NEGRIS LEBRUM Brings Western Luxury to New York Fashion Week, Scored by Original AI Music

“This collection is a love letter, to Negris LeBrum, to Louisiana, and to New York."

NEW YORK, NY, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- On September 11, Negris LeBrum presented Collection Negris, its Spring/Summer 2027 line, during New York Fashion Week on the rooftop of Rockefeller Center. The show featured a western-luxury collection paired with an original AI-composed score.

> “This collection is a love letter, to Negris LeBrum, to Louisiana, and to New York. Eighty-six years of this story live in every stitch, and today it found its home on a rooftop overlooking the city”
> *Travis Hamilton*

The collection's color palette centers on burnt orange, a reference to the red clay hills of northwest Louisiana, where designer Travis Hamilton was raised. A western belt buckle appeared throughout the collection as a recurring design element. The line also included gold trimmings and a jewelry collaboration with gospel artist Yolanda Adams.

The collection included tailoring and eveningwear pieces constructed from brocade, lace, and silk chiffon. The tailoring portion closed with a floor-length pleated gown in burnt orange, finished with a gold clasp at the neckline. The collection also included a marbled brocade suit in copper and gold tones.

The show's score was written and arranged by Hamilton with AI assistance.

"Music is very important, it helps set the stage. I wanted something that would test the psyche as we told the love story. But this particular story was twofold. While the runway carried on the love story of Negris LeBrum, the music was also carrying my own story — the heartbreak that comes with loving an industry as demanding as fashion."
— Travis Hamilton, Designer, Negris LeBrum

The show was produced in partnership with Planet Fashion, led by CEO and Executive Producer Celia Evans. Sponsors included Wella Education, Aubrey Loots, and Mark Harvey Beauty.

"This collection is a love letter, to Negris LeBrum, to Louisiana, and to New York. Eighty-six years of this story live in every stitch, and today it found its home on a rooftop overlooking the city that gave fashion its stage."
— Travis Hamilton, Designer, Negris LeBrum

About Negris LeBrum
Negris LeBrum was founded in 1999 by Travis Hamilton as a student at Texas Southern University, carrying forward a love story rooted in Louisiana culture and heritage that began in 1940. At its core, the brand tells the eighty-six-year love story of its namesake, Negris LeBrum, a story of passion, devotion, and heartbreak that runs through every collection.

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PR Runway
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Runway model from Negris Lebrum

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