

# HUF x Land Cruiser® Channels 70 Years of Off-Road Innovation

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**LOS ANGELES (August 19, 2024)** – Coming off the release of the HUF x TRD collection, HUF links back up with Toyota for a new collection that celebrates the heritage, design, and influence of the Land Cruiser® SUV. Coinciding with the long-awaited 2024 reboot of the legendary vehicle, HUF x Land Cruiser® showcases our favorite graphics from their deep history.

With over 70 years of Land Cruiser® heritage to pull from, HUF x Land Cruiser® pays homage to the classic models that speak to true collectors and enthusiasts, like ourselves. Mixing workwear silhouettes with modern pieces and custom accessories, we incorporated details and iconography from the Toyota archives and vintage ads to create new pieces that reflect decades of off-road attitude and Land Cruiser's pioneering design aesthetics. To commemorate this landmark collaboration between HUF and overlanding culture, the crew took a trip to the towering sandstone formations at Mormon Rocks, CA with a rare fleet of Land Cruisers.

**Collection Highlights:**

**HUF x Land Cruiser PRODUCT/LOOKBOOK IMAGERY + VIDEO: [HERE](#)**

For sample requests or more information, please contact:

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