

AUTOMOTIVE

## Lexus named official auto partner of 100 Thieves

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*The 100 Thieves Content House has been renamed Lexus Content House. Image courtesy of Lexus*

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is the first luxury automotive partner of gaming organization and lifestyle brand 100 Thieves.

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With this partnership, the automaker is hoping to attract the next generation of Lexus buyers by connecting to 100 Thieves' growing audience of gamers. As the entitlement sponsor, the 100 Thieves Content House becomes the Lexus Content House and will incorporate a full build-out of a Lexus Lounge within the content house.

"Lexus sees an authentic connection between vehicles, culture and premium lifestyle," said Vinay Shahani, vice president of marketing at Lexus, in a statement. "We are thrilled to have found a like-minded partner in 100 Thieves.

"Through our collaboration, our goal will be to surprise and delight the 100 Thieves community with innovative content and elevated experiences developed uniquely for them."

100 Thieves x Lexus

The sponsorship was announced during the 100 Thieves Content House episode "Trivia Gamer Car Challenge," which features newly named Lexus ambassadors Valkyrae and Fuslie in the custom Lexus Gamers' IS vehicle.

*Valkyrae and Fuslie were revealed as Lexus ambassadors*

Both brands venture to successfully bridge premium lifestyle and gaming through resonating content developed by 100 Thieves' YouTube and Twitch influencers, Valkyrae and Fuslie.

In January, Lexus expanded its "All In" campaign into the gaming world, with a two-hour Twitch livestream allowing viewers to rebuild the Lexus 2021 IS.

The first time any brand had utilized the interactivity of Twitch and its community of gamers to build a custom car through livestream, Fuslie hosted the event, prompting viewers to vote for their favorite interior and exterior modifications ([see story](#)).

This is also not the first luxury collaboration for 100 Thieves, which partnered with Italian fashion house Gucci to bring consumers and gamers an exclusive backpack.

To promote the new product, photographer and director Guy Aroch shot a photo series of seven of the 100 Thieves content creators Valkyrae, Neekolul, BrookeAB, Nadeshot, CouRageJD, Yassuo and Kris London as well as two of its pro players, Ssumday and Kenny ([see story](#)).

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