

AUTOMOTIVE

BMW highlights upcoming iX EV in NYFW series

September 9, 2021



Victor Cruz and Christian Cowan showcase the all-electric iX. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

BMW of North America is celebrating New York Fashion Week's spring/summer 2022 shows with a new content series.

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The marque is the official automotive partner of NYFW, running through Sept. 13. Building off its existing partnership with NYFW producer IMG, BMW has launched a custom content series focusing on the future of fashion, design and luxury.

"With a focus on premium quality, innovation and sustainability, New York Fashion Week provides a great platform on which to showcase our all new fully electric, highly sustainable BMW iX sports activity vehicle before it arrives in the U.S. early next year," said Uwe Dreher, vice president of marketing at **BMW of North America**, in a statement.

Driving forward

Bringing together the fashion and automotive industries, "The Ultimate Design Evolution" series features British womenswear designer Christian Cowan and former NFL player and fashion personality Victor Cruz.

The two men share the spotlight with the BMW iX, showcasing how the all-electric model reflects the automaker's values of passion and progress.

BMW enlisted two fashionable men for its NYFW content series

In a new video, Mr. Cowan and Mr. Cruz also discuss their perspectives on fashion, luxury and risk-taking.

On Sept. 9, BMW also hosted "The Future of Fashion and Luxury Altuzarra's Return to NYFW" at Spring Studios. The panel discussion featured designer Joseph Altuzarra, who is presenting at the event for the first time in four years, and Tiffany Reid, vice president of fashion at Bustle Media Group.

The automaker will share NYFW content across BMW USA's social media channels, including Instagram, TikTok and YouTube. The panel discussion will also be streamed on NYFW.com on Sept. 11.

For NYFW fall/winter 2021 earlier this year, BMW introduced a content series with New York-based fashion designer

LaQuan Smith. It highlighted several themes, including how Mr. Smith and his team have continued to innovate and rise during a challenging year amid the COVID-19 pandemic ([see story](#)).

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