

AUTOMOTIVE

## Genesis launches luxury sedan stateside with fashion in mind

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Genesis' "Make Your Mark" campaign, inspired by the 2023 G90 flagship sedan. Image courtesy of Genesis Motor

By AMIRAH KEATON

Korean automaker Genesis is leveraging fashion's "cool" factor to drive creatives toward its latest launch.

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Inspired by the luxury brand's new flagship sedan, "Make Your Mark" dares to disrupt the market in which it launches. The bold new campaign includes a series of creative partnerships with leading fashion publication *Vogue* and New York City-based fashion label Monse.

"We are pleased to begin delivering our new flagship G90 sedan to customers in the United States," said Claudia Marquez, chief operating officer, North America at **Genesis Motor**, in a statement.

"This event celebrates the bold designs of Genesis and our uncompromising commitment to delivering the latest technologies paired with a seamless purchase and ownership experience for our customers."

Ready, Set, Genesis

"Make Your Mark" commenced with an exclusive, invitation-only affair, hosted at the brand's own Genesis House.

The Aug. 10 event centered on the U.S. launch of the 2023 G90, kicking off same-day deliveries for the model, but not before its very-first stateside customer received their keys from Ms. Marquez and Michael Ianelli, president of Genesis of Brooklyn, on location.



Chief Designer John Kistowski takes the stage at the exclusive Genesis House launch event, attended by influencers, executives and other VIPs.

*Image courtesy of Genesis Motor*

Touting the tagline "made to make them look," Genesis' campaign targets those with a passion for creative expression, tapping fashion and design as its central themes.

In a full-page Instagram takeover, the brand's flagship model is the sole subject on view: one row exhibits the car across three static slots, while another exhibits campaign imagery featuring models. A campaign video posted to the brand's Stories comprises of flashy, black-and-white graphics and an electronic soundtrack.

"You are driven to challenge the accepted," reads one flashed mantra, as a model marches towards the sleek vehicle.

"Because you can be a part of a legacy or you can build your own," states a second sentence, displayed in grid format.

Besides a thrilling launch event and edgy brand collateral, Genesis is partnering with fashion heavyweights on initiatives that will take shape over the coming months.

"This year, Genesis is teaming up with Vogue to bring New York's Fall Fashion Week to the people, as the exclusive automotive sponsor of the Vogue live-stream and social coverage courtesy of the all-new G90 and Genesis," said Jarred Pellat, senior manager of public relations and communications at **Genesis Motor America**, Fountain Valley.

"We found in our consumer research that Genesis customers love their vehicles as much as they love fashion, always following the latest trends and hot new designers as they seek the pieces that will best express their unique personal style," said Wendy Orthman, executive director of marketing at Genesis Motor America, Fountain Valley.

"Which is why, as we were planning the best way to introduce our new G90 to the world, we could not think of a better place to begin than the global authority on all things fashion and design, none other than Cond Nast and Vogue."

[View this post on Instagram](#)

A post shared by Genesis USA (@genesis\_usa)

*The new flagship model appears in an Instagram takeover*

The automaker will be featured in *Vogue's* September and October issues.

Genesis plans to flesh out details regarding the Monse partnership, going public with more information before the year is up.

"As we began investigating the world of fashion, looking for those connective threads that exist between our worlds, we almost immediately recognized one label that stood out from the rest: MONSE," Ms. Orthman said. "This is a brand that is making its mark in the highly competitive world of women's fashion, a brand whose mission is to inspire modern women to stand out from the crowd without compromising her effortless demeanor."

"Effortless, progressive, bold they were just the match we were seeking," she said.

Investing in innovation

Despite overarching economic downturn concerns, the automotive industry's luxury sector remains abuzz as of late.

Italian automaker Lamborghini recently unveiled a new series of collectible NFTs through its exclusive "Epic Road Trip" program ([see story](#)), while British automaker McLaren and high-performance athletic footwear brand APL have partnered in producing a line of luxury footwear that melds the brands' commitments to design, performance and technology ([see story](#)).

Speaking of influence, luxury automotive's sizeable share of overall sales has also managed to increase the price of the average vehicle, according to new findings from Kelley Blue Book ([see story](#)).

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