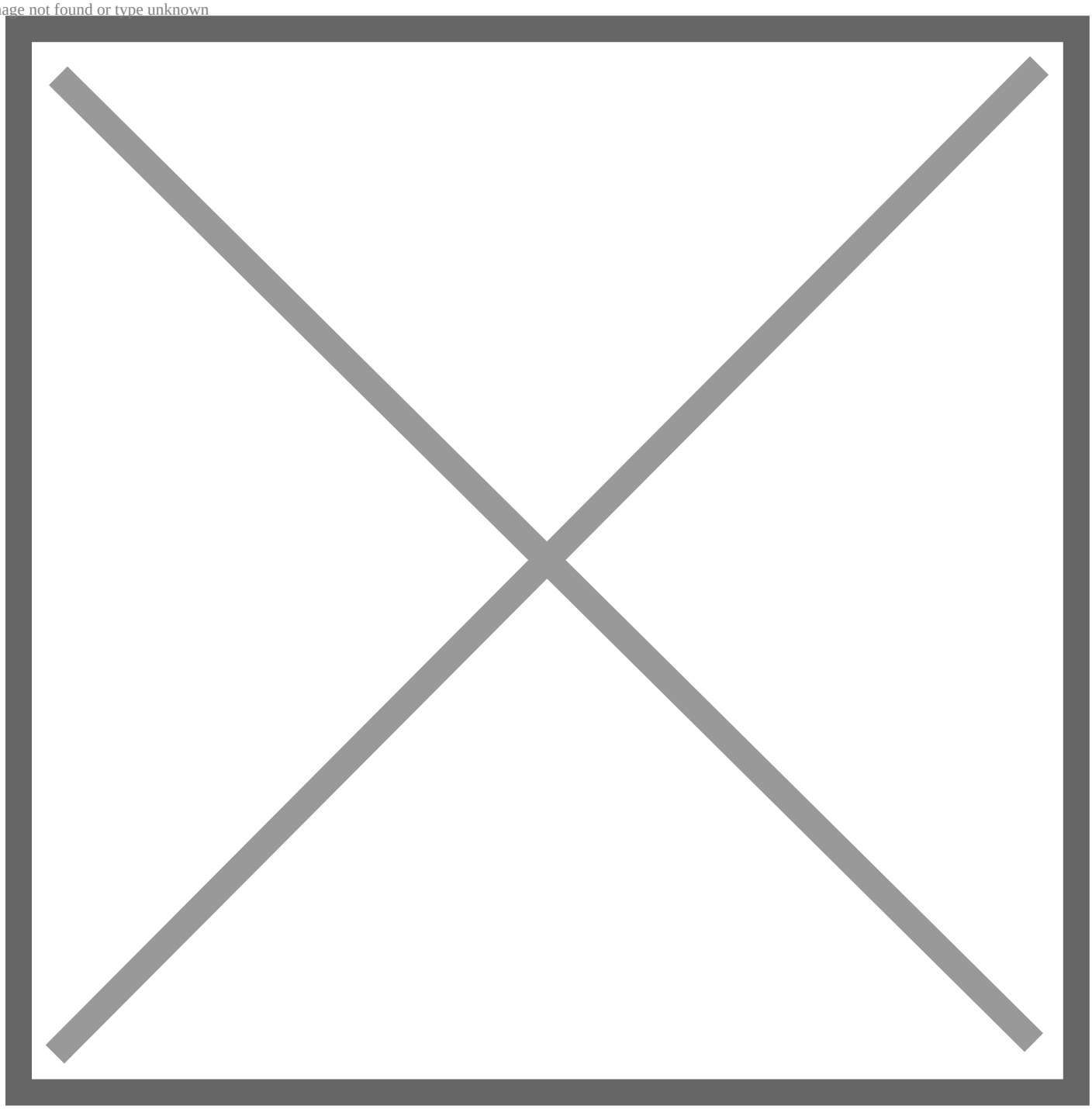
LEXUS AND AMBUSH LAUNCH “THE FUTURE CLASSIC CLUB”

September 14, 2026

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PLANO, Texas (Sept. 14, 2026**)** — In a culture increasingly optimized for novelty and disposable hype, Lexus and Tokyo design house AMBUSH introduce The Future Classic Club, a collective celebrating the people, objects and ideas that outlast the moment.

Debuting through a cinematic film and limited capsule collection, the Club offers a counterpoint to the endless pursuit of what's next by celebrating those who forge their own paths and create what will endure.

The Club is born from two brands deeply rooted in Japanese culture and design, united by a shared belief in bold ideas, meticulous craftsmanship and a distinct creative vision. Founded by designer Yoon Ahn and musician and co-founder VERBAL, AMBUSH emerged from Tokyo's creative underground and has grown into a global design force spanning fashion, music, and culture. That same spirit of creative experimentation is reflected in Tokyo itself, whose influence continues to shape fashion, design, and music around the world.

For Lexus, that philosophy has been embodied by the IS for 25 years. When first introduced for the 2001 model year, the sports sedan challenged conventions around what a luxury car could be for a younger generation, establishing a distinctive style and expression all its own.

"For 25 years, the Lexus IS has challenged convention, bringing together bold design with performance and a distinctly individual point of view," said Lisa McQueen, senior manager, Lexus marketing. "Its enduring relevance reminds us that true originality is never defined by a moment; it has the power to shape what comes next. That belief sits at the heart of The Future Classic Club and drives it forward."

A CINEMATIC JOURNEY THROUGH TIME

The Future Classic Club comes to life in a cinematic film directed by Xavier Tera, tracing the enduring influence of the Lexus IS across two eras of Tokyo, moving from an early-2000s salaryman world inspired by the era of the original sedan to contemporary Tokyo where its silhouette and influence continue to endure.

Inspired by the visual language of early Japanese cinema, the film brings the Club's philosophy to life through the people, places and design of Tokyo, introducing three Club members whose own paths reflect its spirit:

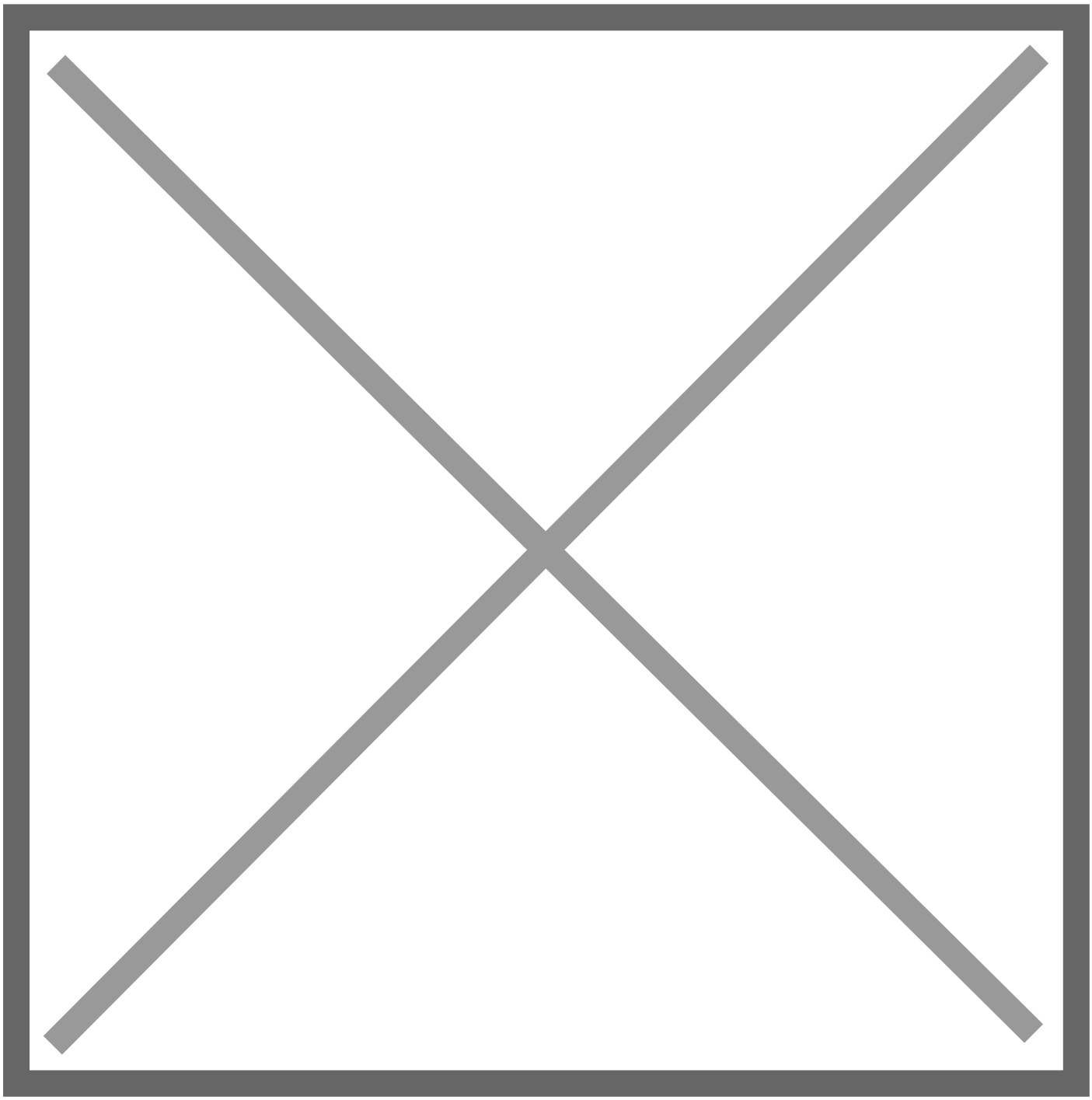
- **Sara Choi**, *Professional Drifter, Founder of Badseki*: A boundary-pushing creative who has carved her own path in drifting, translating a distinct perspective on car culture into her own streetwear label Badseki.
- **Reo Sano**, *Artist, Actor, Dancer*: Rooted in street dance, Reo is a multidisciplinary artist whose work spans music, fashion and art. As a member of GENERATIONS and an established actor, he moves fluidly across creative disciplines.
- **Reiji Okamoto,** *Musician, DJ*: A creative force whose influence spans music, fashion, design, and art. Alongside his work as the drummer for OKAMOTO'S, Reiji also curates the YAGI EXHIBITION, building a career around connecting diverse creative worlds long before they reach the mainstream.

LIMITED CAPSULE COLLECTION

Designed under the creative direction of Yoon Ahn, The Future Classic Club collection translates the design language and enduring character of the Lexus IS into an ultra-limited collection of apparel and hardware accessories.

Across the collection, industrial hardware, structured textiles, graphic treatments and timeless silhouettes reinterpret elements of the IS through the AMBUSH design language.

"We were interested in the fact that the IS has been around for 25 years and still has a recognizable identity," said Yoon Ahn. "That became the starting point for the collection. We looked at the details, materials and character of the car and translated them through the AMBUSH language into pieces we would actually want to wear and keep."



The collection features:

- **‘FUTURE CLASSIC CLUB’ LEATHER FIREMAN JACKET** (USD 2,600): A short, driver-ready leather jacket defined by clean, minimal lines and structured proportions.
- **‘SEAT MEMORY‘ RED QUILTED JACKET** (USD 780): A cozy, driver-off-duty piece that carries the athletic DNA of the IS’s stitched interior.
- **‘FUTURE CLASSIC CLUB’ CREST T-SHIRT** (USD 130): A minimal expression of the capsule featuring the Future Classic Club crest.

- **‘RECORDED DESIGN SESSION’ T-SHIRT** (USD 130): Featuring the iconic Lexus logo reinterpreted through IS grille lines and headlight curves.
- **‘FUTURE CLASSIC CLUB’ L/S TEE** (USD 160): A long-sleeve T-shirt, pairing a minimal front wordmark with the collection’s signature Lexus crest across the back.
- **‘FUTURE CLASSIC CLUB’ CAP** (USD 120): A co-branded club essential featuring the collection’s signature crest and Future Classic Club identity.
- **‘FUTURE CLASSIC CLUB’ CARABINER** (USD 300): A functional piece of wearable hardware finished in chrome with intricate engraving.

Limited quantities of the collection will be available for purchase on ambushdesign.com beginning Friday, Sept. 25, 2026 at midnight EDT / 1 p.m. JST.

JOIN THE CLUB
The Future Classic Club is an open invitation to those forging their own paths. Lexus and AMBUSH invite creators, designers, and thinkers to share the work, ideas and inspirations they believe deserve to endure using #FutureClassicClub.

The Club will continue to grow through a series of cultural moments and activations, beginning with an immersive New York Fashion Week event with PAPER. The event offers an exclusive first look at The Future Classic Club collection and brings together creatives across fashion, music, and the arts defining what comes next.

To watch the hero film and explore the collection, visit ambushdesign.com.

Updated September 17, 2026