

Brandon Maxwell Brings Shimmer, Shine and Smiles to New York Fashion Week

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Fashion Week Special — At this year's New York Fashion Week, designer Brandon Maxwell set the runway aglow with something rare — smiling models. The reason? A collection designed to radiate joy, fun, and optimism.

In his **Spring/Summer 2022 showcase**, Maxwell departed from his usual reflective, mood-driven designs and instead embraced vibrant positivity. "Life has not been a beach for the last year and a half," he said backstage, "but I wanted to find the beauty in this moment."

A Collection of Color & Play

The result was a **casual-chic lineup** bursting with energy:

- **Psychedelic patterns** in pink, orange, and green
- **Plaid board shorts** and **shiny windbreakers**
- **Metallic dresses** made playful with bold stripes
- **Graphic tees** emblazoned with mushroom motifs

The runway also nodded to **beachwear** with bikini tops, oversized backpacks, and rolled towels transformed into chic cross-body bags.

A Joyful Finale with Gigi Hadid

Supermodel **Gigi Hadid** closed the show in a striking **silver-patterned pantsuit paired with a bikini top**, embodying Maxwell's vision of sparkle, play, and confidence.

By weaving together **shimmer, shine, and laid-back styling**, Brandon Maxwell delivered a collection that was not only fashionable but also emotionally uplifting — a reminder that fashion, too, can be a form of joy.