

# 'Gareth Pugh Featured at Lexus Design Disrupted' Kicks Off Fashion Week

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NEW YORK (Sept. 2, 2014) — On Thursday, Sept. 4th, “Gareth Pugh featured at Lexus Design Disrupted” will transform New York City’s Pier 36 into a multi-faceted installation space, where celebrated British fashion

designer Gareth Pugh will unveil his Spring/Summer 2015 collection. For this year's event, Lexus approached Pugh — long established as a leading proponent of fashion film and new technology — to create a series of large scale film installations and live performance pieces with a singular and compelling vision.

The program is also a celebration of the first-ever Lexus RC F performance coupe and the remarkable story behind its development. Lexus designers and engineers were given the freedom of a blank canvas, unconstrained by limitations, convention and existing designs. With this as inspiration, this year's Design Disrupted — created in conjunction with award-winning multimedia studio LEGS — is built around the theme of shattering limits and highlights Lexus' commitment to provocative design and performance.

"At Lexus we're constantly pushing the boundaries of design, performance and technology, and we strive to work with innovative people, like Gareth Pugh, who take similar creative risks," says Brian Bolain, Lexus corporate marketing communications manager. "This year's Lexus Design Disrupted defies convention and invites guests to experience both brands in an unexpected way."

"This is an opportunity to elevate my work and present it in a more innovative and meaningful way," says Pugh, who is premiering a collection in New York for the first time. "I hope to explore a new visual language — something that transcends the nature of a traditional fashion show — where images penetrate and the audience have a deeper understanding of the story I want to tell."

In addition to Design Disrupted, Lexus will once again partner with MADE Fashion Week. The automaker will host an exclusive backstage lounge at MADE Sept. 4–10 to welcome guests and will also provide an extensive fleet of courtesy vehicles and drivers to transport designers and models around the city during the week.

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