings

RETAIL

SEARCH

### Spice tone colorways

Saffron, cinnamon, paprika resonate with Indian aesthetic heritage. No cultural adaptation needed.

Source: Saint Laurent SS26, Style Arcade trend report

RUNWAY

FORECAST

### Jacquard / textured solids

Indian consumers prefer solids (65-70%). Textured solids offer differentiation. Natural for festive occasions.

Source: Kartik Research, Emporio Armani, Amiri SS26

RUNWAY

RETAIL

## 7.2 Adaptations Required

Relaxed fit needs calibration. Western "oversized" is too loose for Indian sensibility, where looking put-together matters even in casual contexts. The India translation is "relaxed slim," roughly 2-3 inches added to chest and body width compared to slim fit, with a lower armhole but a clean shoulder line. Matching sets work for Indian vacation/resort but need price engineering: the set must feel like a value proposition (combined price under Rs. 3,000), not two separate premium purchases. Jacquard and brocade are natural for India but need occasion mapping, premium textured fabrics in spice tones for festive occasions, simpler dobby textures in neutrals for everyday.

RUNWAY

RETAIL

TRADE

## 7.3 Skip for India

Dress-length/oversized shirts (Loro Piana, Dior, Prada) are directional editorial with no Indian commercial translation. Sheer/transparent fabrics (Saint Laurent) are too far from Indian menswear norms. Pyjama-as-outerwear (D&G) is culturally misaligned. Backward ties and extreme collar deconstruction (Dior by Jonathan Anderson) are conceptual runway statements that do not translate to commercial product.

RUNWAY

## 7.4 Runway Reference Cards



### Zara Studio SS26

Oversized striped camp-collar shirts with crochet-front knits

Camp collar, oversized, striped, relaxed fit, gauze shirts

India: Scale down to "relaxed" (not oversized). Camp collar in cotton-linen at Rs. 1,299-1,799. Stripe in muted earth tones for Indian sensibility.

RUNWAY

RETAIL



### Saint Laurent SS26

Spice-toned sheer technical shirting, "work from holiday"

Spice tones, cinnamon/paprika/saffron, technical fabric, relaxed

India: Direct transfer of spice palette. Skip sheer/technical fabric, translate to jacquard and dobby cotton. Saffron and cinnamon in textured solids at Rs. 999-1,499.

RUNWAY



### Dior SS26 (Jonathan Anderson)

Preppy cable knits with skewiff ties and removable French collars

Conceptual collar play, backward ties, detachable collar, preppy

India: Collar innovation as detail story. Removable collar concept too conceptual, but the collar-as-statement translates to band collar and contrast-collar options.

RUNWAY



### Zegna SS26 (Dubai)

Ultra-light sets in recyclable paper cellulose, silk, and linen

Matching sets, sustainable blends, loose ties, bohemian traveller

India: Matching set in linen-cotton blend for Weekend Edit capsule. Skip exotic fibers, keep the co-ord concept. Rs. 1,499-2,299 per set.

RUNWAY

FORECAST



### Emporio Armani SS26

Matching set dressing for vacation and elevated casualwear

Co-ord sets, vacation, elevated casual, tonal dressing

India: Validates matching set direction for premium D2C. Tonal dressing in sand/olive/sage for the Goa/Kerala weekend consumer.

RUNWAY

RETAIL



### Multiple Houses SS26

Brocade and jacquard in casual menswear

Jacquard, brocade, ornate fabric in everyday styles (Kartik Research, Amiri, Willy Chavarria)

India: Natural fit. Tonal jacquard in spice tones for Spice Route capsule. Band collar jacquard for festive/wedding guest. Rs. 1,299-1,899.

RUNWAY

TRADE

## SECTION 08

# India Market Translation

India's men's shirt market sits at the intersection of global trend adoption and distinctly local realities: climate extremes, festive calendar, corporate dress codes, aggressive discount architecture, and a dual reality of legacy formal brands and D2C disruptors.

## 8.1 Price Tier Architecture

India's shirt market operates on four tiers, and understanding the post-discount reality is essential. Budget tier (Rs. 400-700) is dominated by HIGHLANDER and Roadster at 50-70% off MRP, primarily commodity cotton. Value tier (Rs. 700-1,200) is where Myntra volume concentrates, the sweet spot for plain cotton shirts. Mid-premium tier (Rs. 1,200-2,000) is where cotton-linen blends, textured solids, and camp collar enter, driven by Snitch and Rare Rabbit. Premium tier (Rs. 1,800-4,500) is Zara India, Uniqlo, and the top end of D2C.

RETAIL

TRADE

### PRICE TIER MAP (POST-DISCOUNT)

<b>Budget</b>	Rs. 400-700	HIGHLANDER, Roadster. 50-70% off MRP. Commodity cotton. Volume driver.
<b>Value</b>	Rs. 700-1,200	Myntra private labels. Sweet spot for plain cotton. Highest volume.
<b>Mid-Premium</b>	Rs. 1,200-2,000	Snitch, Rare Rabbit, Souled Store. Cotton-linen, textured, camp collar enter here.
<b>Premium</b>	Rs. 1,800-4,500	Zara IN, Uniqlo, Mango. Pure linen, premium construction. Metro Tier 1.

## 8.2 Indian Occasion Calendar

India's fashion calendar is driven by the festive-wedding peak (Oct-Feb), intense summer heat (Mar-Jun), monsoon (Jul-Sep), and year-round office wear. SS27 shirts must map to this cycle. Cotton-linen and camp collar for Mar-Jun, quick-dry blends for Jul-Sep, textured formal and band collar for Oct-Feb festival season, and OCBBD/spread collar year-round for office.

TRADE

RETAIL

## 8.3 Consumer Insight

The Indian male shirt consumer operates in three distinct modes. Metro Tier 1 (Mumbai, Delhi, Bangalore) is trend-aware, exposed to global brands through Zara and Uniqlo, open to relaxed fit and camp collar, willing to pay Rs. 1,500-2,500 for differentiated product. Tier 2 and Online consumers prioritize value and familiarity, they want better versions of what they already own (better cotton, better color, better fit) at Rs. 700-1,200. Premium D2C consumers are the bridge: design-literate, social-media-influenced, brand-loyal to Snitch and Rare Rabbit, they adopt trends 1-2 seasons ahead of the mass market.

RETAIL

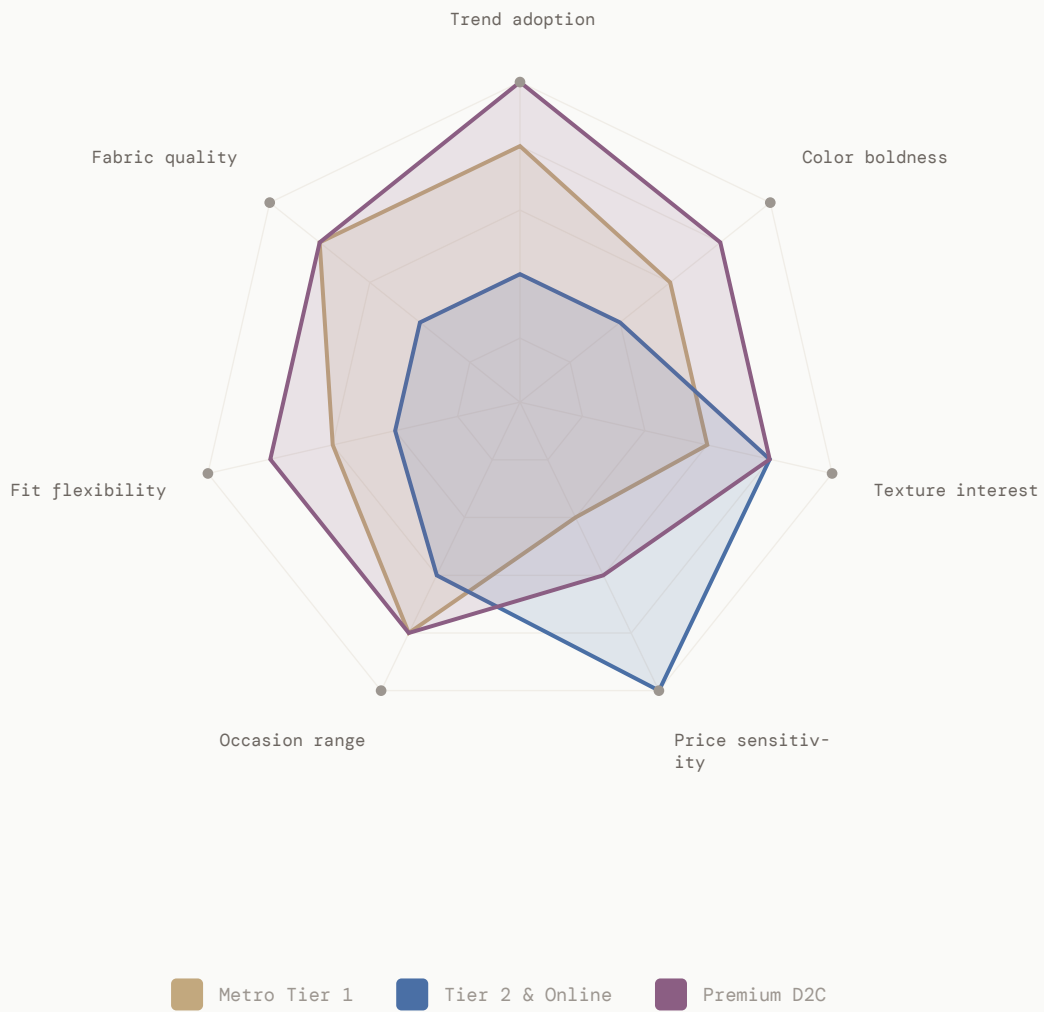
TRADE

SOCIAL

The same consumer may operate in multiple modes: buying a Rs. 599 HIGHLANDER cotton shirt for daily office wear and a Rs. 1,999 Rare Rabbit camp collar shirt for a Saturday night out. The shirt category, uniquely, serves both purchase occasions.

RETAIL

### Consumer Segment Radar



SECTION 09

# Competitive Benchmarking

The competitive landscape reveals clear white-space opportunities. Legacy formal brands dominate the office segment but have barely acknowledged relaxed fit or camp collar. D2C brands lead on trend adoption but lack formal shirt credibility. The middle ground is open.

## 9.1 Retailer Trend Grid

TREND	ZARA IN	UNIQLO IN	H&M IN	MYNTRA	SNITCH	RARE RABBIT	VAN HEUSEN	LP	PETER ENG.	MANGO
Relaxed fit	★	●	●	●	●	●	○	○	○	●
Camp collar	●	●	●	●	●	●	○	○	○	●
Linen/blend	★	★	●	●	●	●	●	●	○	●
Textured solid	●	○	○	●	●	★	●	●	●	○
Band collar	○	○	○	●	●	●	○	○	○	○
Slim formal	○	●	●	★	●	●	★	★	★	●
Check/stripe	●	●	●	★	●	●	●	●	●	●
Matching set	●	○	○	○	●	●	○	○	○	○
Salmon pink	●	○	●	●	●	●	○	○	○	●
Spice tones	●	○	○	●	●	●	○	○	○	○

● In assortment    ○ Not observed    ★ Bestseller / Featured

## 9.2 White-Space Analysis

Three white spaces emerge from competitive analysis. Camp collar shirts below Rs. 1,500 are virtually absent. Cotton-linen blend in the Rs. 800-1,200 range is underrepresented despite strong consumer demand signals. Textured solids (jacquard, dobby) at the value tier (Rs. 700-999) are a gap: most brands still offer flat solid cotton at these prices.

RETAIL    TRADE

## 9.3 D2C Disruption Watch

Snitch (Rs. 500+ crore revenue, drops 35 new styles daily) represents the fastest product cycle in Indian menswear. Rare Rabbit (Rs. 75 crore profit, targeting Rs. 3,000 crore revenue) is building the premium D2C shirt brand. The Souled Store is capturing the graphic and casual segment. These brands collectively represent the fastest-growing tier of the market and should be watched as leading indicators of trend adoption velocity.

TRADE    RETAIL

## Key Indian Retailer Profiles

### Myntra

The battlefield. India's largest shirt marketplace by volume. Slim fit still 55-60% of bestsellers. Budget tier dominated by HIGHLANDER (70% off). Growing linen (5.2% share). Band collar emerging.

RETAIL

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### Zara India

Trend leader. 0% slim fit in current new arrivals. 100% relaxed/regular fit. Leads on camp collar, cotton-linen, textured fabrications. Sets the direction Metro Tier 1 follows.

RETAIL

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### Uniqlo India

Quality benchmark. Linen shirts rated 4.7-4.8. Open Collar Shirt strong ratings. Premium at Rs. 1,990-2,990. Limited color range. Functional positioning.

RETAIL

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### Snitch

D2C disruptor. Rs. 500+ crore revenue. Drops 35 new styles daily. Trend-responsive 1-2 week design cycles. Targets 25-30 age group. Social-first marketing.

TRADE

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### Rare Rabbit

Premium D2C. Rs. 75 crore profit, targeting Rs. 3,000 crore. Textured fabrics in bestsellers. Building the premium casual shirt brand for India.

TRADE

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## SECTION 10

# Actionable Design Directions

Five capsule concepts, each grounded in specific evidence, designed for the Indian man, and priced for commercial viability.

CAPSULE 01

CALCULATED RISK

## The New Easy

*Relaxed-fit cotton-linen shirts that redefine casual comfort for the Indian man*

The gateway capsule for India's relaxed fit transition. Not oversized, not slim, but "relaxed slim": slightly roomier through body and sleeve, lower armhole, comfortable without looking sloppy. Cotton-linen blends deliver breathability at accessible price points. Camp collar and skipper collar options bring casual versatility.

## PALETTE



Sage

Ivory

Sand

Olive

Cloud Dancer

## SILHOUETTES

Relaxed-fit camp collar, skipper collar (half-placket), relaxed spread collar

## FABRICS

Cotton-linen blend (55/45), pure linen, garment-washed cotton

## KEY DETAILS

Camp collar, rolled sleeves, single chest pocket, back yoke pleat, coconut shell buttons

## OCCASIONS

Weekend casual, vacation, smart casual Friday, brunch

METRO ●●●● TIER 2 ●●●● D2C ●●●●

## EVIDENCE BASE

- **Runway:** Every major SS26 collection showed relaxed silhouettes. Zara Studio SS26 entirely relaxed/boxy. FashionUnited: "loose-fitting men's shirts, slightly faded jeans, oversized denim jackets."
- **Retail:** Zara India: 0% slim fit in new arrivals (100% relaxed/regular). Myntra: still 55-60% slim in bestsellers. The gap = the opportunity.
- **Search:** Pinterest Predicts 2026: "relaxed fit" named a key menswear search trend, up 2x year-over-year. Indian YouTube creators (44K+ views) actively featuring relaxed fits.
- **India Fit:** Not oversized. "Relaxed slim" for the Indian man: roomier body, lower armhole, comfortable without looking sloppy. Rs. 1,299-1,799 target.



Capsule 01: The New Easy, Relaxed-fit cotton-linen shirts in sage, ivory, sand, olive

CAPSULE 02

CALCULATED RISK

## Spice Route

*Warm spice tones in textured solids, where Indian heritage meets global direction*

The color-and-texture capsule. Saffron, cinnamon, and paprika tones in jacquard and dobby cotton deliver visual interest without print commitment, perfectly calibrated for Indian men who buy 65-70% solids. Band collar options add festive crossover potential. This capsule fills the gap at Rs. 999-1,499 where most brands still offer flat solid cotton.

### PALETTE



Saffron

Cinnamon

Paprika

Peach

Off-White

### SILHOUETTES

Slim-fit spread collar, regular-fit band collar, relaxed camp collar

### FABRICS

Jacquard cotton, dobby cotton, seersucker, cotton-linen blend

### KEY DETAILS

Self-pattern jacquard, micro-texture dobby, tonal stripe, band collar, mother-of-pearl buttons

### OCCASIONS

Smart casual, festive (Diwali/Eid), date night, wedding guest (band collar)

METRO ●●●● TIER 2 ●●●● D2C ●●●●

### EVIDENCE BASE

- **Runway:** Saint Laurent SS26: spice-toned tailoring with oranges, browns, yellows. Brocade/jacquard at Kartik Research, Emporio Armani, Amiri, Junya Watanabe, Willy Chavarria.
- **Retail:** Rare Rabbit bestsellers emphasize textured fabrics. Zara India stocks jacquard, creased-effect, embossed check. India bestsellers: 65-70% solids.
- **Forecast:** Style Arcade: "warm, rich, and vibrant tones of spice permeated the collections." Paired with soft earthy neutrals.
- **India Fit:** Spice tones resonate with Indian aesthetic heritage. Textured solids bridge the gap for solid-preferring Indian consumers. Rs. 999-1,499.



Capsule 02: Spice Route, Jacquard and dobby cotton in saffron, cinnamon, paprika

CAPSULE 03

SAFE BET

# Blue Authority

*Luminous Blue anchors a smart-casual palette built for office-to-evening versatility*

Blue is India's most commercially successful color family, and WGSN's 2027 COTY "Luminous Blue" validates it from the forecast side. This capsule delivers the safe-but-elevated blue shirt wardrobe: OCBD for smart casual, chambray for weekend, cotton-linen for evening. The palette spans from light blue to deep navy with Luminous Blue as the hero accent.

## PALETTE



## SILHOUETTES

Slim-fit OCBD, regular spread collar, slim cutaway collar

## FABRICS

Oxford cotton, chambray, cotton-linen blend, cotton poplin

## KEY DETAILS

Button-down collar, spread collar with stays, barrel cuffs, back box pleat, locker loop

## OCCASIONS

Office (smart casual), client meetings, evening drinks, polished weekend

METRO ●●● TIER 2 ●●● D2C ●●●

## EVIDENCE BASE

- **Forecast:** WGSN + Coloro: "Luminous Blue" (PANTONE 19-3952 TCX) named Color of the Year 2027. "Versatility and broad appeal."
- **Retail:** Blue is consistently India's most commercially successful color in menswear. Van Heusen, Louis Philippe, Peter England all lead with blue.
- **Search:** Pinterest Predicts 2026: "Cool Blue" as key trend. Blue shirts are the #1 search filter on Myntra men's shirts.
- **India Fit:** Office dress codes in Indian IT and banking sustain formal/smart-casual shirt demand. Blue is the universal safe choice. Rs. 1,199-1,999.



Capsule 03: Blue Authority, Smart casual shirts anchored by Luminous Blue

CAPSULE 04

TEST &amp; REACT

# Weekend Edit

*Camp collar resort shirts and matching sets for vacation, weekend, and downtime*

The trend-forward casual capsule. Camp collar resort shirts in summer checks and bold stripes, with matching set options that tap into SS26's strongest co-ord trend (Todd Snyder, Wales Bonner, Zegna). This is the highest trend-adoption zone in India's menswear market: vacation and weekend occasions where experimentation is welcome.

## PALETTE



## SILHOUETTES

Relaxed-boxy camp collar (short sleeve), matching set (shirt + short)

## FABRICS

Cotton-linen blend, pure linen, cotton voile, lightweight cotton

## KEY DETAILS

Camp collar, chest pocket, relaxed-boxy body, co-ord option, contrast stitching, shell buttons

## OCCASIONS

Weekend casual, vacation/resort, beach, brunch, pool party

METRO ●●● TIER 2 ●●● D2C ●●●

## EVIDENCE BASE

- **Runway:** Matching sets: Todd Snyder, Wales Bonner, Feng Chen Wang, Zegna, Emporio/Giorgio Armani, D&G SS26. Camp collar: Zara Studio SS26 hero pieces.
- **Retail:** Zara India stocks multiple camp collar styles. Uniqlo "Open Collar Shirt" strong ratings. But absent below Rs. 1,990 in India.
- **Social:** YouTube: "Summer Fashion Trends 2026 (for Indian men only)" 44.9K views. Resort/vacation content drives camp collar awareness.
- **India Fit:** Vacation/weekend is the highest trend-adoption zone. First mover at Rs. 1,499-2,299 captures the casual segment.



Capsule 04: Weekend Edit, Camp collar resort shirts and matching sets

CAPSULE 05

SAFE BET

## Modern Formal

*Textured cotton formal shirts with festive-ready band collar variants*

India's formal shirt market remains structurally resilient. Unlike the West, where casualization has reduced dress shirt demand, Indian corporate culture and the festive calendar sustain year-round demand. This capsule upgrades the formal shirt with textured cotton (jacquard self-patterns, tonal stripes) and subtle color (pink, off-white, light blue). Band collar variants bridge formal and festive.

### PALETTE



Off-White

Light Pink

Light Blue

White

Navy

### SILHOUETTES

Slim-fit spread collar, slim cutaway collar, regular-fit band collar

### FABRICS

Jacquard cotton, herringbone cotton, micro-dobby cotton, cotton poplin

### KEY DETAILS

Jacquard self-pattern, tonal stripe, French cuffs (option), concealed placket, collar stays

### OCCASIONS

Office formal, client meetings, festive (band collar), wedding guest, evening

METRO ●●●● TIER 2 ●●●● D2C ●●●●

### EVIDENCE BASE

- **Runway:** Brocade/jacquard in casual menswear: Kartik Research, Emporio Armani, Amiri, Simone Rocha, Willy Chavarria, Junya Watanabe SS26.
- **Retail:** Peter England, Van Heusen, Louis Philippe maintain strong formal positions. Formal shirt demand sustained by Indian RTO mandates.
- **Trade:** India's festive calendar (Diwali, Eid, wedding season) creates sustained demand for occasion-appropriate shirting. Band collar serves this segment.
- **India Fit:** Formal resilience is a uniquely Indian dynamic. Textured cotton upgrades the commodity formal. Rs. 1,299-1,899.



Capsule 05: Modern Formal, Textured cotton formal shirts with band collar variants

## Must-Stock Matrix

Consolidated quick-reference across all five capsule concepts.

CAPSULE	SILHOUETTE	FABRIC	KEY COLOR	PRICE (RS.)	RISK
<b>The New Easy</b>	Relaxed camp collar, skipper	Cotton-linen blend	Sage, Ivory, Sand	1,299-1,799	Calculated
<b>Spice Route</b>	Slim spread, band collar	Jacquard, dobby cotton	Saffron, Cinnamon	999-1,499	Calculated
<b>Blue Authority</b>	Slim OCBD, spread collar	Oxford, chambray, poplin	Luminous Blue, Navy	1,199-1,999	Safe Bet
<b>Weekend Edit</b>	Relaxed-boxy camp collar	Cotton-linen, pure linen	Salmon, Teal	1,499-2,299	Test & React
<b>Modern Formal</b>	Slim spread, band collar	Jacquard, herringbone	Off-White, Light Blue	1,299-1,899	Safe Bet

## Print Design Brief for Textile Teams

SS27 men's shirts are a solid-dominant market (65-70% solids for India), so print should be treated as accent, not default. Lead with textured solids (jacquard self-pattern, dobby micro-texture, seersucker crinkle) as the primary surface interest story. When developing prints: checks and stripes in medium scale (8-15mm repeat) for broad commercial appeal, micro-geometric and ditsy patterns at small scale (3-6mm repeat) for subtle personality, and block print / craft motifs at medium-to-large scale (20-40mm repeat) for D2C differentiation. Colorways should prioritize tonal and two-color palettes over multi-color for the Indian market. Key colorway pairings: navy-on-white (check/stripes), indigo-on-cream (block print), tonal cinnamon or sage (jacquard). Placement: all-over repeat for checks and stripes, engineered placement on yoke or pocket for block print motifs. Avoid large-scale florals and tropical prints except for the vacation/resort capsule.

RETAIL

RUNWAY

## SECTION 11

# Appendix

## 11.1 Methodology

This report synthesizes findings from three research tiers. Tier 1 (Runway and Forecast): SS26 menswear runway reviews from Style Arcade, Hypebeast, FashionUnited, Zara Studio video analysis, WGSN x Coloro color forecast, Pantone direction. Tier 2 (Retail and Commercial): Live assortment analysis of Myntra, Zara India, Uniqlo India, H&M India, Mango India, Van Heusen, Louis Philippe, Peter England, Snitch, Rare Rabbit. Tier 3 (Consumer and Cultural): YouTube creator content analysis, Pinterest Predicts 2026, Statista market data, trade press (Style Arcade, BoF).

TRADE

## 11.2 Evidence Legend

RUNWAY: Named designer + season. RETAIL: Named retailer, approximate data. SEARCH: Platform search data or Google Trends signal. SOCIAL: Social media platform data with approximate view counts. TRADE: Industry publication or analyst report. FORECAST: Trend forecasting service (WGSN, Pantone, Coloro). MULTI: Corroborated across 3+ signal types.

## 11.3 Full Source List

### Runway & Forecast

- \* Style Arcade, SS26 Menswear Trend Report (Jul 2025)
- \* Hypebeast, SS26 Menswear Trend Reports (Jan 2026)
- \* FashionUnited, SS26 Street Style Report (Oct 2025)
- \* Zara Studio SS26 YouTube Video (Mar 2026, 1.2M views)
- \* WGSN x Coloro, Color of the Year 2027: Luminous Blue (Apr 2025)
- \* Pantone, PANTONEVIEW Colour Planner SS 2027
- \* Colourhive, Global Colours 2027 (Jul 2025)

### Retail & Commercial

- \* Myntra, Men's shirt category, approximately 239,700 listings (Apr 2026)
- \* Zara India, Men's shirt new arrivals (Apr 2026)
- \* Uniqlo India, Shirt ratings and assortment (Apr 2026)
- \* H&M India, Men's shirt category (Apr 2026)
- \* Van Heusen, Louis Philippe, Peter England formal assortments (Apr 2026)
- \* Snitch, D2C brand financial data (trade press, Apr 2026)
- \* Rare Rabbit, D2C brand financial data (trade press, Apr 2026)
- \* Pinterest Predicts 2026 (business.pinterest.com/predicts)

### Trade Press & Consumer Data

- \* Statista, India Apparel Market Forecast 2026
- \* YouTube: BeYourBest San Kalra, summer fashion trends (44.9K views)
- \* YouTube: Zahid Akhtar, linen shirt guides (28.1K views)
- \* Style Arcade, Brunello Cucinelli on menswear market
- \* accio.com, India menswear trends analysis (Mar 2026)

## Glossary

<b>OCBD</b>	Oxford Cloth Button-Down. A button-down collar shirt in oxford-weave cotton. The Ivy League heritage piece, now a smart-casual essential.
<b>Camp Collar</b>	Also called Cuban or revere collar. An open, flat collar with no stand, creating a relaxed V-neckline. The SS26 casual default.
<b>Band Collar</b>	Also called mandarin collar. A stand-up collar without fold-over points. Bridges Western shirt and Indian kurta construction.
<b>Jacquard</b>	A woven self-pattern created on the loom, producing a raised or textured surface. Reads as solid from distance, reveals detail up close.
<b>Dobby</b>	A small geometric weave pattern created by extra warp threads. Creates subtle texture without printed pattern.
<b>Seersucker</b>	A cotton fabric with alternating smooth and puckered stripes, creating air channels for breathability. Heat-practical for Indian summers.
<b>GSM</b>	Grams per square meter. The standard measure of fabric weight. 80-120 GSM for summer shirting, 120-170 GSM for structured shirts.
<b>D2C</b>	Direct-to-Consumer. Brands selling through own channels. In India: Snitch, Rare Rabbit, The Souled Store.
<b>COTY</b>	Color of the Year. Annual forecasts by Pantone, WGSN x Coloro. 2027: Luminous Blue (WGSN).
<b>MRP</b>	Maximum Retail Price. In India, the listed price before discount. Post-discount price is the real price for consumer purchase decisions.
<b>RTO</b>	Return to Office. Corporate mandates requiring in-person work, sustaining formal shirt demand in Indian IT and banking sectors.

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