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MINI renewed its partnership with Pitti Immagine.

MINI returned to Pitti Uomo for its 91st edition, which ran from 10 to 13 January at the Fortezza da Basso in Florence.

Florence. MINI returned to Florence and its venue at the Fortezza da Basso for the 91st edition of Pitti Uomo and also renewed its partnership with Pitti Immagine for 2017, confirming a shared passion for innovation and an innate attention to detail, quality and the determination to push further in order to anticipate new trends.

MINI and Pitti Immagine focusing together on emerging talents.

Passion, innovation and research are the expression of a creative partnership, forged between MINI and Pitti Immagine, combining two worlds united by values and objectives that are linked to a contemporary lifestyle approach.

The partnership between the two companies continued for Pitti Uomo 91, which ran from 10 to 13 January at the Fortezza da Basso in Florence: focusing again on emerging talent in the fashion world, on the latest lifestyle trends and urban culture.

MINI thus becomes the inspiration for designers and emerging artists, not only for its aesthetic qualities, but also for its nature of pursuing passions and impactful ideas.

MINI FLUID FASHION meets The Latest Fashion Buzz.

In this edition of Pitti Uomo, MINI and Pitti Immagine were coming together again to give concrete support to international fashion designers by presenting **The Latest Fashion Buzz**. Within its space at Piazzale delle Ghiaie, MINI was hosting six young and emerging fashion designers selected together with Pitti Immagine, L'Uomo Vogue and GQ, who had the opportunity to present their collections and officially show themselves to the world of fashion.

David Catalán (Spain), Estelita Mendonça (Portugal), Feng Chen Wang (China), Sissi Goetze (Germany), Pronounce (China), Luca Magliano (Italy) - these talents from different countries and academic and professional backgrounds had been selected on the basis of the theme **MINI FLUID FASHION "Bold Meets Genderless"**, MINI's interpretation of fashion being bold and boundless, transcending classical rules and addressing a heterogeneous, gender-fluid target.

Among the six young talented designers, Pronounce (China) stood out for his capacity to combine creativity and an innovative use of materials in a cultural melting pot, enriched by his personal experiences as a modern cosmopolitan, winning himself one year of free tutoring offered by CREATIVE AND MORE, a talent scouting agency in fashion.

The MINI Space represented not just a business space but also a lounge and meeting point where visitors could take a break and breathe in an atmosphere of innovation, style, design and lifestyle; a place where generations of fashion designers, buyers, press and visitors could perceive not only the results of the partnership, but above all a community of visions and values that bind MINI and Pitti Immagine, the automotive and design world with that of fashion and lifestyle.

MINI and Pitti

The Pitti Immagine is an annual trade show held in Italy with a focus on fashion. The Pitti Uomo, a trade show exclusively for men's fashion, has been held twice a year in Florence since 1972 and promotes young, upcoming and sometimes unconventional fashion labels. MINI and Pitti Immagine have been working together on various projects since January 2015.

MINI

CORPORATE COMMUNICATIONS

During past Pitti Uomo editions, MINI showed that its philosophy and design expertise can also be applied outside of the automotive world: At Pitti Uomo 88, MINI presented the “MINI Gentleman’s Collection”, designed together with six young Italian talents. The six-part capsule collection combined Italian handicraft with creative and innovative details.

During Pitti Uomo’s 90th edition, MINI presented the MINI FLUID FASHION capsule collection, a limited-run sweatshirt collection developed in collaboration with five international, up-and-coming designers. The selected talents interpreted the optimistic, open and boundless attitude of the MINI brand in five different fashion statements on a sweatshirt designed by MINI.

Following the huge success of these activities, the collaboration with young designers and talents will continue at the 92nd Pitti Uomo in June 2017.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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