

Corporate Communications

Media Information

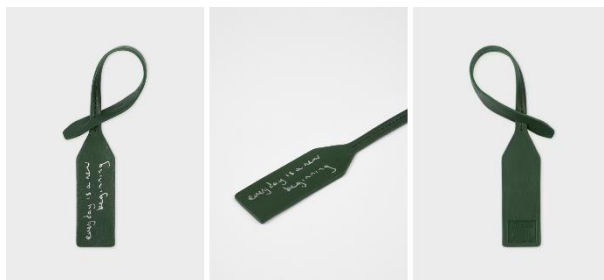
18 August 2026

Snap, Share and Step into the MINI x Paul Smith Story.

An immersive Orchard Road pop-up offers a first look at the creative partnership through interactive experiences, design showcases and exclusive rewards.

Singapore. From 28 August to 6 September, MINI Asia invites everyone in Singapore to discover the world of the MINI Paul Smith Edition through a specially curated pop-up experience at Orchard Road – UGR 28, outside Mandarin Gallery. Positioned in one of Singapore's busiest lifestyle destinations, the activation offers a first glimpse into the collaboration ahead of its official launch.

“MINI has been collaborating with Paul Smith since 1998 when designer Paul Smith created the original Mini Paul Smith Edition for the classic Mini,” said Daren Ching, Head of MINI Asia. “This pop-up celebrates our long-standing creative partnership while introducing visitors to the limited-run special edition through an experiential space featuring a MINI x Paul Smith history wall, exclusive design displays, and interactive touchpoints.”



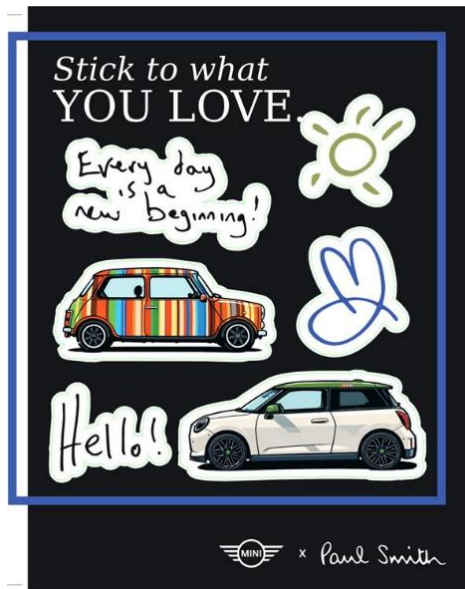
MINI x Paul Smith History & Design Samples.

Explore the story behind the collaboration through a curated timeline of previous MINI x Paul Smith projects and get up close with carefully selected design materials, finishes, and samples that showcase designer Paul Smith's distinctive creative

approach. QR codes throughout the display allow visitors to learn more about the models or connect

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directly with a MINI sales consultant. The first 100 customers who visit the showroom and complete a test drive of any MINI model will also receive an exclusive MINI x Paul Smith hang tag.



Interactive Photobooth.

Come alone, or bring your friends, and step into a neon-lit MINI photo booth to capture a personalised keepsake. Guests will receive a branded photo strip and exclusive MINI x Paul Smith sticker sheet to commemorate their visit.

Complimentary Huggs Coffee.

Early visitors who complete the experience and share their photos on social media using the hashtags #MINI and tag @mini_sg can redeem a complimentary coffee from Huggs Coffee. Limited coffees available daily, so early birds get first dibs.

Event Details.

Date: 28 August – 6 September 2026

Location: Orchard Road – UGR 28, Outside Mandarin Gallery

Admission: Free and open to the public

-End-

For media enquiries, please contact:

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About MINI in Asia

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these markets – MINI Cooper 3-Door, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: <http://www.mini-eurokars.com.sg>.

About Eurokars Habitat Pte Ltd

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses the MINI Cooper 3-Door, MINI Convertible, MINI Cooper 5-Door, MINI Aceman, MINI Countryman, and MINI John Cooper Works.

For more information: www.eurokarsgroup.com.

MINI Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8:30AM – 7:00PM.

Sun & Public Holidays 10:00AM – 6:00PM