



Press release  
23 April 2018

## **The new styles from the BMW Lifestyle collections. BMW Lifestyle presents new design concepts, colours and materials for its collection lines.**

**Munich.** BMW Lifestyle is presenting a fully updated product range for four of its twelve collections. The BMW Collection (the main collection from BMW Lifestyle), BMW M Collection, BMW i Collection and BMW The Collection have all been given a thorough makeover. All of the collections stand out with their own particular philosophies and design, colour and material focuses. All of which means customers will be able to find the right outfit and accessories for any occasion.

### **The BMW Collection – Modern trends meet timeless design.**

The BMW Collection, which contains an array of apparel and a large selection of accessories and luggage items, brings together modern trends and classical design elements to create a contemporary and elegantly sporty look.

The on-trend colour shade copper and eye-catching graphic elements inspired by the futuristic design of the BMW Concept Car Vision Next 100 provide stylish accents. For example, the “Alive Geometry” of the concept vehicle is reproduced in the haptic structure of the **BMW Thermal Mug** in high-quality stainless steel, as well as in the classy embossing on the **BMW Notebook** and on the inner lining of the high-sheen **BMW Men’s Soft Down Jacket**.

The copper colour shade brings an additional, very elegant contrast to the largely dark blue, grey and white items. The discreet shadow print of the BMW logo on the **BMW Ladies’ T-Shirt** in organic cotton and the copper-coloured zip fasteners of the sporty **BMW Ladies’ Sweatshirt Jacket** lend the outfits a distinctive style.

### **BMW M Collection – Sporty looks fuelled by dynamism and power.**

By contrast, the dominant shades of the BMW M Collection are Black and Marina Bay Blue. The latter is the official colour of the new BMW M5 and was named after the Formula One race circuit in Singapore.

Employing high-tech materials such as carbon – which is used for the roof, rear spoiler and exterior mirrors of BMW’s M models – and Makrolon™ polycarbonate, the BMW M Collection reinforces its claim to elite sporting pedigree.

This is true not only of the apparel and accessories – such as the **BMW M Women’s Sweatshirt Jacket**, with carbon structure on the hood and

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back section, and the **BMW M Rollerball**, whose cap features the original BMW M5 paint finish – but also for the luggage items in the collection. The shape of the Makrolon™ polycarbonate **BMW M Boardcase** is inspired by the roofline of BMW M cars and is complemented to attractive effect by the distinctive carbon-fibre-look foil print in Marina Bay Blue and the four double-rollers featuring the BMW M5 rim design.

### **BMW i Collection.**

The BMW i Collection embodies the fusion of sustainability, premium quality, innovation and exceptional design, and offers intelligent products for all areas of life.

The apparel stands out not only with puristic forms and understated colours, but above all through the use of distinctive cuts and resource-efficient materials. For example, the **BMW i Women's Jacket** in organic cotton has an asymmetrical cut, a high-quality lining in an elegantly contrasting colour and a sophisticated design detail: its buttons are made from recycled paper.

The **BMW i T-Shirt** for ladies and men features both organic cotton and the eco-friendly lyocell-fibre material TENCEL®, which is produced from sustainably forested natural Eucalyptus wood and ensures the T-shirt is extremely soft to the touch.

The importance of conserving resources and enhancing sustainable production has also been taken into account with the accessories in the collection. For instance, “Appleskin” – an unusual vegan imitation leather made from apple fibre – is used for the **BMW i Rucksack**. Meanwhile, the selvedge residue left over from production of seats for BMW i cars is ingeniously reprocessed for use in the **BMW i Pencil Set**.

### **BMW The Collection.**

A particular highlight of the BMW Lifestyle portfolio is the BMW The Collection. Inspired by the top-end BMW 7 Series Individual design elements and equipped with “Smart Travel Features”, the collection contains an exclusive selection of luxurious accessories and travel items, of which many have been co-developed with two highly credible premium partners: Montblanc and Horizn Studios.

### **Montblanc for BMW.**

La Maison Montblanc – ambassadors for the culture of writing and purveyors of masterful handcraftsmanship for over 110 years – and BMW have extended their



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successful partnership into 2018. The collection put together exclusively for BMW includes large and small items made from the finest Italian leather, notably the **Montblanc for BMW Pen Pouch**, **Montblanc for BMW Credit Card Holder** and **Montblanc for BMW Duffle Bag**, and exquisite writing instruments, such as the **Montblanc for BMW Fountain Pen** with handcrafted 585 / 14 K gold nib and platinum-plated rings.

All the products in the collection share a unique Montblanc for BMW design, which takes its cues from the woven-look quilting of the seats in the BMW 7 Series Individual – in the form of either elegant leather embossing or the weave pattern of the royal-blue Jacquard lining.

### **Horizn Studios for BMW.**

Since luxury also means providing thoroughly conceived solutions for our increasingly digitalised world, BMW Lifestyle has teamed up with international travel brand Horizn Studios to present a pair of chic travel items: the **Horizn Studios for BMW Trolley** and **Horizn Studios for BMW Boardcase**.

As well as the tough, hard-shell construction made from aerospace-grade polycarbonate, the Italian leather and the low-noise Hinomoto® 360° rollers from Japan in exclusive BMW rim design, this luggage series also appeals with another, extremely practical feature: an integrated, removable power bank with a 10,000 mAh battery and two USB ports.

Two models will also be added to the **BMW Bikes Collection** in 2018. Thanks to its innovative folding mechanism and lightweight aluminium frame, the new and compact **BMW Folding Bike** makes the ideal city model for quick spins around town.

The new **BMW City Scooter**, meanwhile, offers even greater day-to-day flexibility with its folding mechanism, splash protection and kick stand for convenient parking.

BMW Lifestyle is also appealing to the youngest road users with the addition of the **BMW Kids Scooter** (in an array of colours) to the **BMW Kids Collection**. The BMW Kids Scooter can be adjusted according to age and ability, courtesy of a seat and integrated drawer for smaller children or a removable seat and height-adjustable handlebar as a pure scooter for bigger kids.



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The line-up of **BMW Miniatures** will also gain a series of new models in 2018. Historic cars like the BMW M1 and BMW 507, and stars of the present day – such as the BMW M6 Convertible – all ensure that every detail of a BMW Miniature will put smiles on faces.

The **Miniature BMW Vision and Miniature BMW M6 GTLM John Baldessari** add two very special models to the collection.

The BMW Lifestyle collections are available from April 2018 at [shop.bmw.com](http://shop.bmw.com) and from selected BMW dealers.

### **Manufacturer's recommended retail prices:**

BMW Collection Thermal Mug Design: €39.90

BMW Collection Notebook, large: €19.90

BMW Collection Men's Soft Down Jacket: €190.00

BMW Collection Ladies' T-Shirt: €39.90

BMW Collection Sweatshirt Jacket Ladies': €110.00

BMW M Sweatshirt Jacket, Women's: €130.00

BMW M Rollerball: €120.00

BMW M Boardcase: €240.00

BMW i Women's Jacket: €290.00

BMW i Ladies' T-Shirt: €59.00

BMW i Men's T-Shirt: €59.00

BMW i Rucksack: €269.00

BMW i Pencil Set: €29.90

BMW Iconic Montblanc for BMW Pen Pouch: €175.00

BMW Iconic Montblanc for BMW Credit Card Holder: €110.00

BMW Iconic Montblanc for BMW Duffle Bag: €1,100.00

BMW Iconic Montblanc for BMW Fountain Pen: €550.00

BMW Iconic Horizn Studios for BMW Trolley: €375.00

BMW Iconic Horizn Studios for BMW Boardcase: €330.00

BMW Folding Bike: €750.00

BMW City Scooter: €200.00

BMW Kids Scooter: €120.00



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BMW Miniature M1: €99.00

BMW Miniature 507: €99.00

BMW Miniature M6 Convertible: €89.00

BMW Miniature BMW Vision: €99.00

BMW Miniature BMW M6 GTLM John Baldessari: €200.00

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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