

Press Release
November 2015

MINI goes Fashion.

The MINI Gentleman's Collection inspired by MINI Clubman.

Munich. To drive a MINI is to make a statement. To wear MINI is now equally so. From now on not only the new MINI Clubman but the MINI Gentleman's Collection will be available. The high-quality accessories, which were created in collaboration with six young Italian talents from various fields, are available as a limited edition exclusively at the BMW Welt in Munich. Each product of the six-part Capsule Collection combines Italian craftsmanship with creative and innovative details. Perfect for every gentleman – and his companion.

Tradition meets cutting edge

They're young, they love unconventionality and they are masters of their art: in a symbiotic partnership the creative personalities behind the brands SuperDuper, TYG Spectacles, Alberto Premi and Pijama, along with perfumer Paola Bottai and the Proraso team with illustrator Pietro Nicolaucich, joined forces with MINI to design and create the "MINI Gentleman's Collection inspired by MINI Clubman". The results are six quality fashion classics: a hat, a pair of sunglasses, a pair of shoes, a bag, a fragrance, and a shaving kit.

SuperDuper: the gentleman's hat.

The SuperDuper label is known for combining traditional millinery with modern design and striking details. The gentleman's hat is handmade with premium-grade felt. The inner band is inspired by the leather of the premium upholstery used in the MINI Clubman, while the colourful double seam takes its cue from another characteristic MINI element.

TYG Spectacles: the gentleman's shades.

The abbreviation TYG stands for "Three young Gentlemen" – based on this principle, the pair of sunglasses in the collection was designed for the true gentleman. Premium quality materials like brushed metal, real leather, and lenses by Carl Zeiss were handcrafted into a truly unique piece with an elegant-sporty touch. Their elliptical form and minimalist design reflect elements from the new MINI Clubman.

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Alberto Premi: the gentleman's shoes.

The shoes of the MINI Gentleman's Collection are made with a combination of hand-cut, finest upper leather and an ultra-lightweight micro sole. The young designer Alberto Premi is well known for combining traditional shoemaking with urban stylistic elements. He relies on innovative materials, unconventional color combinations, and ingenious details - like MINI.

Pijama: the gentleman's bag.

Behind the label Pijama are the duo fashion designer Monica Battistella and the architect Sergio Gobbi. They have used the hallmark material neoprene in the production of the bag in the MINI Gentleman's Collection.

It can be used as a backpack, briefcase, or shoulder bag. The clever interior pocket system provides maximum storage space, just like the new MINI Clubman. The bag stands for stylish flexibility.

Paola Bottai: the gentleman's fragrance.

"Classy, cosmopolitan and a little mysterious" is how Italian perfumer Paola Bottai describes the fragrance in the MINI Gentleman's Collection. The perfumer learned her craft at the Grasse Institute of Perfumery and has created—with her specialization in men's fragrances – a variety of products from classic perfume to beard conditioners.

Proraso: the gentleman's shaving kit.

Particularly stylish is beard trimming with the shaving kit of the MINI Gentleman's Collection, consisting of a classic shaving brush, pre-shaving cream, shaving cream, and after shave balsam in a vintage barber look. The kit was created by the brand Proraso that has guarded its quality formula – based on eucalyptus– like a treasure for seventy years. The packaging of the kit was designed by the Italian illustrator Pietro Nicolaucich who had already illustrated for Moschino, Sisley, Etnies, and Nike.



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Recommended retail prices of products listed:

TYG Spectacles x MINI Sunglasses: 268 Euros

Alberto Premi x MINI Leather shoes: 347 Euros

Super Duper x MINI Felt hat: 295 Euros

Proraso x MINI Shaving Kit, illustrated by Pietro Nicoaucich: 100 Euros

Pijama x MINI Bag: 175 Euros

Paola Bottai x MINI Fragrance: 110 Euros

Sales outlet:

BMW Welt / MINI Lifestyle Shop
Am Olympiapark 1
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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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

MINI

Media and Public Relations



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