Toyota Goes Glam with Fashion Diva

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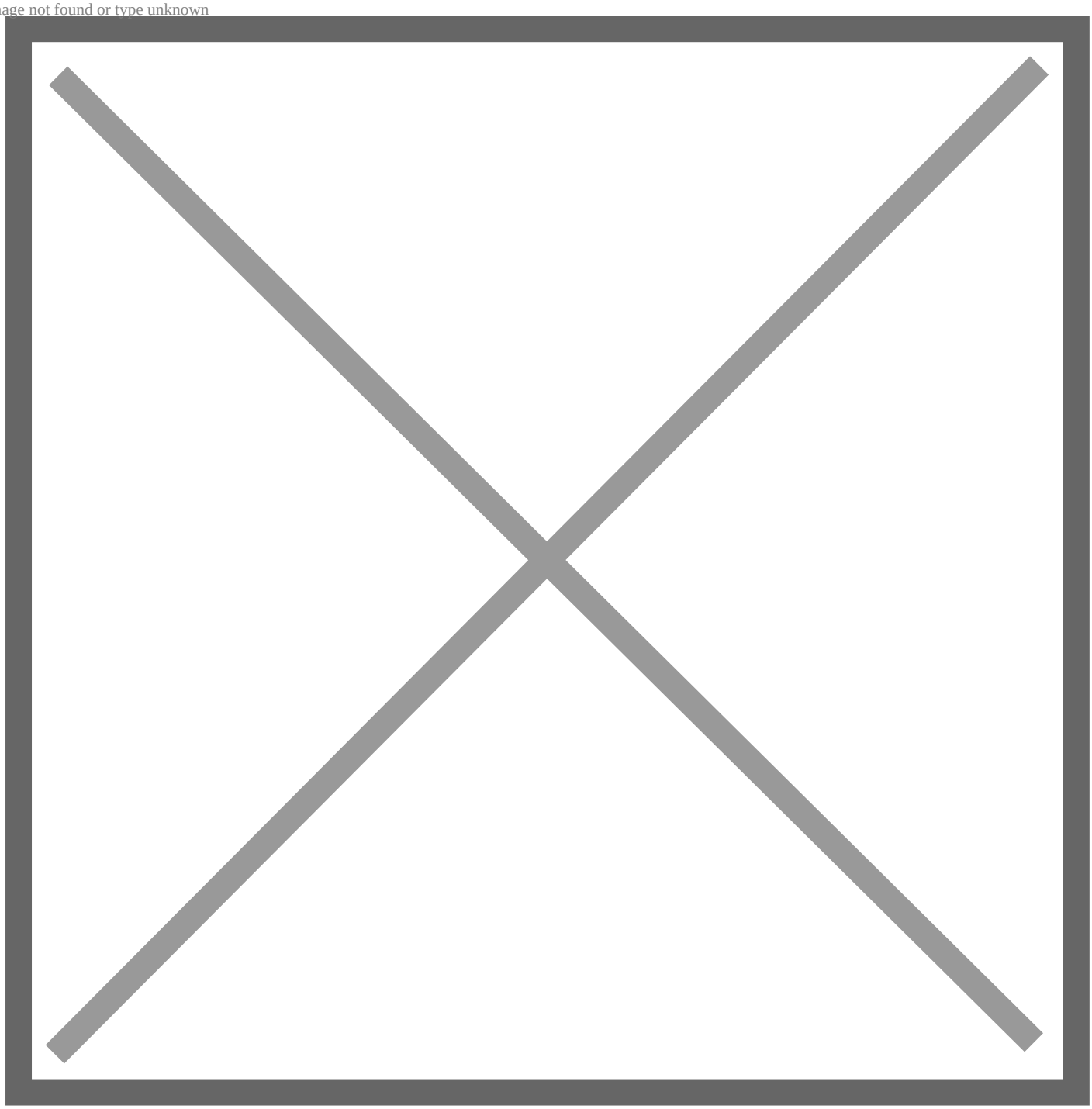

TORRANCE, Calif. (Oct. 30, 2014) – Aah, the fabulous life. From red carpet events to girls' road trips, Claire Sulmers, the founder of Fashion Bomb Daily, knows how to make a grand arrival from her clothes to her ride.

These days, the main accessory the leading fashion influencer can't leave home without is — a Toyota. Thanks to a new partnership with the world's leading car brand, Sulmers is traveling in vehicles that most reflect her sense of style, sophistication and versatility. The newly appointed lifestyle ambassador is indeed living the bomb life.

"The partnership between Toyota and Fashion Bomb Daily is a new venture to help us better connect with one of our key consumer segments – African American women," said Jim Colon, vice president, African American Business Strategy, Toyota Motor Sales, USA. "With Claire Sulmers as a lifestyle ambassador, we are able to align our vehicles with what's hot, trendy and fashionable. It's a great way to showcase how our cars fit with the lifestyles of our consumers, African American women who love fashion and Toyota. It's a perfect fit. We look forward to doing more with Claire and Fashion Bomb Daily."

Starting today, style-conscious women can catch Sulmers in "Let's Go Places with Claire", a video vignette series that will feature a day in her fabulous life traveling on girls road trips, shopping and fashion shows. The videos will appear on Fashion Bomb Daily and Toyota's African American social media channels on Facebook and Twitter, called "Toyota Showcase." Toyota also plans to run digital ads promoting new products, including the all-new 2015 Camry. Together, Toyota and Sulmers will reach more than 2.4 million people online.

"A true fashion diva pays attention to all elements of style including the car she steps out of," said Sulmers. "Living the bomb life definitely includes Toyota. I hope my readers will join me on my fun adventures in the newest and most stylish Toyota vehicles."

Sulmers will also represent the brand at the upcoming 2014 Blogalicious conference for multicultural social media influencers. Closing out the convention, with "Conversations & Cocktails with Claire," Sulmers will share how she elevated a fashion blog into a competitive media entity.

Fashion Bomb Daily is a daily online destination for the multicultural fashionista. With more than 2.4 million monthly visitors, it made Ebony magazine's 2011 and 2014 Power 100 List. It has been recognized as a leading fashion blog in New York Magazine, Glamour and Time. Further, Sulmers has served as a pop culture commentator on VH1's "The Fabulous Life of…" and BET's "106 & Park." She, Fashion Bomb Daily and her social media channels have a great following among multicultural women, ages 18-35.