

Lexus Returns to New York Fashion Week as Official Automotive Sponsor

September 06, 2016

Image not found or type unknown



New York (September 6, 2016)—Lexus will continue its deep commitment to the fashion industry as the Official Automotive Partner of NYFW: The Shows and MADE New York for the September 2016 fashion show season. Lexus will debut the new #HowFashionTravels campaign with a fleet of courtesy transportation vehicles for industry attendees; additionally Lexus will champion emerging talent at MADE New York, where the Lexus Lounge returns for its 8th season.

Lexus will introduce the #HowFashionTravels campaign to engage the fashion community and underscore its support of the industry. With September 2016 marking the third consecutive season as the Official Automotive Partner of NYFW: The Shows and the 11th consecutive season with MADE New York, Lexus aims to ensure that designers and their guests arrive in style. New York Fashion Week is the ultimate arrival for American fashion, and Lexus seeks to make the journey an enjoyable experience.

Following the success of Lexus' unprecedented project with Jeremy Scott, in which the designer debuted his upcoming collection's prints on the all-new Lexus RX prior to his runway show, Lexus has collaborated with MADE designers Adam Selman, The Blonds, Brock Collection and 69 on exclusive vehicle exteriors, which hit the streets on Sept. 8. New York Fashion Week guests utilizing courtesy transportation will be treated to rides in these 21 unique cars, many of which will preview Spring/Summer 2017 prints prior to their runway shows.

Lexus will once again provide courtesy transportation for designers, models, editors, retailers and industry professionals, utilizing a fleet of 90 vehicles for those traversing the official New York Fashion Week venues at Skylight Moynihan Station, Skylight Clarkson Square and Milk Studios.

The backstage Lexus Lounge will return to MADE for its eighth season as an exclusive retreat for MADE's designers and their VIP guests before and after runway shows. This season Lexus has commissioned production designer Kelley Carter to reimagine the space inspired by materials found in a Lexus. The Smile will provide catering.

Lexus will partner with Alexander Wang on September 10th and additionally extend its commitment to CFDA + Lexus Fashion* Initiative participant Zero + Maria Cornejo by helping to underwrite the eco-minded label's runway show.