

AUTOMOTIVE

## Lexus brings NYFW to the streets, featuring designer-patterned vehicles

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*Lexus' vehicle wrapped in a pattern from MADE designer The Blonds*

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Toyota Corp.'s Lexus is making the most out of its sponsorship for New York Fashion Week with a customized fleet of vehicles by designers to transport guests to and from events.

Designers from NYFW and the alternative MADE show, known for helping up-and-coming creators, are lending their creativity in the development of wrapped vehicles. The campaign not only allows attendees to arrive in style, but also showcases prints that will appear on fashion during the designers' shows.

"This season, we've expanded our footprint and introduced our #howfashiontravels campaign," said Brian Bolain, general manager, product and consumer marketing at Lexus. "We like to think of that as a question: How does fashion travel?"

"We'd love for the answer to be, 'In a Lexus.'"

### Driving innovation

Lexus is sponsoring NYFW for the third season in a row and is launching its fleet of designer vehicles to further capitalize on the campaign. Passersby in New York will see vehicles from a fleet of specialized Lexus vehicles transporting designers and industry personnel with patterns from upcoming shows.



*Brock Collection's patterned Lexus*

Last year, designer Jeremy Scott collaborated with Lexus to wrap the Lexus RX with prints from his collection that was showcased on the runway.



*Adam Selman patterned Lexus*

Lexus also partnered with MADE Fashion Week to tap into its designers for print designs as well.

MADE Fashion Week is an alternative to the elaborate NYFW for up-and-coming and eccentric designers. Designers such as Adam Selman, The Blonds, Brock Collection and 69 are some of the of 21 designers who are sharing their patterns for 21 unique Lexus vehicle exteriors. While only 21 vehicles will have designs, there will be 90 in total available for transport.

The luxury automotive brand will also be providing a lounge during the eighth season of the MADE fashion week for VIP guests to vacate to throughout breaks. The space has been designed with materials found in Lexus vehicles.

Luxury automotive pushes

Lexus has been continuously interweaving itself further into the fabric of high-fashion. Recently, the automaker dressed its specialists in couture the 2016-17 automotive show season.

The brand announced a partnership with Malaysian fashion designer Zang Toi, who designed 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 ([see more](#)).

The brand also recently asked fans to prove their love for the brand in 30 seconds or less.

Timed to coincide with the automaker's Golden Opportunity sales event, the brand hosted a user-generated content competition that asked for creative displays of affection in the form of a short film. Centering this contest on video gave participants the ability to share more than they would in a single photo ([see more](#)).

"For this September, we partnered with MADE New York designers to create exclusive vehicle wraps for 21 cars incorporated into our courtesy transportation fleet," Mr. Bolain said. "Some people may be curious how a car company can integrate into Fashion Week, and the wrapped vehicles are an authentic, meaningful way to connect with the industry. It's fun to play in the design space and see their creations translated onto our creations."

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