

INTERNET

## Tesla gets fashion treatment in Neiman Marcus interview series

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*Tesla Model X in New York*

By STAFF REPORTS

Department store chain Neiman Marcus is reporting the inside scoop from New York Fashion Week from the inside of Tesla's new Model X.

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The retailer and automaker teamed up for #TeslaTalksWithNM, a series in which Neiman Marcus' fashion director Ken Downing has a candid conversation with industry insiders including designers Prabal Gurung and Wes Gordon and Harper's Bazaar editor-in-chief Glenda Bailey. Automakers frequently partner with the fashion world to tout the stylish features of their vehicles.

Fashion model

Tesla only began delivering Model X vehicles in the third quarter of 2015, making the SUV model relatively new.

The first episode premiered Feb. 17 on Neiman Marcus' YouTube channel, with Mr. Downing riding alongside Suno designers Max Osterweis and Erin Beatty. As they cruise around Manhattan as passengers in the vehicle, they discuss the label's most recent collection and the relationship between stylist and designer.

At the end of the short video, the Model X's Falcon Wing doors open, showing what is perhaps the model's defining physical characteristic.

Stylist turned designer Rachel Zoe talks with Mr. Downing about her collection and mentions her husband's longtime loyalty to Tesla.

*New York Fashion Week 2016: Rachel Zoe / Tesla Talks With NM*

New York Fashion Week in particular has become a prime place for auto brands to showcase their aesthetic appeal.

Toyota Corp.'s Lexus is building awareness for its sponsorship role at New York Fashion Week through a mobile advertisement on Harper's Bazaar.

Touting both the brand's new RX models and its fashion credibility, the ad catches consumers' attention with a series of flashing images and text. Lexus first sponsored New York Fashion Week last September, making this placement a means to draw attention to the automaker's affiliation with the event ([see story](#)).

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