

FUCHS SCHMITT – Autumn/Winter 2026/27 season report

The Autumn/Winter 2026/27 season starts with a clear approach: it emphasises the seasons transition, focuses on lightweight, modern outfits and creates an easy-going feeling of comfort. Nevertheless, it consistently reflects the entire season – right through to warm wool coats and puffers. The entire season is characterised by an easy-going feel and a contemporary, relaxed interpretation of outerwear. Trend colours such as brown, burgundy, bottle green, royal blue and powder pink, as well as modern check patterns, give the collection character, while accompanying marketing tools – from enhanced pop-up spaces to a high-quality, contemporary product shoot – effectively support the season's launch.

The collection is aimed at customers who expect quality, modern functionality and contemporary design. Longer between-seasons periods and fluctuating temperatures call for clothing that protects, works intuitively and complements your outfit in a fashionable way.

This idea is the basis for Perfect Match – a modular layering concept in which lighter, unquilted coats and parkas can be combined to create new silhouettes using a subtle button system. The effect: flexible looks, variable degrees of warmth and new proportions that make the between-seasons period more exciting in terms of fashion. This principle is complemented by the active elements in the range, which incorporate subtle performance features such as stretch and lightweight 2-layer structures.

One particular trend that continues to grow in popularity is modern faux fur styles. New colours such as brown, brick, bottle, blue and chianti give this concept a fresh, contemporary look. Silhouettes remain clean and textures soft – the perfect addition to any outfit. Vests are also becoming a trend in their own and can be worn on their own or layered.

Quilted designs are noticeably updated for 26/27: graphic quilted patterns, patterned looks, reversible styles and innovative padding bring lightness and modernity. Special fillings such as Thermore®, Solarball® and Repreve® ensure high performance, while down remains the indispensable material for the coldest winter months.

The distinctive brand focus on wool holds its own with equal measures of strength and modernity. **FUCHS SCHMITT** also emphasises high-quality fabrics with a high wool content, which offer impressive natural heat regulation while remaining durable. Lightweight knit looks, Italian solid colours and exclusive patterns, as well as elegant double-faced surfaces give coats and parkas a particularly soft, textured appearance – an expression of quality that customers immediately notice. 'Made in Europe' remains a central component of the brand's philosophy: short transport routes, responsible production and consistently reliable quality.

An important development can be seen in the details: new features, modern logos and all-over linings with graphic prints give many models a more luxurious, deliberately designed look – a contemporary quiet luxury statement. In addition, distinctive retail concepts support the seasonal fluidity: textured photo floors for faux fur, wool and quilting, urban graphic designs for transitional trends and large check patterns as eye-catchers. The redesigned POS displays present these concepts to customers in an even more trend-oriented, clear and inspiring way.

The brand's iconics – timeless bestsellers that consistently generate sales – have been carefully reinvented: modern colours and subtle material updates reinforce their role as reliable, trusted pillars of the collection. Overall, **FUCHS SCHMITT** presents a season with a clear attitude: modern, high-quality, detail-oriented and consistently refined – outerwear that is understated yet confident, intelligently complementing the everyday lives of its customers.