

AUTOMOTIVE

Lexus gives NYFW designers public platform through Grand Central installation

February 9, 2017



Lexus' LIT IS

By STAFF REPORTS

Toyota Corp.'s Lexus is furthering its affiliation with the fashion industry through a series of activations surrounding New York Fashion Week.

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Marking its fourth seasons as the official automotive partner of the shows, the automaker is providing complimentary shuttle service to participants and is also debuting an installation in Grand Central Terminal that will give commuters a chance to see some of the runway action. Lexus' initiatives are designed to reach both fashion week attendees and the greater New York audience interested in fashion, enabling the brand to generate awareness for its partnership.

Driving designs

Lexus will be providing courtesy trips from the runway venue at Skylight Clarkson Square, escorting models, designers, editors, retailers and other industry professionals in a fleet of 50 vehicles.

Creating more attention for their fall/winter 2017 collections, the designers behind the Jeremy Scott, Nicole Miller, TOME and Zang Toi labels created custom wraps for 10 of these cars.

Along with its driving service, Lexus has chosen New York Fashion Week as the backdrop to premiere its LIT IS in public. The car, decked in 41,999 LED lights, responds to stimuli such as the beat of a music track or a person's hand gesture using Xbox Kinect technology ([see story](#)).



Lexus' LIT IS

The installation at the station's Vanderbilt Hall will feature footage from Nicole Miller, Jeremy Scott and TOME's runway shows on a large-scale screen. This video will be a backdrop for the LIT IS, which will play animations reflecting the designs walking the runway.

Up on Feb. 13-14, the installation will also serve coffee and give passersby a chance to snap pictures in a Photo booth.

Supermodel Coco Rocha, who is a longtime friend of the Lexus brand, will make an appearance at the installation on Feb. 13 from 3:30-5:30 p.m.

Even before it was an official sponsor of NYFW, Lexus looked to gain attention during the event.

In 2013, Lexus generated interest in the IS model during New York Fashion Week with a live holographic performance art experience that showcased the brand's penchant for devising creative ways to engage fans. The "Lexus Design Disrupted" event centered on the brand's commitment to technology design and featured Ms. Rocha and a retrospective from the archives of designer Giles Deacon ([see story](#)).

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