

# **'Tis the Season for Giving: 20 Years of Lexus' Signature Red Holiday Bows**

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The magic of the holiday season is almost here, and with it comes a familiar time-honored tradition: presents. But it's not just what a loved one receives that is exciting, it's the reaction when they open the gift.

For 20 years, Lexus has helped create some of those [amazing experiences](#) with its iconic big red bow adorning vehicles and quintessential theme music playing in the background. This Lexus holiday tradition is more than a symbol of delight. It is a celebration of giving — a chance to recognize that one of the most treasured holiday memories is indeed that gift-giving moment.

So, to honor the season of giving, here's what you need to know about the big red bow that elicits so much joy.

