RR22 RETURNS FOR ITS THIRD SEASON TO NEW YORK FASHION WEEK WITH A NEW CHAPTER IN LUXURY STREETWEAR

Rick Ross' RR22 Returns to the Runway7 NYFW Stage With a Highly Anticipated New Collection and the Introduction of Elevated Capsule

NEW YORK, NY, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- ON SEPTEMBER 11TH AT SONY HALL

The wait is over. RR22, the luxury fashion label founded by global icon and cultural tastemaker Rick Ross and Edition22 , returns to New York Fashion Week with Runway7, unveiling its latest Spring/Summer 27' collection and opening a new chapter for the brand.



Huda Mustafa makes her runway appearance during the RR22 Fashion Show by Runway7

Known for commanding presence with bold silhouettes, statement-making details, and an unmatched luxury aesthetic, RR22 continues to evolve beyond the runway. This season, the brand introduces an elevated capsule collection designed to complement its signature luxury statement pieces, bringing the RR22 aesthetic into a new and more versatile dimension.

From Miami to New York to Paris, RR22 continues to build momentum across some of the world's most influential fashion and cultural destinations. Its journey reflects a brand that understands how to move seamlessly between fashion, music, entertainment, and lifestyle. And at the center of that evolution is Rick Ross.

With an instinctive understanding of culture and a proven ability to create moments around the brands he believes in, Ross has demonstrated that today's most powerful fashion brands don't simply sell clothing; they create identity, conversation, and community.

“Ive always believed in creating pieces that make a statement,” says Rick Ross. “RR22 is about bringing that energy into fashion while continuing to evolve the brand and give people something they want to be part of. Built for those who move differently.”

The upcoming collection builds on RR22’s signature aesthetic while introducing new proportions, textures, and styling possibilities. The addition of the capsule creates an opportunity for the customer to experience the brand across multiple levels.



RR22 presented by Runway 7. Photo by Anja Stoll

FROM THE RUNWAY TO THE WORLD

RR22’s return to New York comes at a pivotal moment for the brand. After making its presence felt at an exclusive debut in Miami before its official unveiling at New York Fashion Week and onto the international fashion stage in Paris, RR22 continues to establish itself at the intersection of luxury, culture, music, and contemporary fashion.

Its partnership with Runway7 Fashion brings the brand back to the energy of NYFW, where everyone converges.

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>
> *Rick Ross*

PURPOSE DRIVEN

RR22 carries Rick Ross’s commitment to durability and purpose – through the brand’s Bag for Bag program, every RR22 purchase helps put a bag in the hands of someone who needs it.

The RR22 Collection is available now at EDITION22.COM

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