

Toyota Crown Takes Center Stage at New York Fashion Week

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New York Fashion Week, the pinnacle of style and sophistication, welcomed an exciting collaboration this year as Toyota partnered with acclaimed designer Christian Siriano for a dazzling showcase. Known for his boundary-pushing creativity and refined elegance, Siriano brought his signature flair to a runway experience that celebrated the intersection of fashion, luxury, and innovation.

Christian Siriano, a trailblazing member of the Council of Fashion Designers of America, has a reputation for turning heads and breaking molds. His collaboration with Toyota began in 2023 with a partnership that included custom content for *Vogue* and a one-of-a-kind Met Gala dress inspired by the Toyota Prius. This year, the partnership seamlessly aligns with the bold vision of the Toyota Crown Family, delivering an experience that captivates the senses and elevates the everyday.

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“I was really inspired by the idea of futurism and modern technology – namely the movement, lines and craftsmanship shared between fashion and auto design,” said Siriano. “Reminiscent of the perfect red dress or car – the backdrop this season was designed as a glamorous yet neutral setting for a collection that is rich in texture and color.”

For his recent New York Fashion Week show, Christian Siriano drew inspiration from the Toyota Crown to design a striking runway backdrop that showcased his Fall/Winter 2025 Collection – a celebration of confidence and individuality. The Crown took center stage, draped in a stunning arrangement of red florals by renowned florist Pejy Kash, whose work has been featured in *Vogue*, *BRIDES*, and *The New York Times*.



More than just a visual statement, the Crown reflected the spirit of the collection—bold, sophisticated, and uniquely captivating. With its all-wheel drive and unmistakable design, the Crown served as statement showcasing that style and functionality go hand in hand. This collaboration also hints at an exciting future aligning the designer’s fearless creativity with Toyota’s vision of innovation and elegance. Together, they aim to redefine what it means to stand out, both on the runway and on the road.

“At Toyota, we strive to push boundaries and embrace bold design – principles that align perfectly with Christian Siriano’s visionary approach to fashion,” said Kaitlin Pedersen, Media Analyst, Toyota Motor North

America. “This collaboration is a testament to the seamless connection between automotive and fashion design, where movement, confidence and individuality take center stage. We’re thrilled to continue our partnership with Christian and explore new ways to inspire through creativity and innovation.”

