

LAND CRUISER

HUF | TOYOTA

Coming off the release of the HUF x TRD collection, we're linking back up with Toyota for a new collection that celebrates the landmark heritage, design, and influence of the Land Cruiser SUV. Coinciding with the long-awaited 2024 reboot of the legendary vehicle, HUF x Land Cruiser showcases our favorite graphics, models, and campaigns from their deep history.



HUF X TRD RECAP

HUF'S FIRST COLLAB WITH TOYOTA. RELEASED NOVEMBER 2023.



In Nov 2023, HUF released the first official Toyota apparel collaboration. Creating a custom TRD Tundra as part of the campaign, HUF x TRD tapped broke sales records and sold out in stores, becoming one of HUF's most successful collabs to date.

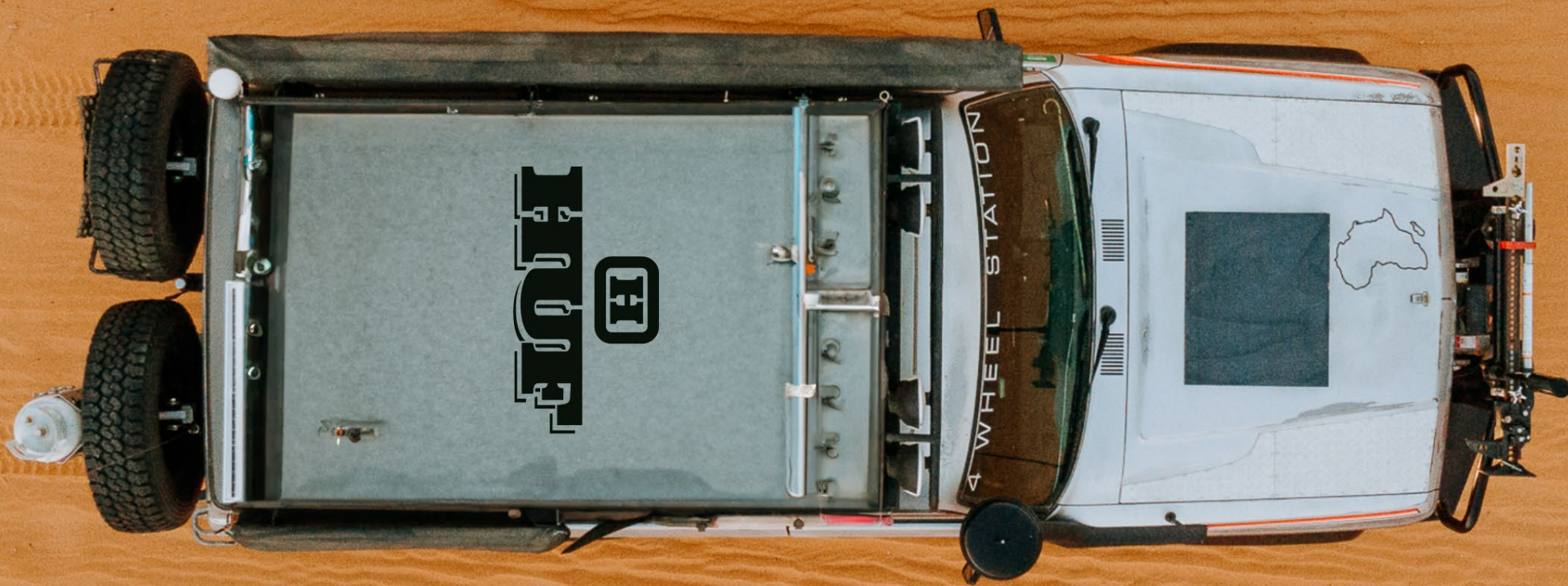
A BRIEF INTRODUCTION...

HUF

TOYOTA

HUF X LANDCRUISER

Going back to the '50s, the Land Cruiser's peerless design, durability, and ability to own terrain like no other vehicle made it an automotive icon. Decades later the Land Cruiser continues to be coveted by a cult-like following for its superior engineering, reliability, and rugged aesthetics. More than a truck, the Land Cruiser is a mindset that changed history.



WAIT... WHY?!

HUF

TOYOTA



We're true Land Cruiser enthusiasts who like getting out of the city and off the grid. Being fans of vintage aesthetics and custom design, several members of the HUF Crew already own Land Cruisers and are connected to the brand's cult following and community. Also to create this new collection the HUF Design team flew out to the Land Cruiser Heritage Museum in Salt Lake City, Utah to see the archives in person, take in their most iconic models, and get into the details with brand historians.

MARKETING SUPPORT

HUF

TOYOTA

★★★★ PROJECT

HUF x Toyota Landcruiser will be one of the most heavily marketed projects of the year. Marketing support will include a robust social plan, digital ad strategy, outdoor advertising, retail activations, full-scale press push, events and activations.

ACTIVATION HIGHLIGHTS



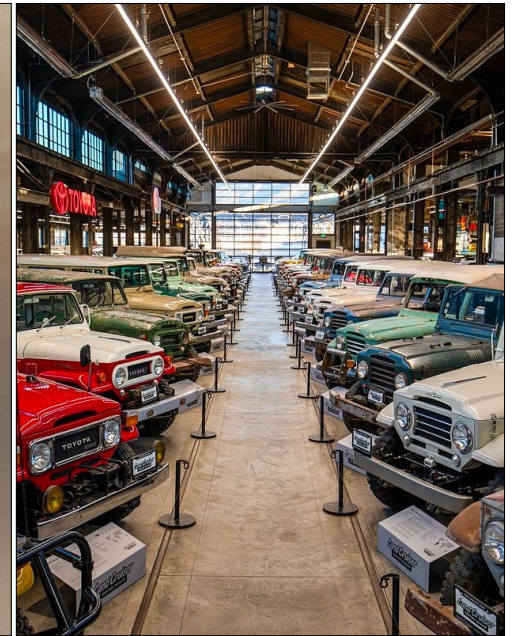
Conceptual video commercial and photoshoot.



Social support from [@toyotausa](#) and other relevant Toyota channels.



Product seeding to Toyota Landcruiser enthusiasts and influencers.



Special TBD launch event and Landcruiser activation.

★ PROJECT

One and done right. Digital-focused releases

★★ PROJECT

Along with 1 star support, 2 star stories are elevated through a longer-digital life, including a digital ad program, product seeding, press push, and additional messaging

★★★★ PROJECT

Along with 1 and 2 star support, 3 star stories are the most heavily marketed projects of the year. Each project is bolstered by a multi-pronged approach, ranging from a robust social plan, richer digital ad strategy, outdoor advertising, retail activations, full-scale press push, events and other custom activations.

THE COLLECTION

HUF

TOYOTA

With over 70 years of Land Cruiser heritage to pull from, HUF x Land Cruiser pays homage to the models, graphics, and visuals that speak to true collectors and enthusiasts, like ourselves. Mixing workwear silhouettes with modern pieces and custom accessories, we incorporated details and iconography from the Toyota archives and vintage ads to create new pieces that reflect decades of off-road attitude and Land Cruiser's pioneering design aesthetics.





- MEDIUM WEIGHT COTTON BLEND HARRINGTON JACKET
- JACQUARDED LINING
- VARIETY OF SEWN-ON PATCHES AT FRONT AND BOTH SLEEVES
- PRINTED ARTWORK WITH EMBROIDERED DETAILS AT BACK
- FULL FRONT ZIP CLOSURE
- DUAL FRONT POCKETS WITH ZIP CLOSURE
- HUF X LAND CRUISER CO-BRANDED TRIMS

BLACK

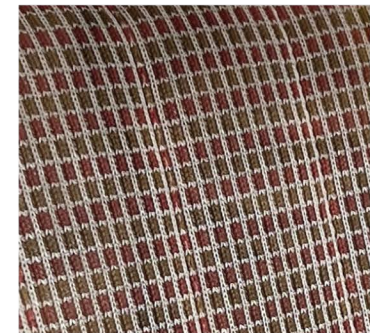
SLEEVES



LINING



LINING REFERENCE



HUF

TOYOTA
Land Cruiser

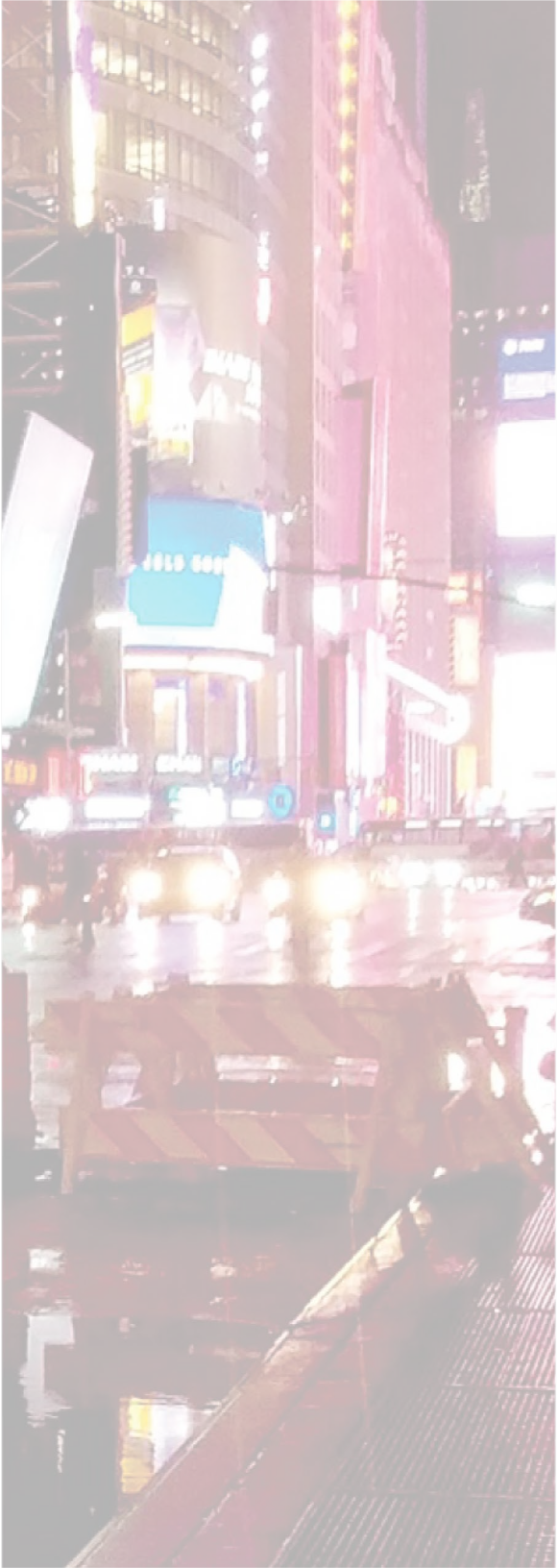
JK00461- PARTS & SERVICE JACKET

PVP: 170,00€



- LIGHT WEIGHT BRUSHED TWILL WORK JACKET
- PRINTED ARTWORK AT LEFT CHEST AND BACK
- FULL FRONT ZIP CLOSURE
- BUTTON FASTEN AT CUFFS
- HUF X LAND CRUISER CO-BRANDED TRIMS

FOREST GREEN



HUF | **TOYOTA**
Land Cruiser

BU00227 - BIG CITY S/S RESORT SHIRT
PVP: 120,00€



BLACK

-
- RAYON SHORT SLEEVE RESORT SHIRT
 - SUBLIMATED ARTWORK AT FRONT
 - BUTTON FRONT CLOSURE
 - HUF X LAND CRUISER CO-BRANDED TRIMS

HUF

TOYOTA
Land Cruiser

KN00530 - PARTS & SERVICE SWEATER
PVP: 140,00€



BLACK

-
- 100% ACRYLIC KNIT CREWNECK SWEATSHIRT
 - JACQUARD ARTWORK AT FRONT AND BACK
 - 1X1 RIB-KNIT COLLAR, CUFFS AND HEM
 - HUF X LAND CRUISER CO-BRANDED TRIMS



BLACK

- PRINTABLE HOODED SWEATSHIRT
- PRINTED ARTWORK AT FRONT, RIGHT SLEEVE, AND BACK
- KANGAROO POCKET
- DRAWSTRING HOOD
- HUF X LAND CRUISER CO-BRANDED TRIMS

**SPRING GREEN**

-
- PRINTABLE HOODED SWEATSHIRT
 - PRINTED ARTWORK AT FRONT, RIGHT SLEEVE, AND BACK
 - KANGAROO POCKET
 - DRAWSTRING HOOD
 - HUF X LAND CRUISER CO-BRANDED TRIMS

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Land Cruiser

PF00723 - OVERLAND TOURING CREWNECK
PVP: 110,00€



ASH

- PRINTABLE CREWNECK SWEATSHIRT
- PRINTED ARTWORK AT LEFT CHEST AND BACK
- HUF X LAND CRUISER CO-BRANDED TRIMS





WHITE

-
- SHORT SLEEVE TEE SHIRT
 - PRINTED ARTWORK AT CENTER CHEST AND BACK
 - HUF X LAND CRUISER CO-BRANDED TRIMS

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Land Cruiser

TS002424 - ROSETTA S/S TEE
PVP: 50,00€



BLACK

- SHORT SLEEVE TEE SHIRT
- PRINTED ARTWORK AT CENTER CHEST AND BACK
- HUF X LAND CRUISER CO-BRANDED TRIMS



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Land Cruiser

TS002389 - SIXTIES S/S TEE
PVP: 50,00€



WHITE

-
- SHORT SLEEVE TEE SHIRT
 - PRINTED ARTWORK AT FRONT AND BACK
 - HUF X LAND CRUISER CO-BRANDED TRIMS

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Land Cruiser

TS002390 - BIG POPPA J8 S/S TEE
PVP: 50,00€



TOYOTA



BLACK

-
- SHORT SLEEVE TEE SHIRT
 - PRINTED ARTWORK AT FRONT AND BACK
 - HUF X LAND CRUISER CO-BRANDED TRIMS

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Land Cruiser

TS002391- TIMELINE S/S TEE

PVP: 50,00€



WHITE

- SHORT SLEEVE TEE SHIRT
- PRINTED ARTWORK AT LEFT CHEST AND BACK
- HUF X LAND CRUISER CO-BRANDED TRIMS

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Land Cruiser

TS002421 - LEGEND RETURNS S/S TEE

PVP: 50,00€



WHITE

-
- SHORT SLEEVE TEE SHIRT
 - PRINTED ARTWORK AT FRONT AND BACK
 - HUF X LAND CRUISER CO-BRANDED TRIMS



BLACK

HUF

-
- UNSTRUCTURED 6 PANEL HAT
 - EMBROIDERED ARTWORK AT FRONT PANEL AND BACK ARCH
 - SNAPBACK CLOSURE
 - HUF FLAG LABEL AT BACK CLOSURE

HUF

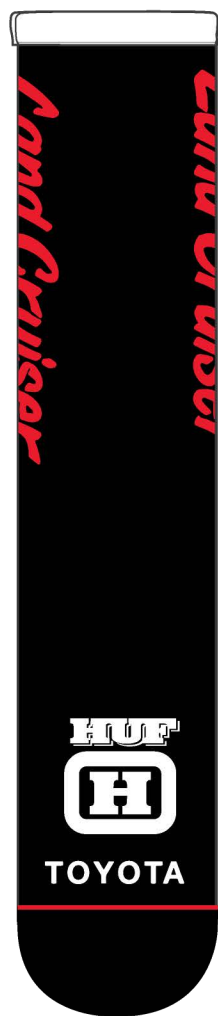
TOYOTA
Land Cruiser

HT00845 - 4 WHEEL DRIVE TRUCKER HAT
PVP: 48,00€

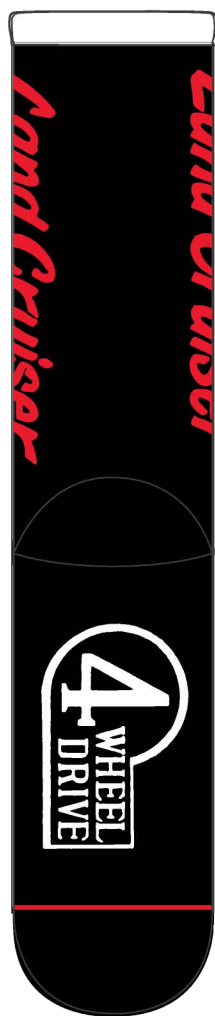


NATURAL

- UNSTRUCTURED 5 PANEL HAT WITH BRAIDED ROPE
- PRINTED ARTWORK AT FRONT, BILL TOP, AND BACK
- SNAPBACK CLOSURE
- HUF FLAG LABEL AT BACK CLOSURE



TOP / FRONT



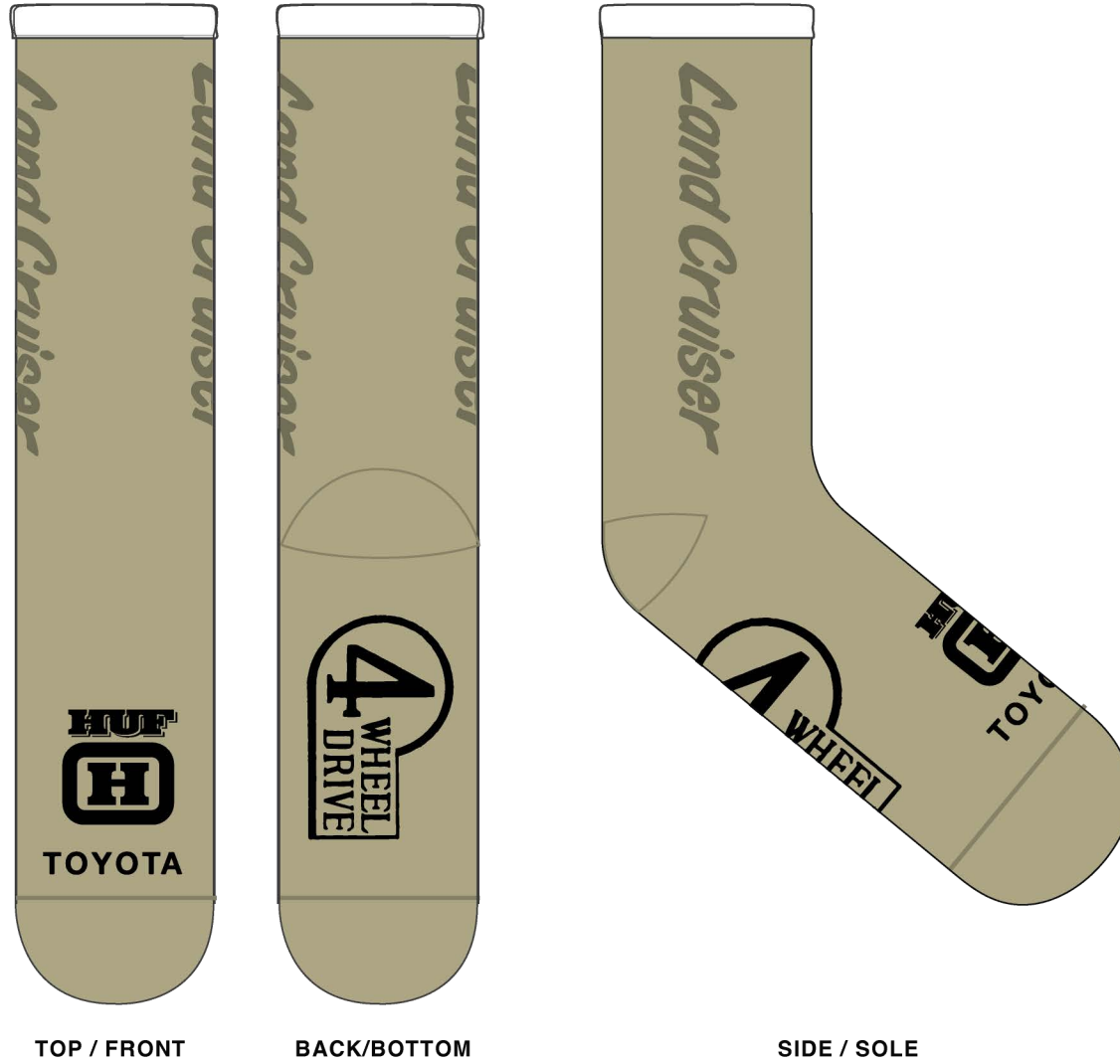
BACK/BOTTOM



SIDE / SOLE

BLACK

- CREW LENGTH SOCK
- JACQUARD ARTWORK
- HUF X LAND CRUISER BRANDING



TOP / FRONT

BACK/BOTTOM

SIDE / SOLE

KHAKI

- CREW LENGTH SOCK
- JACQUARD ARTWORK
- HUF X LAND CRUISER BRANDING



HUF | **TOYOTA**
Land Cruiser

AC01025- LAND CRUISER RUG
PVP: 95,00€



MULTI

-
- WOVEN JACQUARD RUG
 - APPROX 18" x 20"



WHITE

- 17 OZ CUP WITH ENAMEL CERAMIC COATING
- PRINTED ON FRONT & BACK
- PACKAGED IN CARDBOARD BOX

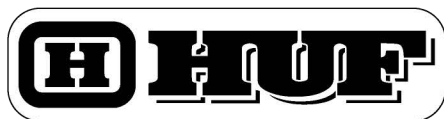
PACKAGING EXAMPLE





BLACK

- HUF X LAND CRUISER COLLABORATIVE BANNER
- PRINTED MULTI-COLOR GRAPHICS
- BRASS GROMMETS ON CORNERS
- LIGHTWEIGHT NYLON MATERIALS.
- 36" X 60" (3 X 5 FT.) APPROX.



MULTI

- DECAL STICKER ASSORTMENT
- PACKAGED IN CLEAR PLASTIC BAG WITH FOLD-OVER STAPLED HEADER CARD



FRONT



BACK

BLACK

-
- LEATHER KEYCHAIN
 - BASE WITH METAL & ENAMEL MEDALLION
 - PRINTED GRAPHIC UNDER CLEAR ENAMEL DOME
 - DEBOSSED BACK LOGO



MULTI



- SINGLE MAGNET
- PACKAGED IN CLEAR PLASTIC BAG WITH FOLD-OVER STAPLED HEADER CARD



LAND CRUISER

HUF

TOYOTA

www.hufworldwide.com