

AUTOMOTIVE

Lexus aligns its automobiles with Esquire UK's ephemeral members' club

October 13, 2017



Lexus is popping up at Esquire UK's townhouse. Image credit: Lexus

By STAFF REPORTS

Toyota Corp.'s Lexus is teaming up with Esquire UK to bring an automotive experience to attendees of the title's pop-up club.

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For the second year in a row, the British men's magazine is hosting a weekend-long takeover of a London townhouse to bring its content to life in a physical venue ([see story](#)). From test drives to VIP shuttles, Lexus is aligning itself with the stylish set through this partnership.

Members only for all

The Esquire Townhouse with Dior kicked off on Oct. 12 and will run through Oct. 15. During the four-day event, there will be interviews, performances, masterclasses, fitness sessions and supper clubs.

Workshops include guides to watches and wine, while talks will include personalities such as actors Christoph Waltz and Vince Vaughn and designer Sir Paul Smith.

Attendees can also take advantage of a complimentary grooming spa and a coffee shop. Dior is hosting a sensory experience, while LG Signature will be displaying its household technology, a category it is aiming at the fashion crowd ([see story](#)).

During the townhouse, Lexus will have a white V8 LC 500 and a yellow V6 LC 500h hybrid available for test drives, bookable at the townhouse. Interested consumers can get behind the wheel and navigate a pre-determined 30-minute route that passes notable locations including Pall Mall and Trafalgar Square.

Helping to guide their experience and point out features of the car will be a member of the Lexus Pro Driver team. One of these experts will accompany each of the test drivers on their tour.



Lexus' RX will serve as a shuttle. Image credit: Lexus

Lexus will also be chauffeuring VIPs from their homes to the townhouse in an RX model.

While a ticket for certain townhouse events is necessary, Esquire offers access to its townhouse for free each day with registration.

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