

# “Cars need to be redecorated, too.” “La Seat” brings women's touch to seat design.



## Individuality: the key word as lady designers inject new ideas.

*La Seat* was born of women's touch. After all, we redecorate our rooms, so why not our cars?

The name *La Seat* was taken from the Japanese *jibun rashii*, which refers to individuality, and the concept was instantly recognized for the sense of fun it encapsulated and adopted for Toyota Motor Corporation's new *decorateur-createur\** project. The project targets the consumer demographic that pursues a unique lifestyle true to individual values. It aims to get people as interested in their cars as they are in things like fashion and cuisine. *La Seat* is positioned to appeal to such people because it can be redecorated according to taste.

## Design sensibility and easy-to-change covers without compromising seat function and comfort

*La Seat* was developed using the whole spectrum of technology built up by Toyota Boshoku over long years of experience. It took all that know-how to overcome two challenges:

*La Seat* had to be easily redressed and the covers had to fit the seat snugly.

These issues were eventually resolved by attaching fasteners to the seat and the cover, thus allowing the seat cover to be changed at will, and by innovating with the structure and process to enable rubber bands to be attached to the reverse side of the seat cover so that it fits the contour of the seat. When not using a cover, the fasteners on the seat can be stored within the seating surface in order to ensure driver and passenger safety.

The materials were a combination of function (as required for the vehicles themselves) and unprecedented



colors and textures such as French turquoise and lame, as well as a fluffy texture to make the surface feel better to the touch. The result is a fabulous seat that maintains full function and comfort while incorporating a high level of design sensibility and allowing seat covers to be changed easily.

The 8<sup>th</sup> Tokyo Girls Collection, held on March 7, 2009, was a golden opportunity to release new *La Seat* covers

The latest word in car seats with changeable covers, *La Seat* was adopted for Toyota's *Chambre à Paris* collection, the special edition model Yaris. *La Seat* was planned and developed chiefly by the women on Toyota Boshoku's design team.

developed in collaboration with noted designers, and they were the center of attention.

Toyota Boshoku has plans to add new designs to the line-up and expand the range to include rear seat and back seat covers, thus further expanding the possibilities to turn your car into a statement of individual style, decked out to your unique taste.

