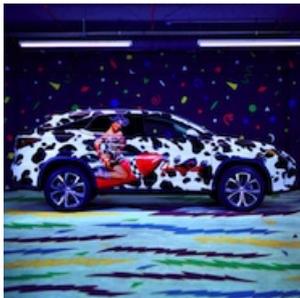


OUT OF HOME

Jeremy Scott drives into New York Fashion Week in branded SUVs

February 11, 2016



Jeremy Scott branded Lexus RX

By STAFF REPORTS

U.S. fashion label Jeremy Scott is taking a mobile approach to sharing prints from its fall 2016 collection in a fleet of branded Lexus SUVs.

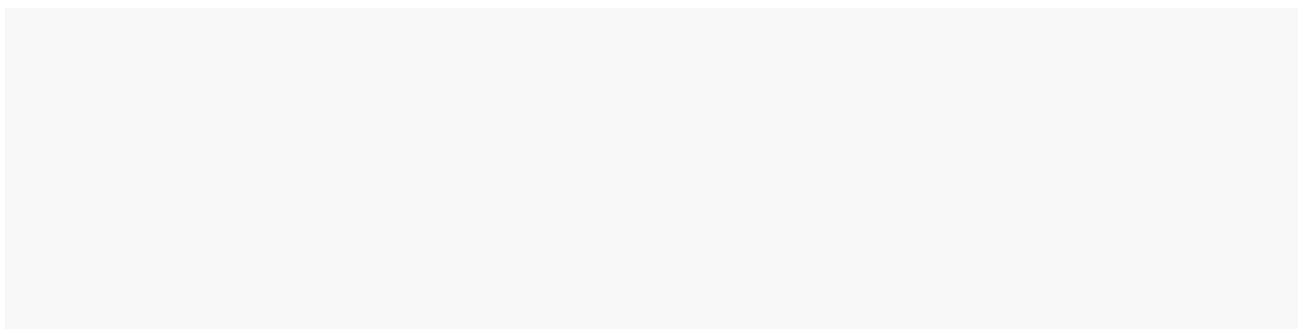
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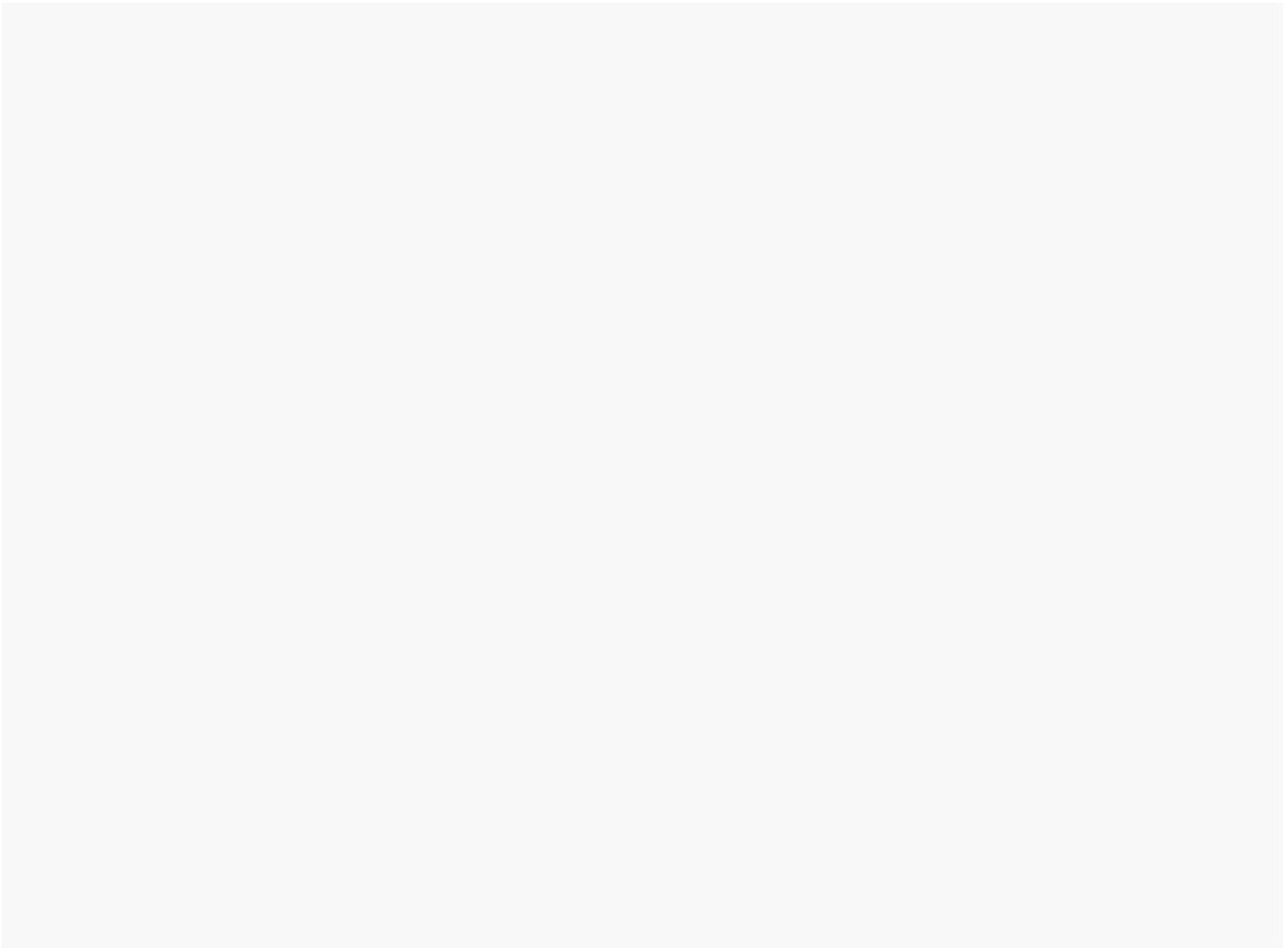
The label, whose namesake designer is also the creative director of Moschino, does not present its fall collection until Monday, Feb. 15 during New York Fashion Week, but the public can get a preview if they are in the right place at the right time. For its out of home placement, Jeremy Scott has paired with automaker Lexus to wrap 10 of its SUVs in the brand's latest prints, which will be driving around New York on Feb. 11.

On the open road

The 10 Lexus RX SUVs have been wrapped in prints from Jeremy Scott's "space cowgirl"-inspired collection. One such Lexus RX shared across Jeremy Scott's social media pages shows the SUV wrapped in white with black spots resembling the hide of a cow while a lasso-wielding woman with green hair, hot pink clothes and spotted accessories rides a rocket as if it were a bull.

The resulting shared imagery from consumers who witness the SUVs first-hand will spread awareness and interest for the upcoming collection. While Mr. Scott's designs often stand out without assistance, due to his use of pop culture icons such as Barbie and Super Mario Bros. ([see story](#)), a unique out of home approach will surely generate buzz for the label and by association, Lexus.





A photo posted by Jeremy Scott (@itsjeremyscott) on Feb 10, 2016 at 6:15pm PST

"I think it's a fun and exciting way to promote my work during fashion week when all the industry's participants are in New York to see the shows," said Mr. Scott in a statement given to [WWD](#). "I'm already tickled about the idea of spotting the Jeremy Scott printed Lexus' zooming around town."

As the official automotive sponsor of New York Fashion Week, Lexus will also benefit from its participation with Jeremy Scott, giving its automobiles a much wider platform.

Lexus' corporate manager, product marketing and marketing communications, Brian Bolain added, "[Jeremy Scott's] designs have been bold and disruptive in the fashion space. We recognize how that energy aligns with the direction of the Lexus brand."

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