Lexus Reaffirms Commitment to Fashion by Returning as the Official Automotive Partner of NYFW: The Shows for Fifth Consecutive Season

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NEW YORK, September 8, 2017 — Lexus is continuing its commitment to the fashion industry by returning as the Official Automotive Partner of NYFW: The Shows for the September 2017 season, which they have been a lead partner of since September 2015.

Lexus will again hold its successful #HowFashionTravels campaign this season, providing a fleet of nearly 100 courtesy transportation vehicles for show-goers and industry insiders traversing from Skylight Clarkson Sq., the official venue of NYFW: The Shows.

This season, Lexus is teaming up with *Interview Magazine* on an experience that gives the public a once-in-a-lifetime opportunity to be photographer by top fashion talent on an actual editorial set featuring a Lexus vehicle installation. The space, engineered by renowned fashion photographer and *Interview* Editorial Director Fabien Baron, will feature a slick set inspired by the new Lexus LC 500 and created by industry mainstay Stefan Beckman.

Before opening to the public on September 8, top models and influential talents were photographed by *Interview* Editorial Director Fabien Baron in front of the Lexus installation on September 7. The model feature will later run in *Interview's* December 2017/January 2018 Art issue as a six-page fashion feature.

That same evening, Lexus and Interview celebrated the partnership, activation and the publication's much-anticipated September issue at *Interview's* NYFW September Issue Party. The Lexus installation and photo studio served as the backdrop of the party, creating a unique event atmosphere that immersed guests in the energy of NYFW.

The activation titled "Lexus: Set in Motion" will take place at Milk Garage, located at 459 West 14th Street, and will be open to public Friday, September 8 and Saturday, September 9 from 11 a.m. to 6 p.m. daily