

AUTOMOTIVE

Lexus, Salehe Bembury launch new clothing collection

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The Lexus x Salehe Bembury collection includes three unisex items: a hoodie, T-shirt and hat. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is collaborating with designer Salehe Bembury in launching a new clothing collection.

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The Lexus x Salehe Bembury collection includes three unisex items: a hoodie, T-shirt and hat, all merging the elements of Mr. Bembury's signature logo and design with graphic design representation of the Lexus brand and its NX vehicle. The collaboration reimagines the iconic Lexus logo, transforming it into a focal point of an apparel collection.

"This collaboration was a new type of challenge for me," Mr. Bembury said. "It is both challenging and rewarding to explore design outside of footwear and allowed me to think outside of my usual realm of design."

Lexus x Salehe Bembury

With the new collection, the automaker's has merged its future-looking innovation and the designer's recognizable nature-inspired design ethos. The collaboration juxtaposes two distinct yet synergistic design approaches that come alive on clothing.

Mr. Bembury reflected Lexus' push towards electrification in the clothing designs, with the 2022 Lexus NX serving as a point of inspiration.

The T-shirt features archway shapes on the front and back, with graphic accents based on the Lexus NX's taillights on the back framing the word "electrified."

The focal point of the baseball cap is Mr. Bembury's fingerprint logo wrapping the brim. In addition, embroidered Lexus and Champio logos complete the cap, which is adjustable using a strap and metal buckle.

The unisex pieces range in price from \$50-\$150 and are available for purchase at HBX.com.

The project is a continued partnership between Lexus and Mr. Bembury, who designed a rendering of the LZ-F Electrified concept interior as part of the Virtual Interiors Program in April 2021.

Lexus continues its exciting year of branching out into creative and innovative partnerships.



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

Last month, Lexus became the first luxury automotive partner of gaming organization and lifestyle brand 100 Thieves.

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 ([see story](#)).

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