

AUTOMOTIVE

Lexus fits its urban design with streetwear style

February 11, 2019



For the 2019 UX, Lexus partnered with designer John Elliott to create custom tires inspired by his John Elliott x Nike AF1 shoe. Image credit: Lexus

By STAFF REPORTS

Toyota Corp.'s Lexus is bringing fashion to an unlikely part of the car with a bespoke partnership.

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Designer John Elliot is working with Lexus to celebrate the launch of the automaker's first 2019 UX. The compact crossover, which Lexus states is designed specifically for urban areas, will be fitted with its own version of the label's latest sneaker design.

"We were excited to merge the streetwear narrative and design cues of our Air Force 1 with a brand like Lexus," said John Elliott, namesake founder of the brand, in a statement. "We're thankful they've allowed us to use this moment to celebrate the arts and to bring extra energy to our take on a classic.

"It's fun to partner with brands that typically live outside the fashion community because it allows us to evolve and continue to push our own boundaries," Mr. Elliott said.

Kicks on the whip

Inspired by the John Elliott x Nike AF1 shoe, Mr. Elliott has created bespoke tires for the luxury compact crossover in a project named "Sole of the UX."

Since the UX was designed for the city, Lexus thought a streetwear-inspired design would be a fitting endeavor.

The tires were revealed at the after-party for John Elliott's fashion week. The John Elliot-inspired vehicle features white-on-white tires with a body to match, featuring double-stitched leather and a stepped metal air valve representing the brand's stacked metal lace tip.

[View this post on Instagram](#)

A classic sneaker takes a new shape. Lexus and @johnelliottco debuted tires inspired by the iconic John Elliott x Nike AF1 sneaker on the #LexusUX at #NYFW. #LexusxJohnElliott

A post shared by Lexus (@lexususa) on Feb 11, 2019 at 8:28am PST

Instagram post from Lexus

"The first-ever Lexus UX was engineered and designed for the city," said Lisa Materazzo, vice president of marketing at Lexus, in a statement. "We wanted to push that concept even further by creating the ultimate homage to urban style: tires inspired by classic, street-style sneakers.

Lexus recently announced it will be streamlining its leasing options as the automaker works to connect with younger, more adaptable consumers in a competitive marketplace.

With younger affluents growing more accustomed to minimalist lifestyles and the sharing economy, car ownership has become less of a priority. Through Lexus Complete Lease, drivers have the option of a single monthly payment that covers several services and simplifies the automotive experience ([see story](#)).

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