



HAMPTONS FASHION WEEK® LIGHTS UP the Hamptons & AN UNFORGETTABLE RUNWAY Highlighting Jeffrey Banks as Fashion Icon 2026

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NEW YORK , NYC, NY, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- [Hamptons Fashion Week®](#) the official fashion runways of the Hamptons, returned to Southampton for an unforgettable celebration of fashion, luxury, entrepreneurship, technology, entertainment, and emerging talent, bringing together celebrated designers, luxury brands, VIP guests, media, entrepreneurs, and fashion insiders for a dynamic day-to-night experience produced by DCG Media Group.

This year, DCG Media Group joined forces with Powerhouses, CEO, Stephen Michael of Propel Earth and CEO, Richie Hosein of Influenc3, expanding the Hamptons Fashion Week® experience and creating new connections between the worlds of fashion, technology, entrepreneurship, and family-owned businesses.

The event introductions hosted by Jordan March, featured on Netflix, who guided guests through an exciting program of shopping, experiences, awards, entertainment, and runway presentations.

Adding to the star power of the day, Celebrity Editor George Wayne took to the red carpet, conducting lively interviews with designers, VIP guests, personalities, and fashion insiders as they arrived for the Hamptons Fashion Week® celebration.



Producer

“Hamptons Fashion Week® has always been about more than what comes down the runway. It is about creating a platform where established designers, emerging talent, entrepreneurs, family-owned businesses, technology innovators, and luxury brands can connect and tell their stories. This year, we wanted to expand that vision even further while keeping the glamour, creativity, and energy that define the Hamptons. The result was an incredible celebration of fashion, business, innovation, and community.” says Dee Rivera, Executive Producer & Founder, Hamptons Fashion Week®

A PERFECTLY CURATED SHOP & SIP

The festivities began with the Hamptons Fashion Week Shop & Sip, beautifully curated and decorated by Norika Atelier, complemented by elegant tablescapes from Rustic Charm LI.

Hamptons Fashion Week

VIPs and guests strolled through a curated marketplace featuring fashion, accessories, beauty, lifestyle, and luxury brands, including Namara Threads, Flora Marteen Resortwear, Khush Candle Co., Carlton Jones, WEAR DEMING luxury shoes, SAMSHEK, Project Honey Inc., New York Life Insurance, MatchaFrequency and more.

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“Hamptons Fashion Week® has always been more than what comes down the runway,. It's an Experience! We have had many try to copy us but don't come near what we do! We are the real deal!”

*Dee Rivera, Executive
Producer*

Steadyro Studios added an interactive dimension with its immersive 360 Experience, capturing guests and creating memorable fashion-week moments throughout the afternoon.

The atmosphere was elevated by DJ CHEF, creator of The DJ CHEF Experience, who combined culinary entertainment with music while serving his signature Rosé Spiked Shrimp and spinning tunes throughout the Shop & Sip.

Fashion, food, music, shopping, technology, and networking came together to create the ultimate Hamptons afternoon.

CFDA Designer, [JEFFREY BANKS](#): FASHION, STORIES & A SPECIAL BOOK SIGNING

Guests were also treated to a special literary and fashion moment featuring legendary designer Jeffrey Banks and his book, *Storyteller: Tales from a Fashion Insider*, which takes readers inside his extraordinary career and experiences within the fashion industry.

The intimate conversation and book signing were hosted by acclaimed media maven Constance White, giving guests the opportunity to hear directly from Banks, celebrate his legacy, and have copies of *Storyteller* personally signed during the event.

HONORING FASHION ICONS

The evening transitioned into the Hamptons Fashion Week Fashion Icon Awards, recognizing extraordinary talent and contributions to the fashion industry.

Legendary American designer Jeffrey Banks received the prestigious Fashion Icon Award, honoring his remarkable career, influence, and lasting contribution to fashion.

[BACCIO Couture](#) received the Designer of the Year Award, followed by a show-stopping fashion experience that brought glamour and theatrical energy to the runway. BACCIO Couture delivered an electrifying Live Fashion Experience and Runway Show, creating one of the night's standout moments.

Adding to the excitement, Rosalyn Yellin made her runway debut with BACCIO Couture, stepping onto the Hamptons Fashion Week runway for a memorable fashion moment. Other key Designers featured Carlton Jones presented his sophisticated Ready-to-Wear Travel & Resort Collection, showcasing effortless destination dressing designed for a modern luxury lifestyle. Cesar Galindo filled the runway with color, movement, glamour, and beautifully executed couture looks. Origins of Oceans, created by designer Kathleen Bily, presented its swim collection for Hamptons Swim Week® under the Hamptons Fashion Week® umbrella, celebrating fashion inspired by the ocean, resort lifestyle, and the spirit of summer. Featuring Flora Marteen Resortwear Robes.

The runway looks were further elevated by accessories from Maki Palmatta, whose statement fascinator hats brought artistry and drama to the presentations, and Wendy Quintero of Wendylandia, whose beautiful accessories added sparkle, personality, and glamour.

The celebration didn't stop when the final model left the runway. Hamptons Fashion Week guests continued the evening at Maison Close in Southampton, where DJ Rob Beer kept the celebration going with music, dancing, networking, and an energetic finale to the fashion-filled day.

Hamptons Fashion Week® — Where the Hamptons Meets the Runway.

Thank you to our Amazing Team Backstage that included Hair by: Kristine Murillo & Fedora

Lounge m Makeup : By Cat Schuller & Team Casting Director: Nicole Cornetti, Assitant to Producers: Tanya Barajas

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