

AUTOMOTIVE

Mercedes-Benz teases creative collaboration with Virgil Abloh

July 27, 2020



Wagener Gorden and Virgil Abloh are working on new artwork for the G-Class. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz is collaborating with a leader in luxury fashion to create special artwork for one of its iconic vehicles.

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Virgil Abloh, men's artistic director at French fashion label Louis Vuitton, and Mercedes' chief design officer Gorden Wagener are partnering on unique artwork for the automaker's G-Class. The project will bring together luxury car design and fashion.

Mercedes-Benz x Virgil Abloh

Mercedes-Benz began teasing the new partnership on social media. According to the automaker, the result will be a "new vision of luxury, defined by the sharing of ideas and disciplines."

The artwork will digitally debut on Sept. 8.

Mercedes-Benz and [@virgilabloh](#) are collaborating to unify two worlds: fashion and art with automotive. [@WagenerGorden](#) transforms luxury car design as we know it. [#MBxVA](#)
[#thenewluxury](#) [#virgilabloh](#) [#gordenwagener](#) [#mercedesbenz](#) [#gclass](#) [#design](#)
pic.twitter.com/S8esctxRgf

Mercedes-Benz (@MercedesBenz) July 27, 2020

Twitter announcement from Mercedes-Benz

Mercedes-Benz has shared Polaroid photographs of the men and partially obscured shots the interior of a white G-Class, which show a bright blue steering wheel.

A futuristic teaser video touts the achievements of Mr. Abloh and Mr. Wagener, labelling their work as "more than a

collaboration."

This marks Mr. Abloh's first partnership with an automaker. More recently, Mercedes-Benz teamed up with recording artist The Weeknd to introduce its first all-electric vehicle to a younger audience ([see story](#)).

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