

AUTOMOTIVE

Lexus overhauls auto specialists' attire via haute couture collaboration

August 18, 2016



Lexus RX

By STAFF REPORTS

Toyota Corp.'s Lexus is interweaving itself further into the fabric of high-fashion by dressing its specialists in couture for the upcoming 2016-17 automotive show season.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Lexus has announced a partnership with Malaysian fashion designer Zang Toi, who will design an all-new wardrobe for the brand's auto show product specialists. The high-fashion worn by Lexus' specialists will draw attention to detail and craftsmanship, qualities found in both the apparel and automotive sectors.

Automotive fashions

Mr. Toi's couture apparel will debut in September while Lexus participates in the the Miami Auto Show. Lexus' press day ensembles will be unveiled in January at the 2017 North American International Auto Show in New York.

Lexus' partnership with Mr. Toi has resulted in four custom looks. The Japanese automaker is unique in this partnership, as no other auto brand on the trade show floor will have a custom-made wardrobe, handcrafted for each individual product specialist's fit.

"We admire Zang Toi's inspired approach to unique and visionary details," said Brian Bolain, general manager of marketing at Lexus, in a statement. "We are thrilled to be bringing his style, which so perfectly fits with the refinement of our vehicles, to the North American auto show circuit."

Craftsmanship details include hand pick stitching on jacket lapels as well as hand beading and embroidery on Lexus' apparel. All elements of the wardrobe will be made in New York.

Highlights include a hand-loomed knit dress made of handmade lace from Lyon, France and a knit "alphabet" sweater with Lexus' "L" head beaded and embroidered on its front. Classic styles will include fitted jackets with contrasting grey sleeves and stand up lapels.



Zang Toi during the final look of his fall/winter 2016 collection presentation

"The Lexus brand stands for unrivaled luxury and an unrelenting approach to perfection and craftsmanship," said Mr. Toi in a statement. "I wanted to instill a sense of haute couture that is unique to fashion but is a natural complement to the style and expressiveness already embodied by Lexus vehicles.

"To have the opportunity to create fashion in a traditionally automotive space was an exhilarating challenge," he said.

Lexus' relationship with the fashion world has increased due to its sponsorship role of New York Fashion Week.

Earlier this year, ahead of the fall presentations at New York Fashion Week, Lexus found ways to build experiences surrounding fashion week, making sure its presence was known.

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

The label, whose namesake designer is also the creative director of Moschino, did not present its fall collection until Monday, Feb. 15 during New York Fashion Week, but the public could get a preview if they were in the right place at the right time.



Jeremy Scott, Lexus RX for fall 2016

For its out of home placement, Jeremy Scott paired with automaker Lexus to wrap 10 of its SUVs in the brand's latest prints, which drove around New York on Feb. 11 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.