

ROLLING OUT AND LEXUS PARTNER WITH BLACK OWNED PEAR NOVA BEAUTY BRAND CEO, RACHEL JAMES

*TO HIGHLIGHT NEXT LEVEL ELEVATION
WITH THE ALL-NEW LEXUS NX*

CHICAGO, ILLINOIS, UNITED STATES,
March 1, 2022 /EINPresswire.com/ --
ROLLING OUT AND LEXUS PARTNER
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BEAUTY BRAND CEO, RACHEL JAMES,
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Lexus & Rolling Out are extremely proud to announce their partnership with Chicago native and Pear Nova beauty brand CEO, Rachel James, by launching a next-level branded content program during Women's History Month. The campaign spotlights the All-New Lexus NX and centers around continuous progress.



"Collaborating with Lexus as a Black-owned media company demonstrates their commitment to diversity and allows us to execute a bold vision that empowers a community of young, gifted, and Black creatives and entrepreneurs," said Munson Steed, CEO, and Publisher of Rolling Out.

The next generation of entrepreneurs is creative breakouts who continue to activate their vision. This next-level elevation can be seen in young and ambitious entrepreneurs, such as James, who named her beauty brand after her remarkable sister-in-love, Nova, and the nova pear tree, which is known to withstand extreme temperatures.

"While working with Lexus I learned that luxury is a feeling. It's a mindset. It's an experience. You define luxury. Luxury doesn't define you. For me, leveling up means reaching, growing, and evolving. I'm constantly challenging myself to reach new goals, grow as a mother, entrepreneur, and human being, and evolve as I learn new things and build new skills. Reaching the next level is about progress, opportunity, and improvement, and it's about overcoming obstacles to reach

new heights," James commented.

The campaign was directed by director and photographer, Bradley A. Murray at Chicago's Sound Stage.

"I was extra excited about directing the Lexus campaign because I love Lexus. I've only owned Lexus vehicles, so it made sense," Murray stated.

"When we started talking about who would fit best in the starring role, Rachel James came up and I thought immediately this fits her aesthetic as an entrepreneur. We really wanted to put an emphasis on understanding the entrepreneurial spirit and doing things differently, but also doing things in style and making it look good. I think that's what Rachel lives for, she's always polished," Murray went on to say.

The campaign embodies elegance, luxury, and elevated hustle. The Lexus NX was spotlighted as a conduit to the next generation of movers and shakers, while speaking to business owners, artists, and creators alike. These people, similar to James, move to the cadence of their own imagination to elevate their hustle.

"We are excited to leverage our Lexus NX platform to celebrate entrepreneurs like Rachel James," said Mia Phillips, Senior Manager, Lexus Advertising and Media. "We hope this campaign will inspire the next generation of Black creators and business owners to pursue their dreams and elevate them to the next level."

To view the campaign, click [here](#).

For more information on the All-New Lexus NX, visit <https://www.lexus.com/NX>.

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ABOUT LEXUS

Lexus' passion for brave design, imaginative technology, and exhilarating performance enables the luxury lifestyle brand to create amazing experiences for its customers. Lexus began its journey in 1989 with two luxury sedans and a commitment to pursue perfection. Since then, Lexus has developed its lineup to meet the needs of global luxury customers in more than 90 countries. In the United States, Lexus vehicles are sold through 243 dealers offering a full lineup of luxury vehicles. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers eight F SPORT models, one F SPORT Performance model and one F model. Lexus is committed to being a visionary brand that anticipates the future for luxury customers.

www.facebook.com/lexus

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www.youtube.com/lexusvehicles

www.instagram.com/lexususa

<https://www.pinterest.com/lexususa>

ABOUT PEAR NOVA

Pear Nova was born in December 2012 in Chicago, IL at the intersection of fashion + beauty. A product of founder Rachel James's love for art and passion for elegance, the brand draws inspiration from world wonders, runway designers, and remarkable women.

ABOUT ROLLING OUT

Rolling Out is an Atlanta-based multi-media firm currently reaching almost 1MM urban multicultural viewers in the US monthly. Founded in 1998, RO has grown from just one offering, the Rolling Out free weekly newspaper, to a multifaceted media company that offers a broad range of services from custom content creation to conference productions, from publishing to media advisories.

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