

# Toyota and Essence

## “If Looks Could Kill” The Fashionable Event at Eyebeam

On Wednesday, June 11<sup>th</sup> Essence and Toyota through an event for 600 VIP Guest to showcase a new online series called "If Looks Could Kill.com." The night promised a fashion show by **Ghita** (Alexis Phifer's line) plus a performance by [Keyshia Cole](#).



(Fashion Director, N. Strong, Fashion Producer, R. Pelzer & Fashion Designer, A Phifer)

The fashion production was created by **MEGA Dream Productions**, Fashion Director Nefertiti Strong and Fashion Producer Richard E. Pelzer II. They assembled a beauty team that included, (3) fashion models from *Tyra Bank's America's Next Top Model*, Makeup and Hairstylists from the *Bennett Career Institute*, shoes by *Patricia Fields for Payless* and hair pieces from *Invisiwig NYC*.



(Left: Model Lisa 7 Right Model: Leslie from America's Next Top Model)

The Secret Agent models mission was to recover 10 million dollars worth of diamonds stolen from an Essence cover photo shoot. The task was completed in a **Toyota Camry**. The models wore jersey cocktail length dresses with grecian draping on the shoulders and bodice, the collection was characterized by a muted color palette of white, blue, and beige, with pops of neon color in belts and straps. Ghita's collection was simple and understated, yet the ruching and draping of fabric was alluring and sexy. While the one model that took the diamonds didn't get away because Bianca caught her red handed wearing the gold sky high stilettos by *Patricia Fields for Payless*.

To view more of Ghita's fashions, visit [www.ghitafashion.com](http://www.ghitafashion.com). For pictures from the event and to learn more about the campaign, visit [www.iflookscouldkill.com](http://www.iflookscouldkill.com).



Toyota Motor Corp. kicked off a new immersive entertainment campaign to market its 2009 Camry to black women. The “If Looks Could Kill” campaign combines digital and real-world gaming components centered around a new Web site developed by Burrell Communications Group, Toyota’s black marketing communications AOR, and agency partner 42 Entertainment. The site includes a series of videos that feature a resourceful fashion designer and Camry driver involved in an espionage plot. Users can navigate within the 3D scene to play along with the adventure, picking up clues to assist the main character, and potentially winning 1,000 prizes over the course of the campaign. Iflookscouldkill.com will launch June 9 and the campaign will continue through July 27. “We tried to create an authentic inclusion [of the Camry] into the story line [with a content-driven

approach],” said Chad Harp, Toyota marketing communications strategist. “The Camry’s her tool to get around in the series, which is meant to be fast paced with lots of moving around and numerous [occasions] where she is in the vehicle or using its [tools].” In partnership with *Essence* magazine, the campaign will drive consumers to the Web site at a red carpet event featuring a fashion show, national shopping parties at predominantly black women’s boutiques, and a portal on the magazine’s Web site.



Shoes Courtesy of Patricia Fields for Payless



Bianca from America's Next Top Model

