



Lexus Launches New Luxury Brand Centre

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First Intersect by Lexus to open in Tokyo

The doors will open at Intersect by Lexus on 30 August, a luxury brand experience space that celebrates the best in design, art, fashion, culture, film, music and technology.

Located in Tokyo's Aoyama district, it is the first in what will be a collection of centres in selected cities worldwide where people can experience Lexus without getting behind the wheel of a car. Instead, Intersect by Lexus will offer everything from exhibitions on car culture to world-class coffee.

Masamachi Katayama, a world-renowned interior designer and founder of the design group Wonderwall, is creating the spaces, ensuring that they capture the spirit of Lexus's *Amazing in Motion* philosophy in their appearance and their layout.

The Tokyo centre features the Garage exhibition area and a café on the ground floor. On the upper storey a Crafted for Lexus shop offers a lifestyle collection produced by brands that reflect and harmonise with Lexus's values of craftsmanship and luxury. There is also a library lounge, where visitors can relax and enjoy modern Tokyo cuisine, and Lexus proposes to host a programme of brand workshops and exhibitions at the venue.

Mark Templin, Executive Vice President of Lexus International, said: "Intersect by Lexus seeks to be a comfortable and inspiring place. It's not just for Lexus as a car company, but somewhere people can come and experience and learn about exciting new design in a welcoming, contemporary environment."

Further Intersect by Lexus centres are being proposed for New York and Dubai; further details will appear on www.intersect-by-lexus.com and www.crafted-for-lexus.com.

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