

AUTOMOTIVE

## Lexus partners with designer Harris Reed, outfits new RX with Ruby Red Rims'

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*Lexus is teaming up with British American designer Harris Reed for "Ruby Red Rims," a cocreated custom debuted by the design duo at W Magazine's 50th-anniversary party. Image courtesy of Lexus*

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is taking its adventure-ridden ethos a bit further with a luxury crossover between the automotive and fashion realms.

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After the release of an adventure-ridden, themed campaign, the automaker is back with more for the vehicle's launch. This time, Lexus is teaming up with British American designer Harris Reed for "Ruby Red Rims," a cocreated custom debuted by the design duo at W Magazine's 50th-anniversary party.

"With 'The Wizard of Oz' as a foundation for our all-new RX launch spot, we were excited about the possibilities of connecting our wheels to Dorothy's ruby red slippers," said Vinay Shahani, vice president of marketing at **Lexus**, in a statement.

"The final design and thoughtful interpretation of the Ruby Red Rims' far exceeded our expectations," he said. "We are grateful for the incomparable, trailblazing designer, Harris Reed, who helped us re-imagine the ruby slipper in the most striking way for W's milestone 50th celebration."

### Dazzling design

With a license from Warner Bros. Consumer Products at its core and a creative at its side, Lexus' latest concept celebrates the contemporary update of its best-selling model.

The 2023 Lexus RX now dazzles under red light and a redesign from Mr. Reed, who had a heavy hand in designing the pair of specialty red rims, inspired by two signature hats from his recent spring/summer 2023 presentation.

With backs created from solid aluminum with gloss-sealed glitter, and fronts that feature a red center with the brand's logo emblazoned, all polished in ruby red, LED lights finish off Lexus' innovative introduction.

The car was parked front and center at the entrance of W Magazine's celebration, greeting equally-as-glamorous guests, and will make additional stops across the nation through next year.



*After the release of an adventure-ridden campaign themed after "The Wizard of Oz," the automaker is back with more for the vehicle's launch. Image courtesy of Lexus*

"As a gender-fluid designer, I've always been fueled and inspired by choosing the path less traveled," Mr. Reed said.

"With the bold new design of the Lexus RX and the cinematic Hollywood classic, The Wizard of Oz, I took inspiration from the literal interpretation of choosing your own path and pursuing a new journey down the red brick road, with a nod to the film's iconic ruby slippers and my own designs."

The automaker continues encouraging audiences to take the road less traveled.

Its latest campaign's primary asset, a general market video modeled after the aforementioned movie, a contemporary cast follows the yellow brick road to the tune of Andrew Lloyd Webber's iconic musical score. Between candy-coated reverie and bursts of energy, the car transforms its once-uninterested riders into exhilarated explorers ([see story](#)).

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