



Press release  
5 June 2018

## **The new BMW i Collection – stylish, innovative, sustainable.** **Sophisticated fashion and innovative home accessories for a modern lifestyle.**

**Munich.** The new BMW i Collection comprises a wide array of intelligent products for all areas of life that combine sustainability, premium quality, innovation and exceptional design – and therefore mirror the BMW i philosophy to perfection.

The items of clothing, for example, stand out not just for their pureness of form and subtle colours, but also their eye-catching styling and use of resource-friendly materials.

### **Fashion and accessories with more to offer besides great looks.**

Take, for example, the ladies' and men's **BMW i T-Shirt** (RRP €59.00) or the **BMW i Long-sleeve Shirt** for men (RRP €79.00), which are made from organic cotton and TENCEL®. The latter is an eco-friendly Lyocell fabric obtained from natural and sustainably forested eucalyptus wood that gives the T-shirt a particularly silky feel.

The men's **BMW i Jacket** (RRP €290.00) made from organic cotton features a delightful asymmetric cut and raglan sleeves, a high-quality lining in an elegant contrast colour, plus a very neat design touch in the form of buttons made from recycled paper.

Resource-friendly, sustainable manufacturing is an important consideration for the personal accessories in the collection, too. For instance, an unusual material known as appleskin – a vegan imitation leather made from apple fibres – is used for the **BMW i Backpack** (RRP €269.00), with its minimalist appearance and padded laptop compartment.

And selvedge waste from BMW i car seat production is ingeniously turned into the **BMW i Pencil Set** (RRP €29.90), complete with a high-quality, handcrafted case made from BMW i leather.

### **The fruits of 3D printing: PROJEKT SAMSEN for BMW i Sunglasses.**

The pioneering 3D printing technology already in use at BMW for a significant period of time enhances sustainability on the lifestyle front, too. PROJEKT

**Company**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postal address**  
BMW AG  
80788 München

**Telephone**  
+49-89-382-94081

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)



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SAMSEN, a young and creative Berlin-based label, has designed a glasses frame that is produced entirely using 3D printing – and requires neither hinges nor screws. This means there is virtually no production waste and the glasses are easy to recycle.

BMW Lifestyle and PROJEKT SAMSEN have joined forces to create one pair of unisex and one pair of ladies' sunglasses for the BMW i Collection. Each of these exclusive models can be personalised into a genuine one-off with the help of the specially developed online configurator (<http://bit.ly/ProjektSamsenforBMW>). Besides choosing an individual colour scheme, customers can also have the sunglasses engraved with an inscription of their choice (price on request).

### **High-class home accessories bring stylish sustainability to daily life.**

The BMW i Collection doesn't stop at clothing and personal accessories – it also includes stylish designs for the home or office. The **BMW i Wooden Bowl** (RRP €100.00) is made in a workshop in Finland. Although appearing feather-weight on account of its gracefully light, Scandinavian design, the bowl has a sturdiness that makes it ideal for holding office utensils, for example.

The **BMW i Coffee Maker by Stelton** (RRP €79.95) and the **BMW i Cup by Stelton** (RRP €24.95) both feature an elegant blend of eco-friendly bamboo and classic stoneware. A discreet laser-cut BMW i logo puts the finishing touch to this Scandinavian-inspired design.

The **BMW i Collection** is now available at selected BMW dealers as well as online at [www.shop.bmw.com](http://www.shop.bmw.com).

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

BMW i T-Shirt, ladies' and men's: €59.00

BMW i Long-sleeve Shirt, men's: €79.00

BMW i Jacket, men's: €290.00

BMW i Backpack: €269.00

BMW i Pencil Set: €29.90

Projekt Samsen for BMW i Sunglasses, ladies' and men's: price on request

BMW i Wooden Bowl: €100.00



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In the event of enquiries please contact:

**BMW Group Presse- und Öffentlichkeitsarbeit  
BMW Group Corporate Communications**

Dr. Gesa Prüne  
Spokesperson BMW Lifestyle  
BMW Group Innovation and Design Communications  
Telephone: +49 89 382 940 81  
E-mail: [gesa.pruene@bmw.de](mailto:gesa.pruene@bmw.de)

Benjamin Titz  
Head of BMW Group Innovation and Design Communications  
Phone: +49 89 382 22998  
E-Mail: [benjamin.titz@bmw.de](mailto:benjamin.titz@bmw.de)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

**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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