

ASSIGNMENT 3

RANGE FOLIO

M A H D I Y A A H M E D

INTRODUCTION

This A/W 26/27 womenswear denim range for Denimsmith translates WGSN's macro stories—Geo-Logic, Kintentional and Empowered Play—into a focused, fully sustainable capsule. Designed for urban women 25–45, the collection builds a complete denim wardrobe with three core jean fits, directional outerwear, dresses and skirts that move from work to weekend. Using GOTS organic cotton, recycled fibres and low-impact blends, the range balances protection, heritage craft and playful styling, while maintaining strong commercial margins and clear price architecture.





TARGET MARKET

Demographic: Primary focus on women's denim (jeans, shorts, skirts) though men's lines exist, Typically age 25-45; medium to high income; urbane professionals with values of quality and sustainability. Most sales concentrated in Victoria with nationwide e-commerce reach.

Psychographic: Consumers value transparency and ethical production, are fashion-aware yet prefer timeless pieces, and research brands for sustainability credentials before purchase (Denimsmith 2025).

Behavioural: High loyalty and repeat purchase rates; willingness to pay a premium for Australian-made products; interest in repairs and factory services (ECA 2025).

TREND ANALYSIS

For A/W 26/27, WGSN denim trends revolve around three ideas: protection, provenance and play. Consumers want pieces that handle unstable weather, feel crafted and long-lasting, but still allow for personal expression.

Geo-Logic is driven by unstable weather patterns and the blurring of seasons. Customers want pieces that can flex between hot/cold, work/leisure and indoor/outdoor, which positions denim as a utility fabric rather than purely casual. Silhouettes are functional and slightly protective: denim trench coats, field jackets and Harringtons in mid-weight denim or sateen, along with barrel-leg and slouchy jeans that allow for layering underneath. Textural interest is key - corded surfaces, tonal checks and “Blue Denim Renditions” that mix indigo with subtle pattern or animalier motifs keep the look elevated rather than purely workwear.

Kintentional responds to anxiety around AI-driven sameness with an emphasis on human craft and emotional longevity. Consumers are drawn to garments that feel researched and repairable - pieces that show the maker’s hand. Menswear micro-stories such as Restorative Comfort and Modern Heritage champion relaxed tailoring, quilting and workwear-derived shapes, while womenswear themes like New Mod and Renaissance of Real rework classic silhouettes in soft, tactile fabrics.

For Denimsmith, this macro trend is an almost perfect fit with the brand’s existing ethos. Straight-leg and tapered heritage jeans with chain-stitched hems, copper hardware and authentic washes become the core offer. Craft-focused garments - chore jackets, denim waistcoats, visible top-stitching and soft-tailored denim suits - communicate quality and provenance.

Empowered Play frames joy as a design strategy. After several years of uncertainty, consumers are ready for colour, humour and experimentation, but still want clothes that work in real life. Denim becomes a canvas for sculptural proportions and styling tricks rather than only for basics. Key silhouettes include cropped trucker jackets, exaggerated barrel-leg jeans, soft cargos with flared hems and mod-inspired mini dresses.

Across all three macro trends, WGSN’s A/W 26/27 overview highlights the same family of silhouettes: barrel-leg, slouchy, cropped pleated and flared jeans; baggy cargos; aviator and bomber jackets; trenches and boyfriend coats; plus mod minis, tea dresses and soft-volume pieces.

KEY COLOURS



SHADES OF
DENIM USED FOR
THIS
ASSIGNMENT

Color of the Year 2026

coloro | WGSN Color of the Year 2026



Transformative Teal 092—37—14

coloro | WGSN Key Color A/W 26/27



Wax Paper 035—88—12

coloro | WGSN Key Color A/W 26/27



Fresh Purple 136—32—33

coloro | WGSN Key Color A/W 26/27



Cocoa Powder 008—35—06

coloro | WGSN Key Color A/W 26/27



Green Glow 057—82—32

092—37—14

Transformative Teal

10x10cm (4x4in)
\$13.95 / €11.95

Buy color swatch

035—88—12

Wax Paper

10x10cm (4x4in)
\$13.95 / €11.95

Buy color swatch

136—32—33

Fresh Purple

10x10cm (4x4in)
\$13.95 / €11.95

Buy color swatch

008—35—06

Cocoa Powder

10x10cm (4x4in)
\$13.95 / €11.95

Buy color swatch

057—82—32

Green Glow

10x10cm (4x4in)
\$13.95 / €11.95

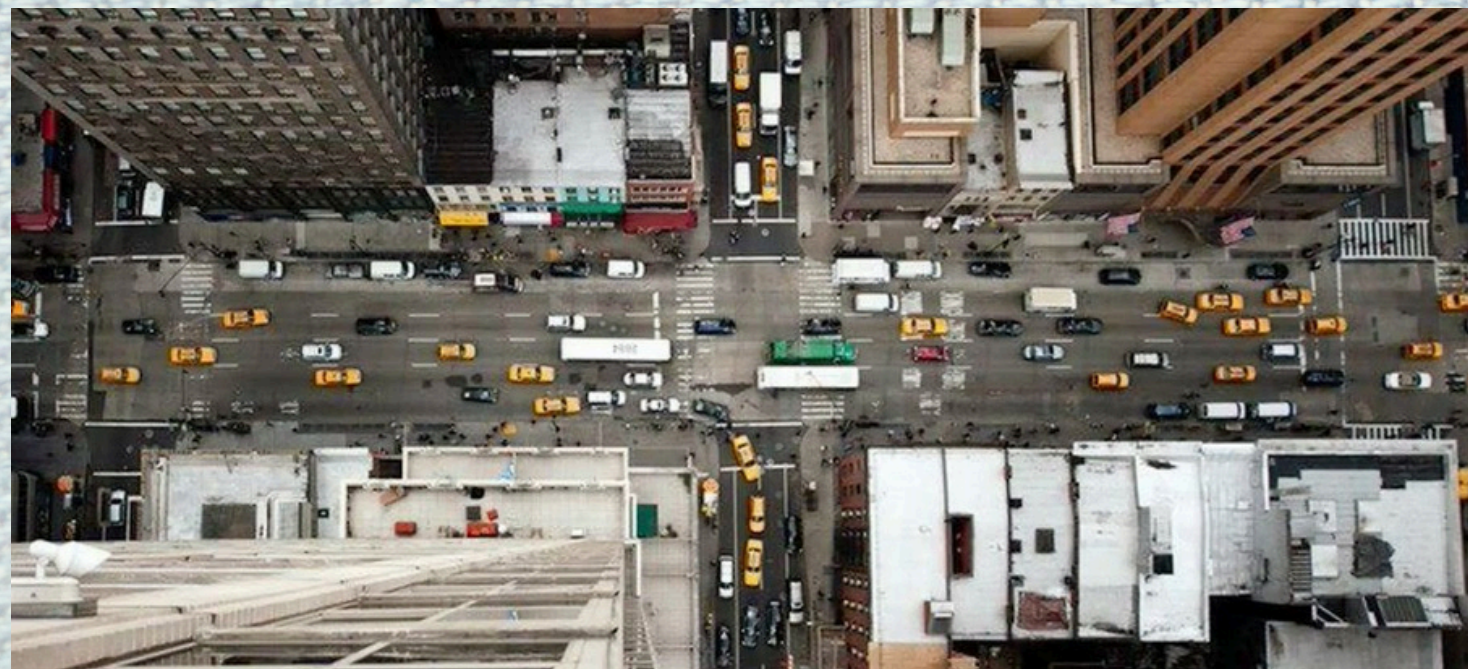
Buy color swatch

(KEY COLORS | COLORO 2025)

The Coloro x WGSN palette for 2026 creates a bridge between protection, comfort and optimism. It is built around Transformative Teal as Color of the Year, supported by two grounded neutrals (Wax Paper and Cocoa Powder) and two expressive accents (Fresh Purple and Green Glow).

- **Transformative Teal:** A protective, future-focused blue-green that anchors outerwear and utility denim for Geo-Logic.
- **Wax Paper:** A soft, chalky beige that supports Kintentional’s slow, heritage story through ecru denim, quilting and workwear pieces.
- **Fresh Purple:** A saturated violet accent that injects playful, fashion-forward colour into Empowered Play styles like minis and colour-blocked denim.
- **Cocoa Powder:** A rich chocolate brown that grounds the range, ideal for heritage jeans, cords and soft denim tailoring.
- **Green Glow:** A sharp yellow-green highlight best used for trims and details, signalling tech-driven innovation and youthful energy.

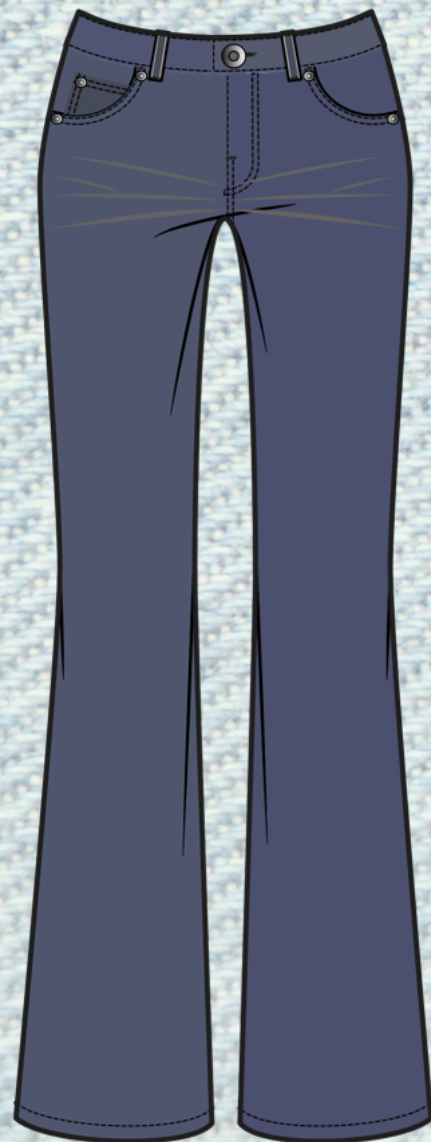
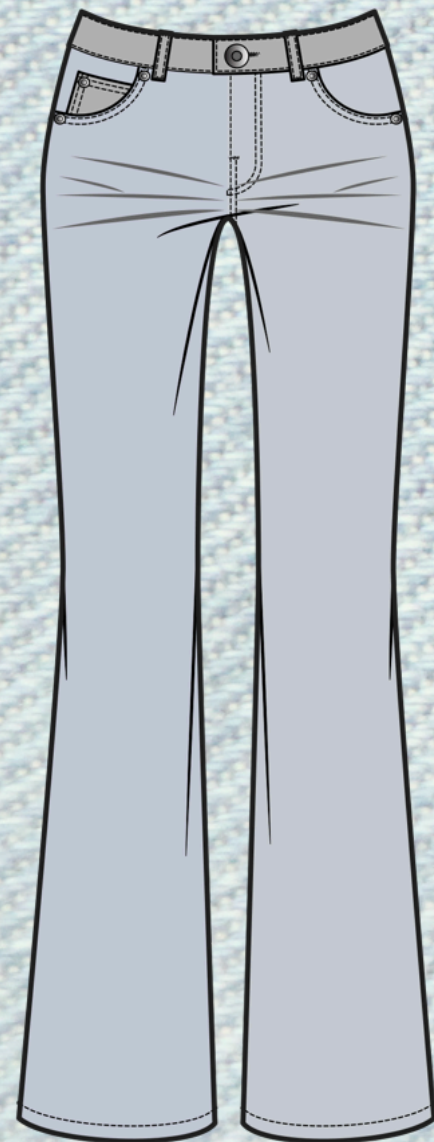
MOODBOARD



RANGE

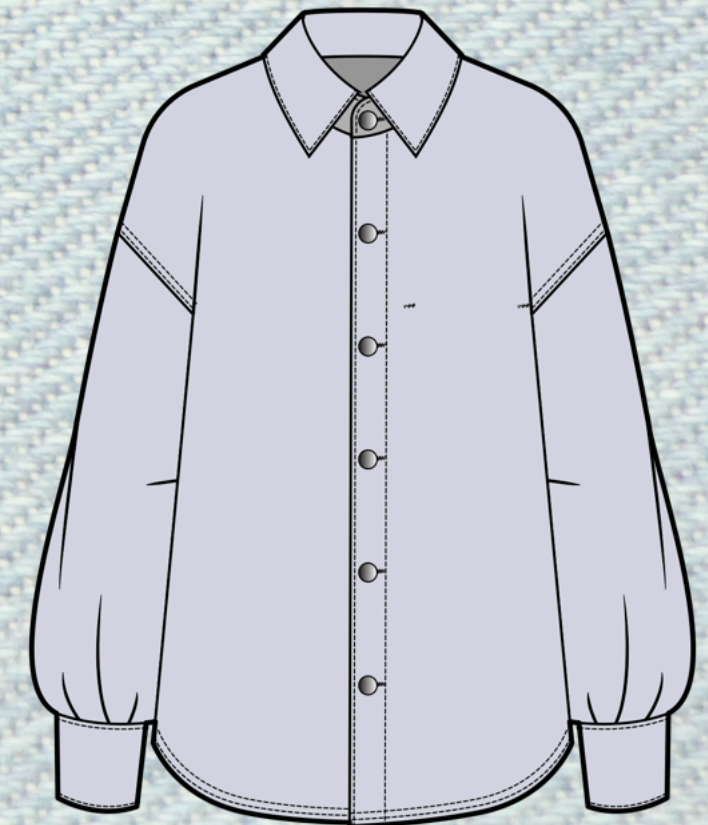
DENIM OVERTSHIRT

- GREEN
- ICY BLUE
- NAVY



LOW WAISTED BOOTCUT JEANS

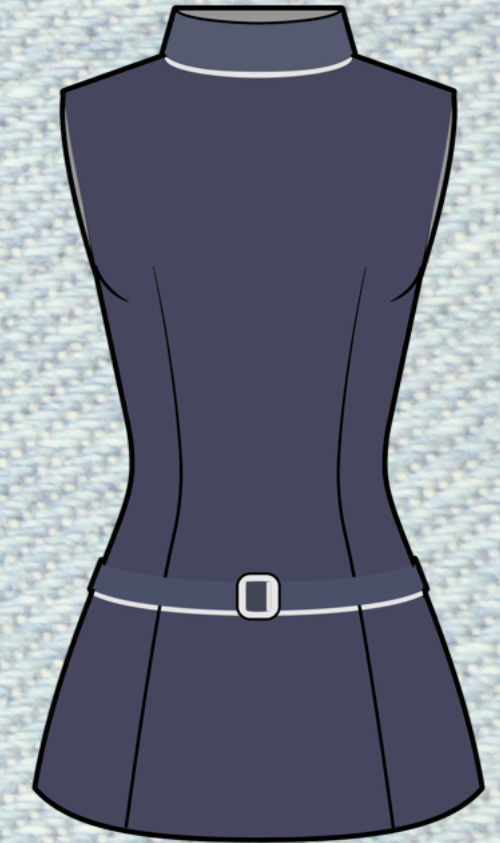
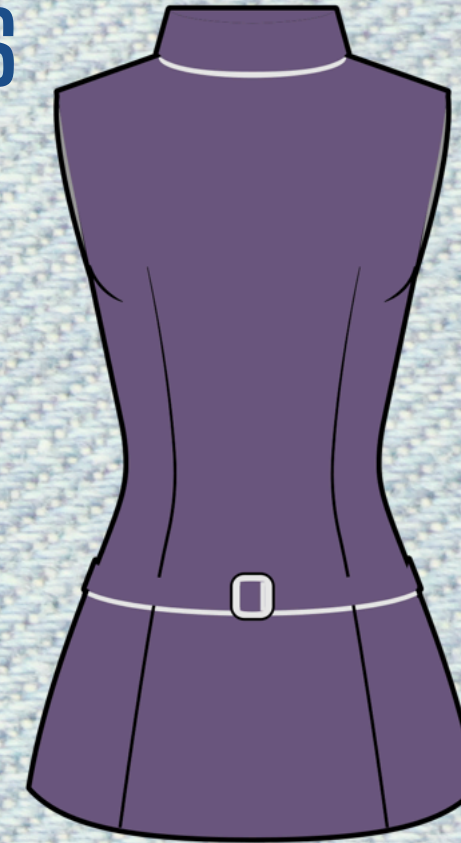
- LIGHT WASH DENIM
- NAVY DENIM
- CHARCOAL



RANGE

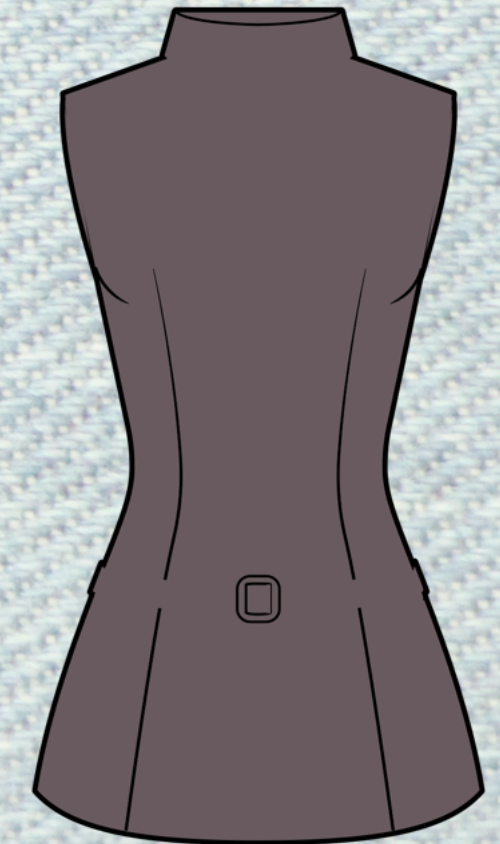
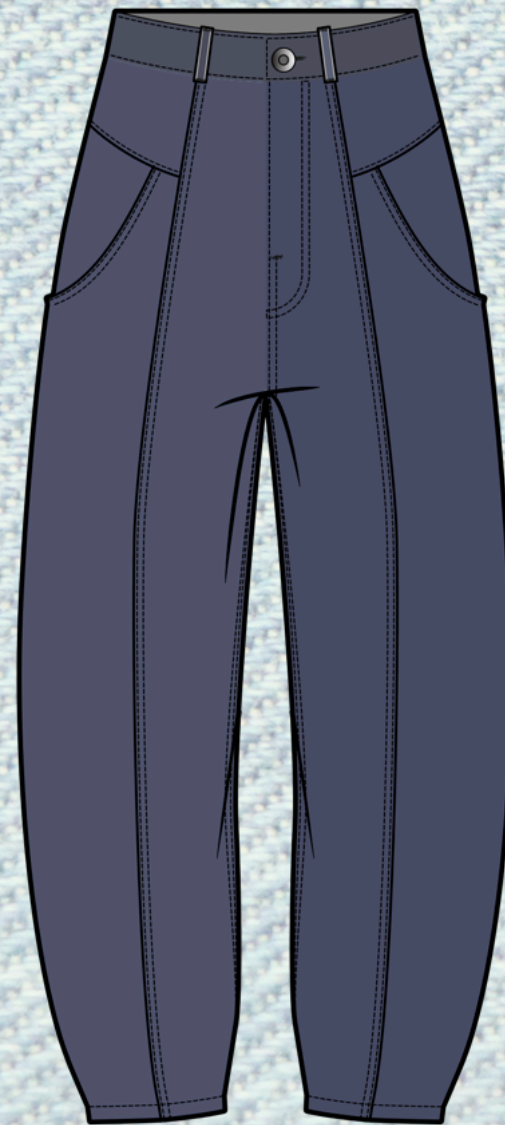
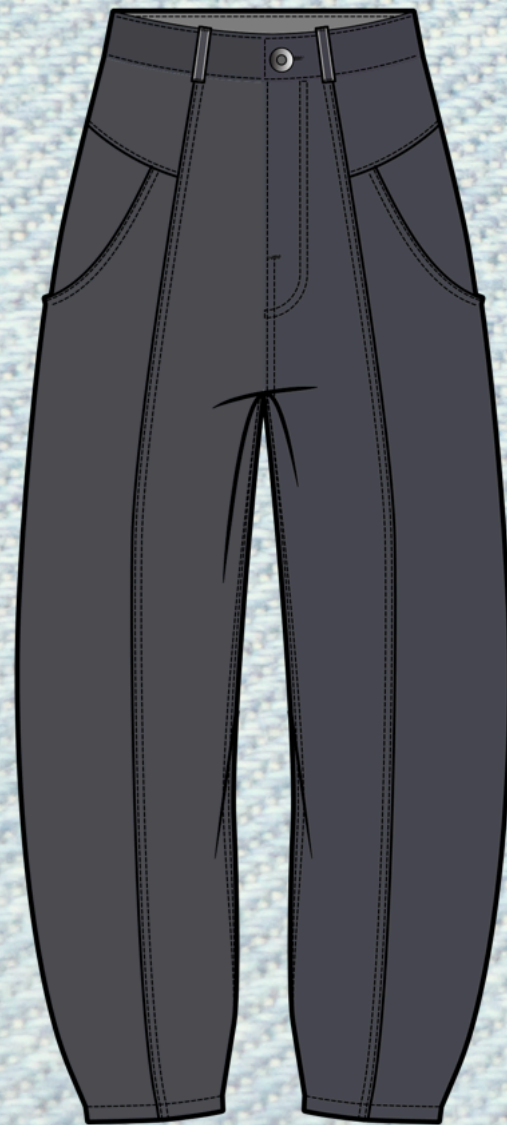
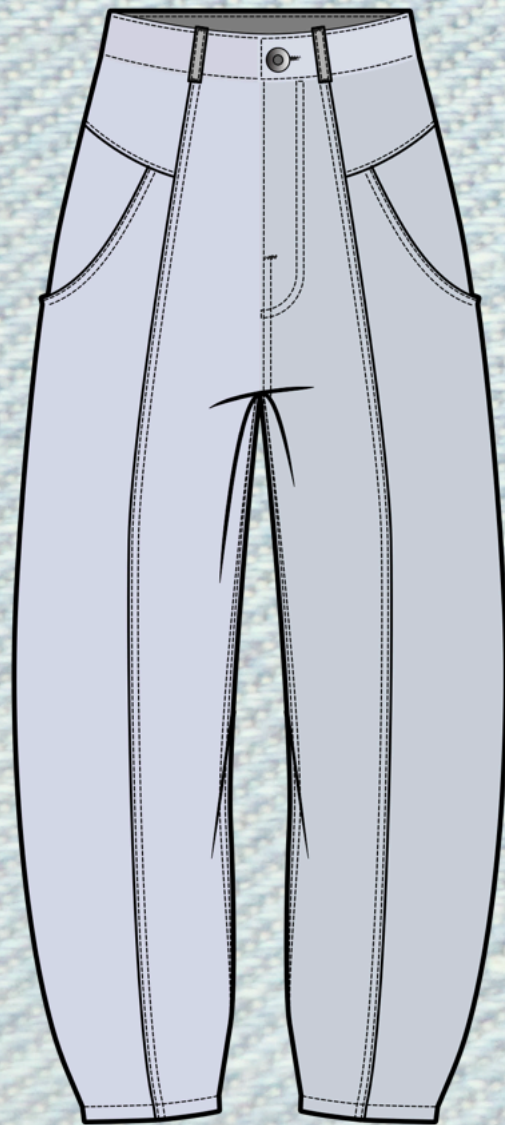
SLEEVELESS DENIM TOPS

- PURPLE
- CHARCOAL
- BROWN



BARREL LEG JEANS

- LIGHT WASH
- CHARCOAL
- NAVY



RANGE

STRAIGHT LEG HIGH WAIST BJEANS

- LIGHT WASH
- NAVY
- BLACK

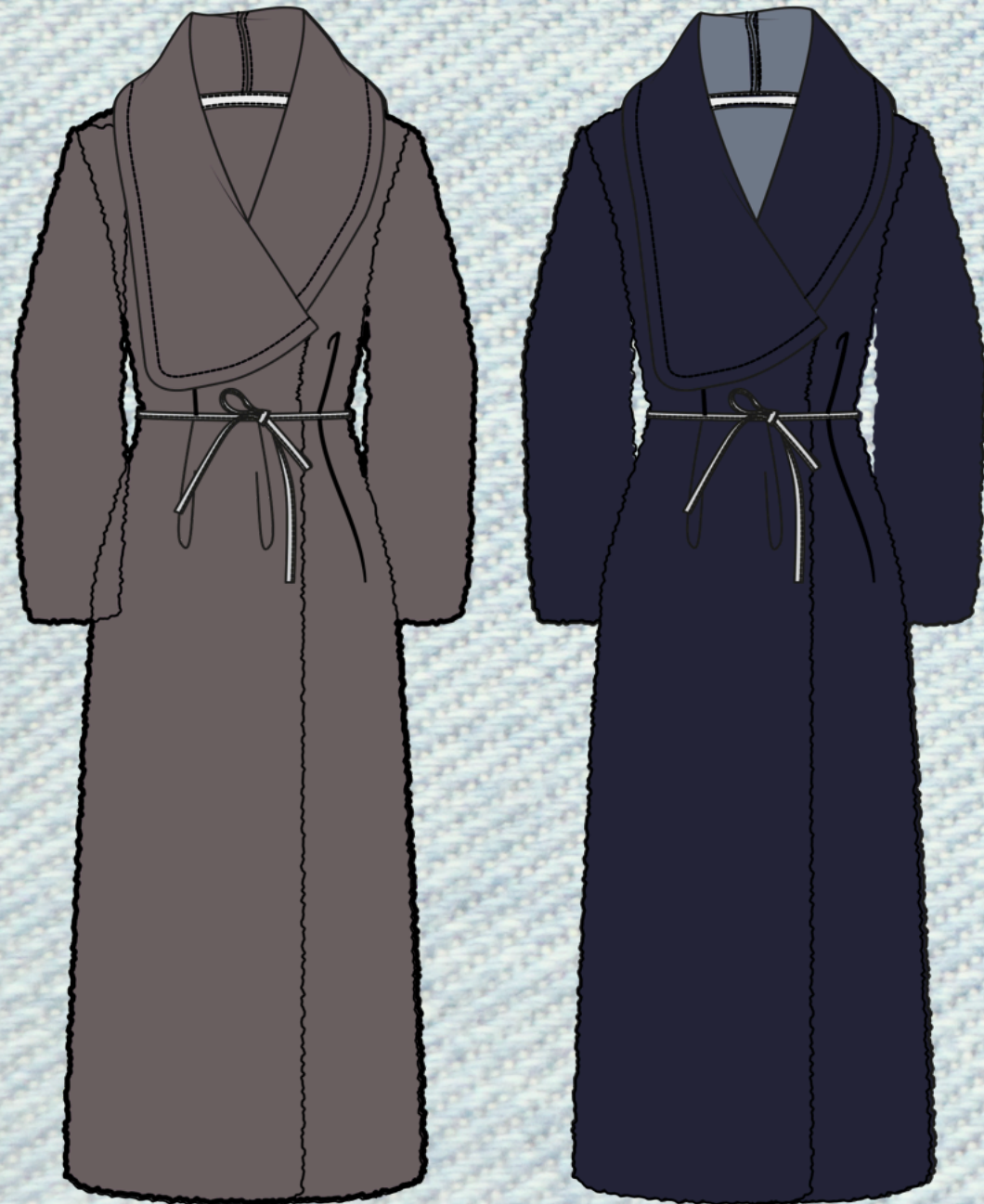


FUNNEL NECK DENIM JACKET

- NAVY
- BROWN
- CHARCOAL



RANGE



FOLDING COLLAR LONG COAT

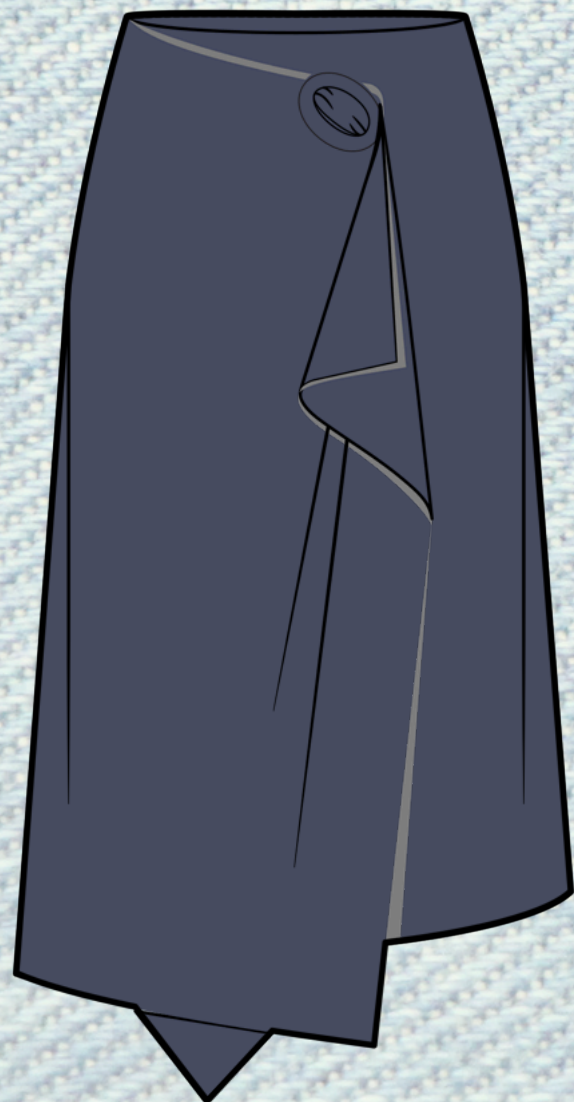
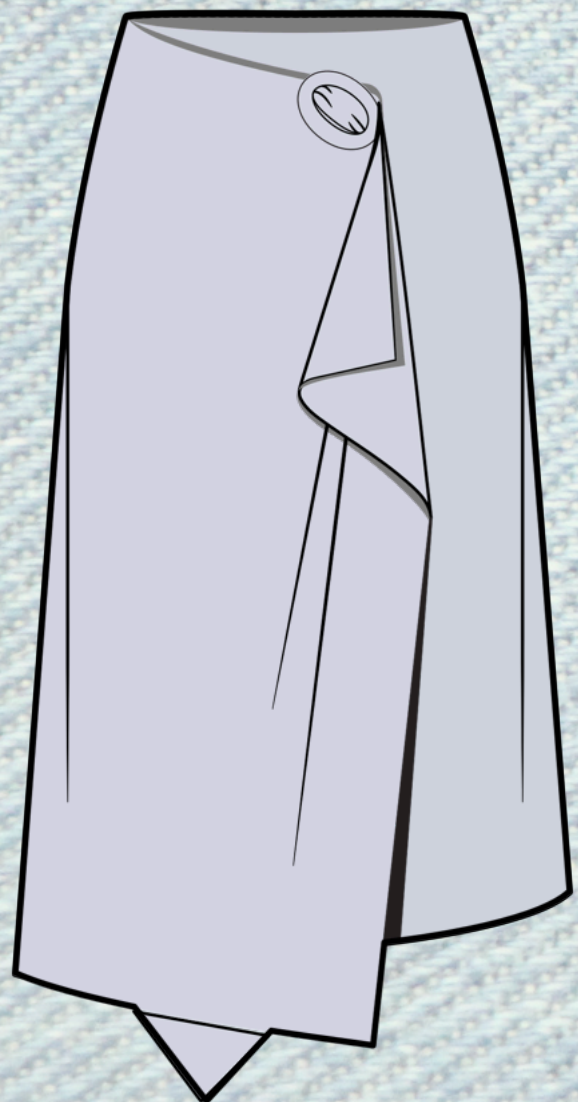
- BROWN
- BLACK



FUNNEL NECK LONG DENIM COAT

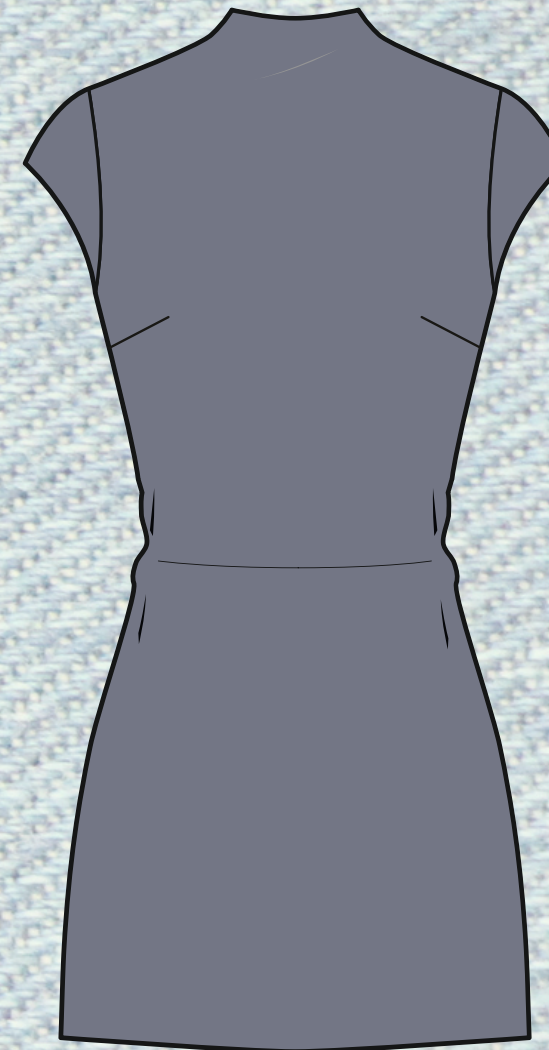
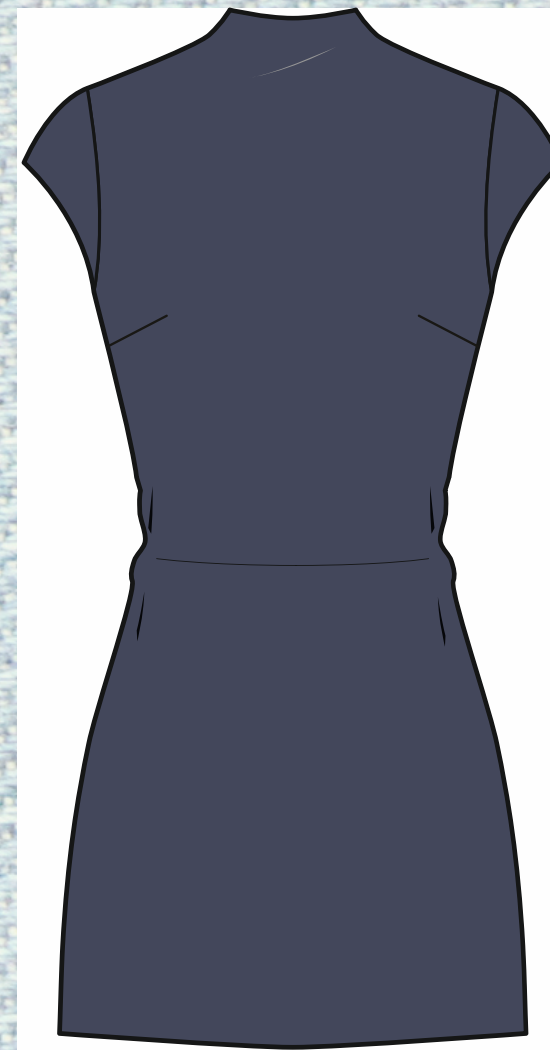
- NAVY
- GREEN

RANGE



MIDI DENIM SKIRT

- CHARCOAL
- BABY BLUE



DENIM HIGH NECK SHORT DRESS

- CHARCOAL
- GREY

RANGE

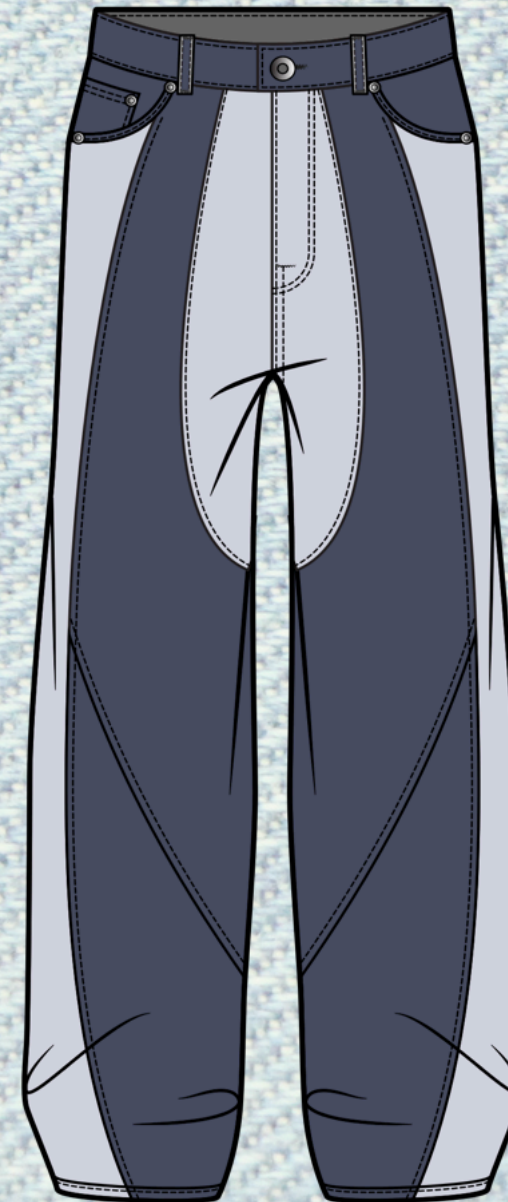


NAVY FRILL SHORT DENIM DRESS



TWO TONE DENIM JACKET

TWO TONE SLOUCHY JEANS



TWO TONE AVIATOR
DENIM JACKET WITH FUR COLLAR



RANGLE PLAN INFORMATION

Style #	Style name	Fabric (sustainable)	Colourways	Sizes	Cost (AUD)	Retail (AUD)	Margin %	Order Qty	COO
AW26-01	Low-Waisted Bootcut Jean	12oz GOTS organic cotton denim, 1% Roica™ V550 degradable elastane	Light wash, Navy, Charcoal	6–16	72	199	63.8	80	Australia
AW26-02	Denim Overshirt	10.5oz GOTS organic cotton denim	Green, Icy blue, Navy	6–16	76	189	59.8	60	Australia
AW26-03	Barrel-Leg Jean	12oz organic cotton / recycled cotton denim (70/30)	Light wash, Charcoal, Navy	6–16	72	199	63.8	70	Australia
AW26-04	Sleeveless Denim Top	10.5oz organic cotton / TENCEL™ Lyocell twill (60/40)	Purple, Charcoal, Brown	6–16	57	149	61.7	50	Australia
AW26-05	Straight-Leg High Waist Jean	12oz GOTS organic cotton denim, 1% Roica™ V550	Light wash, Navy, Black	6–16	72	199	63.8	70	Australia
AW26-06	Funnel-Neck Denim Jacket	12oz organic cotton / recycled cotton denim, corozo buttons	Navy, Brown, Charcoal	6–16	97	259	62.5	50	Australia
AW26-07	Funnel-Neck Long Denim Coat	13oz organic cotton denim shell, 100% recycled polyester quilted lining	Navy, Green	6–16	135	379	64.4	40	Australia
AW26-08	Folding Collar Long Coat	13oz organic cotton / hemp denim shell, recycled poly lining	Brown, Black	6–16	130	369	64.8	40	Australia
AW26-09	Denim High-Neck Short Dress	11oz organic cotton / TENCEL™ denim	Charcoal, Grey	6–16	82	229	64.2	50	Australia
AW26-10	Midi Denim Skirt	11oz GOTS organic cotton denim	Charcoal, Baby blue	6–16	67	179	62.6	50	Australia
AW26-11	Navy Frill Short Denim Dress	11oz organic cotton / recycled cotton denim	Navy	6–16	87	239	63.6	60	Australia
AW26-12	Two-Tone Denim Jacket	12oz organic cotton denim (undyed ecru + indigo), corozo buttons	Ecru/Navy two-tone	6–16	92	249	63.1	60	Australia
AW26-13	Two-Tone Slouchy Jeans	12oz organic cotton / recycled cotton denim, 1% Roica™ V550	Light/Navy two-tone	6–16	82	219	62.6	60	Australia
AW26-14	Two-Tone Aviator Denim Jacket w/ Fur Collar	13oz organic cotton denim shell, recycled polyester sherpa & lining, corozo toggles	Ecru/Brown two-tone	6–16	135	329	59	50	Australia

The range plan balances commercial reliability with fashion risk using cost, margin and volume data. Core jeans (bootcut, barrel leg, straight high waist) sit at an accessible mid-tier retail of around AUD 199 with healthy gross margins of roughly 63–64%, and therefore carry the highest order quantities (70–80 units per colour) as they are expected to drive volume and repeat purchase. Mid-priced tops, skirts and short dresses cluster between AUD 149–239 with similar margin levels but slightly lower buys (50–60 units), reflecting their role as outfit-building add-ons rather than traffic drivers.

Outerwear and long coats are positioned as hero investment pieces with the highest costs due to heavier sustainable fabrics and more complex construction. Their retails sit in the AUD 259–379 band, with margins still within the 59–65% target but with more conservative order quantities (around 40–50 units per colour) to manage risk on high ticket items. Two-tone fashion pieces and the aviator jacket are ordered at mid-level volumes (around 60 units) to test trend-forward silhouettes while still leveraging Denimsmith’s strong consumer loyalty and interest in unique, locally made styles.

Overall, the data-led buy ensures that the majority of investment sits in proven categories (jeans and core dresses) while still allocating space and budget to differentiated outerwear and experimental styles that communicate the A/W 26/27 trends and keep the brand visually exciting on the shop floor and online.

RATIONALE

This A/W 26/27 womenswear denim range is designed for Denimsmith's core customer: urban women aged 25–45 who value long-lasting, Australian-made product, are highly engaged with sustainability credentials and are willing to pay a premium for ethical production.

The range therefore focuses on a tight edit of versatile silhouettes—three key jean fits (low-waisted bootcut, barrel leg and straight high waist), layering tops, dresses, skirts and protective outerwear—so the customer can build a complete denim wardrobe from one brand without sacrificing quality or provenance.

Macro trend analysis from WGSN highlighted protection, provenance and play (Geo-Logic, Kintentional and Empowered Play) as the dominant drivers for A/W 26/27.

These themes directly inform the architecture of the range: utility-led pieces such as funnel-neck jackets, long denim coats and barrel-leg jeans answer the Geo-Logic need for climate-adaptive, trans-seasonal garments; heritage-inspired straight jeans, overshirts and wrap coats speak to Kintentional's focus on craft, longevity and repairability; while two-tone slouchy jeans, aviator outerwear with faux-fur collar and the navy frill dress bring in Empowered Play's sculptural, joyful styling. This mix keeps the offer rooted in Denimsmith's authentic workwear aesthetic while introducing newness through proportion and styling.

Colour and fabric choices are also driven by trend data. The Coloro x WGSN palette for 2026—Transformative Teal, Wax Paper, Fresh Purple, Cocoa Powder and Green Glow—creates a bridge between protection, comfort and optimism.

These hues are translated into wearable denim shades (navy, baby blue, charcoal, green and brown) plus a single fashion highlight in purple, ensuring the range feels directional but still commercial. All fabrics are specified as sustainable—GOTS-certified organic cotton, recycled cotton blends, hemp mixes, TENCEL™ Lyocell and Roica™ V550 degradable elastane—aligning the product with the target market's expectation of traceable, low-impact materials and reinforcing Denimsmith's Ethical Clothing Australia positioning.

Reflection

Working on this assignment helped me understand how many different decisions sit behind a “simple” denim range. Translating WGSN’s A/W 26/27 macro trends into a collection for Denimsmith forced me to move beyond aesthetics and think about the brand’s identity, customer profile and price positioning at the same time. Choosing silhouettes like barrel-leg jeans, funnel-neck coats and two-tone pieces was a balancing act between trend relevance and what I believe Denimsmith’s customer will actually wear.

A big part of the learning was working with numbers instead of just moodboards. Building the costing and margin structure made me realise how much fabric choice, trims and complexity can affect final retail price and risk. Committing to only sustainable fabrics—organic cotton, recycled blends, hemp and TENCEL™—was especially challenging, because it raised costs but also strengthened the story and aligned with the brand’s ethical positioning. I had to edit the range carefully so that the most expensive, statement styles had lower order quantities, while core jeans and dresses carried the volume.

Overall, this project showed me how trend research, sustainability and commercial data need to inform each other rather than exist in separate boxes. If I repeated this assignment, I would like to test more wash options, talk to real customers or store staff to validate the buy, and explore size inclusivity in more depth. The process has made me more confident in linking creative design decisions to financial outcomes and brand strategy.

Q&A

Q1: Why did you decide to focus so strongly on sustainable fabrics, even though they increase cost?

A: Sustainability is a key value for Denimsmith’s target customer and part of the brand’s existing positioning, so using organic and recycled fibres strengthens trust and justifies a premium price. By protecting margins on core jeans and limiting quantities on complex outerwear, the range still remains commercially viable while clearly communicating its ethical point of difference.

Q2: How did the trend research actually influence the final silhouettes you chose?

A: Geo-Logic led to protective, trans-seasonal pieces like funnel-neck coats and utility jeans; Kintentional informed the heritage straight-leg fits, overshirts and wrap coats; and Empowered Play inspired more experimental shapes such as two-tone slouchy jeans and the aviator jacket with faux-fur collar. Each look can be traced back to one of the macro stories, ensuring the range feels both on-trend and conceptually coherent.

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