



Lexus is Fashion Forward

Aug 26, Portland, OR – Kuni Lexus of Portland and FashionXPT announced that Kuni Lexus of Portland will be the exclusive automobile sponsor of FashionXPT 2013 shows, Oct 9-12 at Vigor Industrial Shipyard, Swan Island.

“At the core of every Lexus vehicle, you will find leading edge design, master craftsmanship, and innovation. We are excited to partner with FashionXPT, where all of these key elements are showcased. This premier event aligns with Lexus’s ideals of being involved with what’s next in lifestyle trends and technologies. We look forward to being a part of the #1 ranked fashion show in the US outside of New York Fashion Week,” said Chris Hatch, Brand Development Manager, Kuni Lexus of Portland.

This relationship is innovative and engaging. Kuni Lexus of Portland is collaborating with FashionXPT to support emerging fashion designers showing on the FashionXPT runway Oct 10 – elevating the exposure of those designers to a new level.

Leading up to the event in October, Kuni Lexus of Portland will have a fashion display from the FashionXPT 2013 designers, starting today with Emerging Designers Contest in the showroom, where visitors can get a sneak-peak of the designers who will premier their collections at a FashionXPT runway show on Oct 10. The emerging designers will be competing for a coveted winning prize package, including an Intel/HP Ultrabook. A panel of influential fashion industry personalities selected these designers as final contestants: Bobby Bonaparte, Cathy Rae and Leanna Leo. Kuni Lexus of Portland is the major sponsor of this show.

“We are ecstatic about the Kuni Lexus of Portland engagement with FashionXPT. Lexus has embraced fashion forward lifestyle with the Vogue/CFDA Fashion Award and Hybrid Living – and now FashionXPT. Lexus is fashion forward,” said FashionXPT Executive Producer Tito Chowdhury.

Tickets to FashionXPT may also be purchased at Kuni Lexus of Portland for a 10% discounted rate.

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About FashionXPT Portland (www.fashionxt.net, www.facebook.com/FASHIONxtONLINE): FashionXPT is produced by, Tito Chowdhury the former Executive Producer of Portland Fashion Week the second-longest running fashion week on the West. FashionXPT presents fashion forward lifestyle on the runway and the lifestyle plaza. FashionXPT showcases the exquisite upcoming season collections



of nationally and internationally known designers and the creative edge in lifestyle technology and brands. FashionNXT Portland is a sustainable production through the support of Bonneville Environmental Foundation (BEF). FashionNXT Portland will receive verified/certified Renewable Energy Certificates ensuring that only green energy was used in association with this event and Water Restoration Certificates.

About Kuni Lexus of Portland (<http://www.KuniLexusofPortland.com/>) Kuni Lexus of Portland, a regional leader in new and used Luxury Car sales have a skilled and knowledgeable sales staff with many years of experience satisfying customers' needs. Located in Portland, OR, Kuni Lexus of Portland offers a searchable online inventory of new Lexus cars in Portland, along with well-maintained used cars in Portland by today's top automotive manufacturers. For over 20 years, the financial staff at Kuni Lexus of Portland has offered expert advice for those seeking an affordable Lexus car loan or Lexus car lease in Portland. Portland customers can also take advantage of knowledgeable Lexus car service and repair at Kuni Lexus of Portland.

Don't forget to become a fan of Kuni Lexus of Portland on Facebook at <http://www.facebook.com/LexusofPortland> and become a follower of Kuni Lexus of Portland on Twitter @LexusofPortland.