

# Back-to-School Gets a Fresh Look with Maamgic's New Shorts Collection

NY, UNITED STATES, August 1, 2025 /EINPresswire.com/ -- Maamgic, a U.S.-based apparel brand known for its [vintage swim trunks](#) and [casual shorts](#), has launched a new back-to-school capsule collection ahead of the fall semester. The release includes updated versions of several [Maamgic shorts](#) styles and coincides with a limited-time seasonal promotion.



Maamgic back to school

The collection features lightweight, breathable fabrics, simplified silhouettes, and a range of neutral to retro-inspired prints. It is intended to serve transitional use between summer and early fall, with product designs positioned between swimwear and everyday school casual wear.

## Limited-Time Design

From July 30 to August 15, Maamgic is offering a new arrival on its official website, [www.maamgic.com](http://www.maamgic.com). The offer includes selected bundles of Maamgic shorts and vintage swim trunks, free shipping on orders over a designated amount, and a complimentary gift with qualifying purchases.

## Product Background

Maamgic was founded in 2017 and has since built a product catalog centered on swimwear, casual shorts, and relaxed lifestyle apparel. Over the past eight years, the brand has introduced multiple short-form collections featuring prints influenced by retro design, coastal motifs, and simplified graphics.

The back-to-school capsule continues this direction, offering several new iterations of core products. According to the company, the pieces are designed for multi occasions and are intended to support customers' seasonal wardrobe transitions.

## Company Information

Maamgic operates online through its official site and sells direct to consumers. Its catalog

includes Maamgic shorts, vintage swim trunks, shirts, and accessories, with availability across several seasonal drops each year.

For more information, visit: <https://www.maamgic.com>

Back to school page: <https://maamgic.com/pages/back-to-school-end-summer-sale-2025>

Maamgic's design introduction: <https://maamgic.com/pages/our-design>

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