

AUTOMOTIVE

Hummer hones in on Malibu, magnates, memories and more for EV launch

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For the launch of its debut EV, the specialty automaker has partnered with culture's biggest names for a new campaign. Image courtesy of GMC/Hummer

By AMIRAH KEATON

U.S. automotive brand Hummer is signaling a sharp departure from the image of excess that carried its brand and the zeitgeist through decades past, in pursuit of the planet.

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For the launch of its debut EV, the specialty automaker has partnered with culture's biggest names for a new campaign. Grammy-nominated artist Big Sean, breakout actor Angus Cloud, undefeated lightweight boxer Ryan Garcia and renowned interior designer Kelly Wearstler join Hummer and a brand-favorite previous collaborator and current project curator Don C for "Malibu Series," an episodic digital campaign that highlights what makes Hummer's newest model unlike any other.

"My whole career and creative point of view has been centered on the revolutionary; exploring this truck's capabilities and really getting to put it through its paces and thinking about how we can integrate such an iconic name into the forefront of culture is a dream," said Don C, American designer and project curator for "Malibu Series" at [Hummer](#), in a statement.

"Anyone who knows me knows I love cars, and I can't give this one a bigger compliment than, I bought one for myself," he said. "To be a part of the electric vehicle revolution through my relationship with GMC complements my narrative on life."

Tall tasks

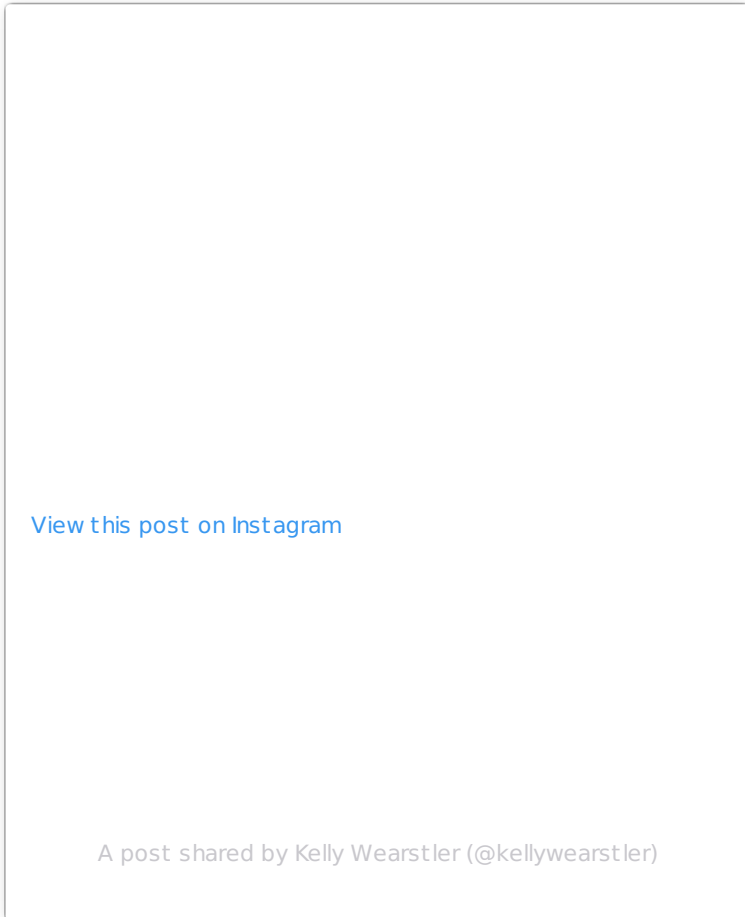
This time around, GMC's subsidiary is fueling market reentry with a new EV machine, and an equally-electric cast.

Its fate lies in the hands of five relevant and revered faces. Mr. Cloud, Mr. Garcia, Ms. Wearstler, Big Sean and Don C are easing the company's marketing efforts by applying the spirit of nostalgia to a new, more eco-friendly apparatus.

Shot in the mountains of Malibu and Agua Dulce, the roster explore what the world's first all-electric supertruck can do.

"Malibu Series" takes the form of five episodes, one for each talent of leaders in their own respective fields, whether

music in the case of Big Sean, interior design for Ms. Wearstler, Hollywood when it comes to Mr. Cloud, and sports for Mr. Garcia.



Ms. Wearstler stars in an ethereally informative vignette.

"Every designer's dream is to be given the opportunity to reimagine and revolutionize something iconic," she says, amid the video, via voiceover.

The creative is first observed on the road, as a camera takes the passenger seat, followed by detailed car shots of its exterior and interior features tech-bronze accents and signature front lighting which beam in sunset light.

The interior designer lists its luxury facets through her own appreciative eye, noting that its design is what gives it the ultimate edge.

"Revolutionary features seamlessly balanced with innovative design," she says, in an Instagram caption.

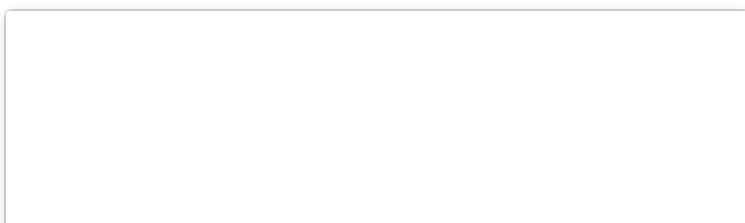
"Effortless luxury at its best."

Mr. Cloud takes a quieter approach, literally and figuratively. The actor, known for his reserved role on HBO's Euphoria, quite literally does not speak for the entirety of his spot, under the influence of the vehicle's freeing infinity roof.

Instead, the car's glory a full "show, don't tell" moment is illuminated through the driver's perspective. Viewers watch as the star journeys through the woods, to calming sonics.

"The Hummer EV shoot was an incredible experience: the Infinity Roof makes it easy to reconnect with nature," Mr. Cloud said, in a statement.

"I felt present, tuned in and fully immersed in my surroundings, the film pretty much feels like how a great day should feel!"



[View this post on Instagram](#)

A post shared by Angus Cloud (@anguscloud)

Big Sean and Mr. Garcia's content follows suit.

Content themes are modeled after their starring talents' strong suits the boxer's video, fast and furious, the EV's ability to accelerate from 0 to 60 MPH in nearly 3 seconds taking center stage, and the rapper's, smooth, highlighting both a fast charging capability that allows Hummer's latest update to add nearly 100 miles in 10 minutes and "Super Cruise," the car's hands-free driver assistance cruise control, which served as the video's focal point.

#GMCambassador marks the bottom right of each live video, expertly unifying campaign assets.

Part two

Parent automaker GMC had previously ceased production of Hummer cars in 2010. Now, in an age of particular popularity amongst consumers for rechargeable options that are easier on the planet (see story), the model is back with an age-appropriate vengeance.

With the original announcement of the resurgence made in 2021, GMC tapped streetwear designer Don C, born Don Crawley, for a stylish collaboration. To celebrate the new EV, GMC and Don C partnered on a design collaboration.



The new Just Don x Hummer EV baseball caps are inspired by the electric super truck. Image courtesy of GMC/Hummer

Launched exclusively on his website on March 25, Don C designed Don x Hummer EV baseball cap in black. The design, which also recalls the cap which launched his brand, incorporated the ballistic fabric and non-leather found in the electric super truck ([see story](#)).

A merch collection will soon launch for this iteration as well, slated for mid-November, according to brand representatives.

Having mastered the art of design with unmatched streetwear skills, Don C played a crucial role in the brand's latest, as project curator.

"The GMC Hummer EV Malibu Series was my homage to many of the things I love rolled into one: nature, sports,

design, music, film and speed," he said.

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