

MULTICHANNEL

## Lexus exudes craftsmanship using interior leather for medium

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*Lexus leather dress made by Una Burke*

By STAFF REPORTS

Toyota Corp.'s Lexus is showing that the leather used within its models' interiors is of a quality so high consumers will want to wear it.

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Lexus prides itself on the ability to "create amazing," and it is taking this notion and applying it to fashion through the repurposing of the leather used within its automobiles to create a wearable designer dress. As the automotive sponsor of New York Fashion Week, Lexus has envisioned creative ways to connect the design and sophistication shared between the two sectors.

Dressed in the finest leather

In its blog post for the leather dress, Lexus muses on a good point: its cars are capable of hundreds of thousands of miles of service and its seats witness drivers and passengers alike climbing in and out thousands of times during a model's lifetime. As with the inner workings of its engine and body, Lexus ensures quality of every detail found within its cars to let drivers "feel special even after many years of use."

Working with Guardian Labs, Lexus has created a series of digital and print features as a testament to its craftsmanship. One such project commissioned award-winning leatherworker Una Burke to design a high-fashion leather dress using the same leather Lexus uses for its CT model seats.

Ms. Burke is featured in a Lexus craftsmanship video that shows her inside her studio working on the dress and short cape that includes brass fittings and a tan leather, which she explains is much softer than what she typically works with. Ms. Burke also explains the process which Lexus' leather undergoes to be of high quality before it is used in its automobiles.

*How the Lexus Leather Dress was made*

When a brand is particularly well known for a specific medium, be it leather or another material, there is always the opportunity to reimagine the signature component in a compelling way.

For example, French leather goods maker Louis Vuitton unveiled the resulting products from its creative partnership with six "Iconoclasts" with a focus on each designer's personal aesthetic.

Iconoclast saw the repurposing of Louis Vuitton's monogram pattern by shoe designer Christian Louboutin,

photographer Cindy Sherman, architect Frank Gehry, fashion designer Karl Lagerfeld, industrial designer Marc Newson and fashion designer of Comme des Garons, Rei Kawakubo ([see story](#)).

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