

BMW of North America

U.S. Press Information



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BMW of North America Returns to New York Fashion Week's Spring/Summer '22 shows as Official Automotive Partner.

- **Custom content series will feature the first-ever BMW iX, an all-new and fully electric sports activity vehicle, renowned British designer Christian Cowan and Victor Cruz, fashion insider and New York Giants alum.**
- **BMW will host "The Future of Fashion and Luxury – Altuzarra's Return to NYFW," a panel discussion featuring designer Joseph Altuzarra and Tiffany Reid, VP of fashion at Bustle Digital Group.**

Woodcliff Lake, NJ – September 8, 2021... BMW of North America returns as the Official Automotive Partner of **New York Fashion Week: The Shows** for the Spring/Summer '22 season in New York City, taking place from **September 8 to September 13, 2021**. In this latest chapter of their partnership, BMW and New York Fashion Week producer IMG will join forces to explore the future of fashion, culture and design. The partnership will include a custom content series featuring **BMW's first-ever, all-electric iX sports activity vehicle** with renowned British designer **Christian Cowan** and **Victor Cruz**, fashion insider and New York Giants alum.

The content will celebrate both the fashion and automotive industries' commitment to style, innovation and functional, sustainable luxury. BMW will also host "The Future of Fashion and Luxury – Altuzarra's Return to NYFW" panel discussion featuring luxury women's ready-to-wear designer **Joseph Altuzarra** in conversation with **Tiffany Reid**, vice president of fashion at Bustle Media Group.

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“With a focus on premium quality, innovation and sustainability, New York Fashion Week provides a great platform on which to showcase our all new fully electric, highly sustainable BMW iX Sports Activity Vehicle before it arrives in the U.S. early next year,” said Uwe Dreher, vice president of marketing, BMW of North America.

Content Series: “The Ultimate Design Evolution”

A content series entitled “The Ultimate Design Evolution” will showcase the intersection of the fashion and automotive industries as both experience a period of revolutionary change. The fashion industry’s turn away from trend-focused “fast fashion” products and toward well-made, long-lasting staples that combine style and function mirrors BMW’s clear focus on sustainability, innovation and unique design for the future. Featuring two notable talent within the series, the content will illustrate the parallels in both industries, as consumers look for fashion pieces that feature both the style, function and quality that they expect from their vehicles. Talent featured within the content series includes:

- **Christian Cowan** – The womenswear designer known for dazzling runway shows, red carpet pieces and celebrity partnerships, Cowan delivers both luxury and function. Cowan is working toward lessening the gap between high fashion and everyday clothing by reinventing unique ready-wear garments that break boundaries.
- **Victor Cruz** - former NFL star and Super Bowl champion, Cruz made the pivot from football to fashion in 2018. Being named the most fashionable athlete by Sports Illustrated in 2016, he retired from the NFL and went on to pursue a diverse career including launching a fashion label and joining E! News as a footwear and fashion correspondent.

Both Cruz’s and Cowan’s similarly forward-thinking mindsets of the fashion industry make them a perfect partner for this content series, featuring them alongside the first-ever, all-electric BMW iX to celebrate the brand’s shared values of passion and forward progress. The content series will utilize both the BMW iX and the two notable gentlemen to showcase what happens when luxury becomes intuitive, enduring and revolutionary.

“The Future of Fashion and Luxury – Altuzarra’s Return to NYFW” Panel Discussion

After four years abroad, designer Joseph Altuzarra is making his long-awaited return to New York Fashion Week: The Shows. Joined by longtime NYFW collaborator and vice president of fashion at Bustle Media Group, Tiffany Reid, Altuzarra will discuss the road home, the future of fashion, how his French-American-Chinese background influences his work, and how he has evolved his luxury designer brand for the global marketplace.

Content will be shared across BMW USA's social media channels, such as Instagram, TikTok and YouTube.

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BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 117 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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