

AUTOMOTIVE

## Genesis sponsors Vogue World London 2023

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*Genesis continues to leverage an ongoing connection with the fashion industry to boost its first-ever EV option via a series of creative collaborations. Image credit: Genesis*

By LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is headed down the runway rather than the road with a new partnership.

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The luxury car manufacturer has opted to slot in as a presenting sponsor for "Vogue World" as the annual fashion event makes its way to London in 2023. After the launch of the brand's flagship 2023 G90 sedan stateside, followed by features in *Vogue's* September and October print issues last year, Genesis continues to leverage an ongoing connection with the fashion industry to boost its first-ever EV option via a series of creative collaborations.

"We are pleased to continue our partnership with Vogue and to be this year's presenting sponsor of Vogue World London 2023," said Claudia Marquez, CEO of Genesis Motor North America, in a statement.

"Our brand not only values bold design within our vehicles but celebrates the passion for it within the world of fashion."

### Fast fashion

After slotting in as the sponsor of New York Fashion Week in 2022, Genesis is staking its claim as the presenter of the forthcoming U.K. edition, pushing its brand to the forefront of high fashion.

Cond Nast's globetrotting runway show will kick off regional fashion week happenings from London's West End on Sept. 14.

With the newfound platform, the carmaker will showcase the fully-electric Genesis GV60 SUV in branded advertisements airing as part of the Vogue World presentation, in addition to "various social media placements," per the partners.

A partnership for the ages. We're proud to be a presenting sponsor of @voguemagazine Vogue World London 2023. <https://t.co/kXrjlc7Wks> [pic.twitter.com/FuTdOh8177](https://pic.twitter.com/FuTdOh8177)

Genesis USA (@GenesisUSA) June 1, 2023

Prior, the brand's "Make Your Mark" campaign arrived in 2022, fueled by a dedication to design and an exclusive, invitation-only affair, hosted at the brand's own Genesis House ([see story](#)).

This year, Genesis' GV60 model grounds the Hyundai-owned brand's U.S. expansion. The company opened sales in select states throughout March 2023 ([see story](#)).

"The Vogue World partnership allows the Genesis brand to immerse itself in fashion: a passion and inspiration for many of our customers," said Wendy Orthman, executive director of marketing at Genesis Motor America, in a statement.

"We saw tremendous brand lift launching the Genesis G90 with Vogue World last year in New York City," she said. "I am excited to see what London has in store."

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