

HUF X TRD Taps Toyota Tech and '70s Graphics Inspired Collection

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LOS ANGELES (Nov. 7, 2023) – Since the '50s, Toyota pioneered motorsport tech and culture by pushing the limits of design, engineering, and terrain. Toyota Racing Development (TRD), Toyota's longstanding factory-backed racing division, is being presented in a new collaboration with the new HUF × TRD line of officially licensed products. HUF × TRD returns to an era that defined a new frontier, bringing archival colors, graphics, and designs from Toyota's history to modern silhouettes and styles inspired by the off-road and made for the streets.

As part of the collaboration, HUF worked with Toyota on creating a custom 2023 HUF x TRD Pro Tundra.

Built from hand-drawn illustrations that call back to old-school sketchbooks, workwear and mechanic styles, and under-the-hood schematics, HUF × TRD creates a modern apparel and accessory collection that brings off-road style to a new arena. Tech art and vintage merch design mix with modern workwear, polar fleece, and jacquard Sherpa, while classic tees, hoodies, and crewnecks get vintage inspired colors and '70s graphics. The HUF x TRD collection is set to release on November 9th, 2023 and will be available for purchase on HUF's [website](#), flagship stores, and select HUF retailers.

Collection Highlights: HUF TRD Global Racing Jacket, Schematic Double Knee Pant, TRD Work Jacket, HUF TRD Racing Sweater, Off Road Rug

HUF X TRD PRODUCT IMAGERY: [HERE](#)

HUF X TRD LOOKBOOK IMAGERY: [HERE](#)

For sample requests or more information, please contact: Shana Nogoy at shana@hufworldwide.com