

Lexus Returns as the Official Automotive Partner of NYFW: The Shows for the Sixth Consecutive Season

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NEW YORK (Feb, 8, 2018) — Lexus is continuing its commitment to the fashion industry by returning as the Official Automotive Partner of NYFW: The Shows for the February 2018 season, which they have been a lead partner of since September 2015.

Lexus will continue its successful #HowFashionTravels campaign this season, providing a fleet of courtesy transportation vehicles for show-goers and industry insiders traversing the official NYFW venue at Spring Studios.

This season, Lexus will sponsor a fashion presentation in partnership with Marvel titled, “Black Panther: Welcome to Wakanda.” The presentation will feature one-of-a-kind looks and capsule collections from 10 designers, inspired by the highly anticipated Marvel film, “Black Panther.” The bespoke pieces will be installed in an immersive, Wakanda-inspired venue that guests will be encouraged to explore. Lexus will display the LC 500 vehicle that was used during the filming of “Black Panther” as part of the installation. Following the event, the looks will be auctioned off via [Charitybuzz.com](https://www.charitybuzz.com) in support of Save the Children.

The presentation will take place the morning of Feb. 12, followed by a private cocktail celebration that evening, which will feature the actual 2018 Lexus LC 500 that was used in the film.

The Lexus LC 500 celebrates the attributes of sophistication, performance and innovation embodied by “Black Panther’s” King T’Challa. The all-new platform, 471 horsepower and a class-leading 10-speed automatic transmission, come together to create Lexus’ most responsive vehicle yet.

Similar to past years, Lexus has also created exclusive vehicle exteriors which will hit the streets beginning Feb. 8 as part of the NYFW courtesy transportation fleet for NYFW guests to utilize. This year’s exterior wraps are inspired by the “Black Panther” film.