

Lexus Collaborates with MADE Fashion Week, Coco Rocha and Giles Deacon to Create Live Holographic Fashion Experience During New York Fashion Week

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NEW YORK (Sept. 6, 2013)—To celebrate the launch of its all-new 2014 IS performance sedan, Lexus created and hosted a MADE Fashion Week event last night debuting a first-ever live holographic performance art experience. The event, “Lexus Design Disrupted,” featured supermodel Coco Rocha and a bold retrospective from the archives of designer Giles Deacon in a creative concept inspired by the IS and the brand’s commitment to design and technology. Joe Zee, *ELLE* creative director and host of Sundance Channel’s special series “Revealing,” served as master of ceremonies.

By combining 3D holographic projection technology, 3D mapping and a choreographed narrative, Lexus, in conjunction with award-winning multimedia studio LEGS, created a visually stunning show designed to defy convention with the seamless integration of technology, fashion and performance art. The cutting-edge spectacle turned the stage into an illusionary world where 3D holograms interacted with their real-life counterparts to tell a metaphorical story of disruption as an inevitable phenomenon in nature. It echoed the emotion and independent spirit of the recently launched commercial campaign for the IS that challenges consumers to stand out from the crowd.

The story unfolded in three acts, tracking the beautiful heroine (Rocha) as she battled opposing forces on a path to independence from darkness to light. Through choreographed movement and creative expression, she breaks free from the dark, unleashing a surge of vibrant color as she ultimately finds her own liberation. Filmmaker and artist Andrew Thomas Huang of LEGS served as creative director for the show, which included the performance of choreography by Ryan Heffington and original compositions by rock band HEALTH.

“Lexus Design Disrupted reaffirms our focus on design and technology and the willingness to push boundaries,” said Brian Bolain, Lexus corporate marketing communications manager. “All of the creative people involved in this event, including Joe, Coco and Giles, ‘blend out’ and take everyday risks—something we at Lexus strive to do and celebrate.”

The IS incorporates Lexus’ new design language that seeks to attract drivers in a new way. Lexus Design Disrupted was an opportunity for guests to engage with Lexus through design, art, fashion, culture, music and technology.