

AUTOMOTIVE

Lexus takes hot pursuit to haute couture with Barneys

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Lexus' window display at Barneys New York. Image courtesy of Lexus

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is taking its luxury performance and style to Madison Avenue alongside department store Barneys New York in a campaign that looks to tap into the summer heat.

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Barneys is lending its coveted window space to Lexus for the summer in a display inspired by the automaker's LC 500 model. "Haute Pursuit" is hoping to entice passersby and Barneys shoppers in an abstract way, positioned alongside new product arrivals.

"The LC 500 signifies a new era of Lexus performance and design," said Nancy Hubbell, senior manager of [Lexus](#) communications, Los Angeles.

"The craftsmanship and styling of the LC 500 was designed to be anything but boring, so launching a dynamic installation in the heart of New York was the perfect way to make a bold statement and celebrate our newest flagship vehicle," she said.

Glimpse at luxury

Footwear and handbags from designers Balenciaga, Delvaux, Fendi, Fontana Milano 1915 and Loewe are featured alongside the new Lexus in Barneys' window panes.

Lexus' Haute Pursuit made its debut in the Madison Avenue windows on June 9. The display is a play on words, combining the phrase "hot pursuit" with "haute couture."

The display will run for five weeks, ending on July 16.

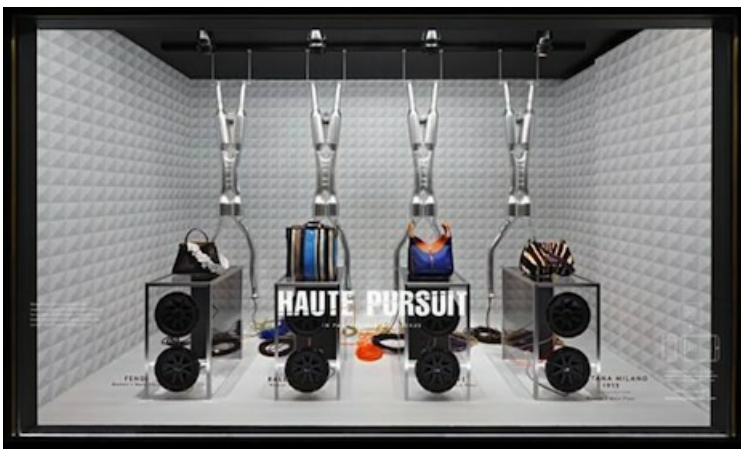
Barneys' southern window on Madison Avenue features the alloy wheels on display, showing off their elegance with high glass black accents.

Located next to the main entrance, the second window focuses on the interior of the LC 500. This window is a recreation of the vehicle's cockpit, showing off the steering-wheel design, door panels, leather-trimmed shift knob and ambient lighting.



Window display for the interior of LC 500

Another window focuses on an amenity that many affluent consumers are drawn to in a vehicle: its sound system. Viewers of the Barneys window can get a glimpse of various components that make up the Mark Levinson's Reference Surround Sound Audio System.



Sound system display in Barneys

Barneys' final window for Lexus features a life-size cutout of the exterior of the LC 500. The window displays what Lexus is calling the coupe's avant-garde designed grille as well as the LED lights.

Marketing for Lexus

Lexus is often showing off its vehicles in innovative and exciting manners that highlight its performance and quality.

For instance, the automaker recently tested moviegoers' ears with a new theater advertisement that looks to entertain viewers while showing off its vehicle's power.

In a new theater advertisement, guests were prompted to identify which automaker is being heard, solely by the sound of its engine. The gaming-like ad is touting the Lexus LC 500 in a manner that gets viewers to pay attention ([see more](#)).

For another promotion for the Lexus LC 500, the automaker teamed with French crystal-maker Baccarat to show off its vehicles' high-quality performance and precision.

"The Crystal Gauntlet" with Baccarat shows off the automaker's GS F, RC F and LC 500 models, driven by drift world champion Rhys Millen and drivers he has personally selected. The film heightens the drama with stunt driving in a room of Baccarat crystal ([see more](#)).

"The Haute Pursuit window display draws inspiration from key elements of the LC 500 and was designed to convey the vehicle's elegance and craftsmanship," Lexus' Ms. Hubbell said.

"Each of the four windows highlights one specific feature of the luxury coupe in an artistic yet abstract way showcasing Lexus' luxury experience while telling a story of the vehicle's design and styling," she said.

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