

Lexus Taps Fashion Designer Zang Toi for Couture Auto Show Apparel

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Dana Point, Calif. (August 16, 2016) – Lexus is proud to announce the *Zang Toi Collection for Lexus*, a partnership with globally renowned fashion designer Zang Toi, who will be creating an all-new wardrobe for Lexus auto show product specialists. The couture apparel will be debuted in September at the Miami Auto Show, with the press day looks debuting in January at the 2017 North American International Auto Show. The Collection will blend the worlds of high-fashion and luxury vehicles, drawing on the attention to detail and craftsmanship that is a signature of both the fashion designer and the car brand.

Mr. Toi's collection will feature four custom looks, making Lexus the only brand on the auto show floor with a wardrobe created and handmade for each product specialist for a perfect look and fit. Refined craftsmanship will be conveyed through details such as hand pick stitching on jacket lapels, hand beading and embroidery on each garment.

"The Lexus brand stands for unrivaled luxury and an unrelenting approach to perfection and craftsmanship," said Mr. Toi. *"I wanted to instill a sense of haute-couture that is unique to fashion but is a natural complement to the style and expressiveness already embodied by Lexus vehicles. To have the opportunity to create fashion in a traditionally automotive space was an exhilarating challenge."*

Mr. Toi has personally fit the team members. Items, all of which will be made in New York, will include a hand loomed knit dress with handmade lace from Lyon, France, and a knit "alphabet" sweater with the Lexus "L" hand beaded and embroidered. The collection will be rounded out with classic styles, such as a sharply cut jacket with contrast grey sleeves and standup lapel accents.

"We admire Zang Toi's inspired approach to unique and visionary details," said Brian Bolain, General Manager of Marketing at Lexus. *"We are thrilled to be bringing his style, which so perfectly fits with the refinement of our vehicles, to the North American auto show circuit."*

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