

Press Release

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When the BMW Kidney Grille Meets the Miao Butterfly Motif BMW Launches Miao Embroidery Cushion, Where Intangible Cultural Heritage Resonates with BMW Neue Klasse Design Language

Beijing, September 15, 2026 – BMW has launched the Miao Embroidery Cushion “Duality”, which is now officially available on the My BMW APP Online Shop. Incubated under 20-year-old CSR initiative, BMW China Cultural Journey, the product was co-created by Tao Qiongli, inheritor of Miao embroidery from Pingbian, Yunnan Province, and Professor Wang Yue from the Academy of Arts & Design, Tsinghua University. Inspired by the iconic butterfly motif of Miao embroidery and the design language of the BMW Neue Klasse, the product integrates a traditional cultural symbol into the automotive cabin, home living and festive gifting scenarios. It explores a new path for incorporating intangible cultural heritage into modern automotive lifestyles, serving as an innovative example of how CSR initiatives can deliver shared value for all stakeholders.

A Cushion Connecting a Thousand Years of Culture and a Century of Heritage

Originating from the thousand-year-old Miao villages of Pingbian County in Honghe Prefecture, Yunnan Province, this Miao embroidery is often described as the Miao people's “wordless history worn on their clothing.” Among its many motifs, the butterfly pattern is one of the most representative cultural symbols, embodying the continuity of life and generations of heritage. It is widely regarded as the cultural “DNA” of the Miao people. For BMW, the iconic kidney grille design represents a similarly enduring design DNA. Through more than a century of evolution and innovation, it has remained one of the brand's most recognizable visual signatures. While one reflects the collective memory of an ethnic culture, the other carries the spirit of a global premium brand. Though rooted in different cultural origins, both endure through tradition and thrive through innovation. Together, they celebrate the beauty of distinct cultures while creating a shared, harmonious vision for the future.

The BMW Miao Embroidery Cushion “Duality” was created from this resonance across time and cultures. The design team drew inspiration from the butterfly motif's symbolism of life and continuity, while adopting the simplicity, purity and forward-looking aesthetics of BMW Neue Klasse design language. Through innovative design,

these two Eastern and Western cultural symbols converge within the Neue Klasse intelligent cabin, reflecting the BMW Group's vision of future mobility that is more human, more intelligent and more responsible.

From a craftsmanship perspective, the cushion incorporates the traditional counted-thread embroidery technique (Shusha embroidery), with the core embroidery handcrafted by Tao Qiongli and her team of artisans. Under the guidance of Professor Wang Yue from the Academy of Arts & Design, Tsinghua University, the design team innovatively integrated digital perforation techniques, preserving the warmth of handmade craftsmanship while enhancing contemporary aesthetics and functionality. The use of eco-friendly materials further balances comfort and durability, making the product seamlessly versatile for both vehicle cabins and home environments.

Empowering Heritage into Modern Life for Shared Success

For years, a primary goal of heritage innovation has been helping traditional crafts move from 'being protected' to 'being lived,' and from 'being seen' to 'thriving across generations.' The BMW Miao Embroidery Cushion "Duality" bridges heritage and modern living through design innovation and a market-driven approach. Beyond everyday comfort, it enables consumers to experience the rich cultural values and artisan craftsmanship woven into Miao embroidery. Marking the latest effort of the BMW China Cultural Journey to drive heritage innovation, the 'Duality' cushion unlocks the multifaceted value of cultural traditions—delivering a multi-win outcome that empowers businesses, heritage inheritors, rural employment, local tourism, and consumers alike.

From traditional ethnic attire to modern automotive cabins, from remote Yunnan villages to a global audience, and from static protection to dynamic innovation—'Duality' charts a compelling new course: sustaining heritage through design and scaling it through market mechanisms.

Honoring Heritage Through Innovation

Today, promoting the creative transformation and innovative development of traditional Chinese culture has become a central focus of cultural development. In June, the State Council Information Office held a press conference on expanding automobile consumption across the entire supply chain. The Ministry of Culture and Tourism

encouraged deeper collaboration between automakers and cultural institutions—incorporating intangible cultural heritage and other cultural elements into automotive design and product innovation to better share Chinese culture and showcase the unique charm of Chinese aesthetics.

For 20 years, the BMW China Cultural Journey has been dedicated to safeguarding intangible cultural heritage and ensuring its living inheritance. The project's journey has spanned 25 provinces, municipalities, and autonomous regions—providing support and training for nearly 1,000 heritage inheritors, holding 20 forums and 9 innovation exhibitions, and benefiting over 258 million people. Since partnering with the Academy of Arts & Design of Tsinghua University to establish BMW Intangible Cultural Heritage Protection and Innovation Base in 2016, BMW has consistently explored integrating traditional crafts with modern automotive lifestyle, helping intangible cultural heritage become part of contemporary life.