

AUTOMOTIVE

Lexus explores creativity with new class of craftspeople

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Lexus is asking creatives to discuss the craftsmanship behind its new vehicle. Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is collaborating with a group of athletes and creatives in a digital series that emphasizes the design and craftsmanship behind its first ES F Sport.

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With a diverse cast including a watchmaker, a former Harlem Globetrotter and a street artist, Lexus is once again hoping to connect with a new class of contemporary drivers. The six "Lexus Accelerators" are each featured in a short film and discuss how values such as precision and passion are reflected in both their craft and the Lexus ES F Sport.

The Accelerators

Each episode follows a similar formula, in which a voiceover accompanies scenes of the collaborators at work and driving the ES F Sport. In the same manner as many Lexus efforts, each short was filmed in a high-quality, cinematic style.

Chicago watchmaker Amy Mokris speaks about the importance of small details

"Design Driven" follows Amy Mokris, founder of Le Coeur Watches. Since her watches are built to order, precision and an open mind are of utmost importance.

"Thoughtfulness is key when it comes to making the perfect product," Ms. Mokris says. "When it comes to my ES F Sport, I see this attentiveness to detail throughout the entire car."

In "Never Settle" athlete-turned-actor Danny Legittino is seen admiring his trophies, as well as running, lifting weights and driving around a race track. "Find Your Moment" follows former Harlem Globetrotter Chris Staples as he dunks basketballs against the backdrop of a sunset, explaining that dunks are a balance of precision and power similar to the Lexus ES F Sport.

Filipino-American Shaun Evaristo speaks about style in "Designed by Inspiration." In one scene, the choreographer is seen dancing alongside the ES F Sport in a photography studio.

"It all just comes down to the details," Mr. Evaristo says. "The littlest things make the biggest difference."

Artist King Saladeen explains how the ES 350 F Sport fuels his creativity

In "Master of Design" King Saladeen drives around his hometown and elaborates on how exploring his surroundings have pushed him as an artist.

The final Accelerator is professional mixed martial arts (MMA) fighter Johnny Nunez, who pushes his body to the limit as he trains in a boxing ring during "Chase the Horizon."

"Demand more from your car and demand more from yourself," Mr. Nunez says in his short film.

City appeal

Lexus has recently been looking for new ways to engage with younger audiences who tend to live in more urban environments. For instance, the Accelerators films take place in different U.S. cities including Chicago, Los Angeles and Philadelphia.

As the automaker works to appeal to younger, more adaptable consumers in a competitive marketplace, Lexus announced it is streamlining its leasing options.

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](#)).

Lexus is also bringing fashion to an unlikely part of the car with a bespoke partnership.

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.

Since the UX was designed for the city, Lexus thought a streetwear-inspired design would be a fitting endeavor ([see story](#)).

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