



MINI CORPORATE COMMUNICATIONS

Media Information
29 September 2026

MINI looks good on you: the MINI Lifestyle Collection 2026.



+++ MINI presents the MINI Lifestyle Collection 2026, featuring apparel, bags, luggage and accessories +++ Clean lines, expressive colours and signature MINI details run throughout the collection +++

P90658620

This image was
generated using AI.

Munich. The new MINI Lifestyle Collection will expand the MINI lifestyle range with new must-haves that enable MINI fans to experience the MINI world both in and beyond the car.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-0

Internet
www.bmwgroup.com

Whether browsing the city with sunglasses, a crossbody bag and shopper, or heading to the office with a travel mug tucked into a backpack or laptop bag, the new products add distinctive accents to everyday life. For adventures in and beyond the city, duffle bags and trolleys offer generous storage space. And with an umbrella and hoodie, fans are ready for rainy days.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 29 September 2026

Topic MINI looks good on you: the MINI Lifestyle Collection 2026

Page 2

“With the new MINI Lifestyle Collection, we wanted to capture the Zeitgeist while offering versatile styling options that remain unmistakably MINI,” explains Peter Zemljak, Head of MINI Lifestyle and Licences. “My personal favourite is the coffee mug that matches the colour of my Cooper – it brings a touch of MINI to the very start of my day.”

The colour palette draws inspiration from popular exterior finishes across the current MINI model family. Essentials in Black and White meet seasonal products in Ocean Wave Green, Smokey Green and Rebel Red.

The MINI Lifestyle Collection 2026 in detail

The apparel range for women and men includes T-shirts, caps, polo shirts, hoodies and jackets. Comfortable fits and high-quality materials meet characteristic MINI design details.

The MINI Lifestyle Collection’s range of bags and luggage extends from crossbody bags and shoppers to roll-top backpacks and laptop bags, as well as duffle bags and trolleys. Durable materials, practical compartments and ample storage make them versatile companions for city life and travel.

The accessories selection includes notebooks, water bottles, travel mugs, umbrellas and sunglasses – everyday essentials with a distinctive MINI twist.

Young MINI fans can enjoy their first MINI driving experiences with the MINI Baby Racer and MINI Alu Balance Bike, wearing T-shirts and sweatshirts featuring classic Mini graphics. Scale models of the MINI Cooper SE and MINI Aceman SE bring the brand’s latest vehicles into the home.

MINI CORPORATE COMMUNICATIONS

Media Information

Date 29 September 2026

Topic MINI looks good on you: the MINI Lifestyle Collection 2026

Page 3

Key points at a glance

- **Market launch:** The MINI Lifestyle Collection 2026 will be available from October 2026.
- **Range:** The collection includes apparel, bags, luggage, accessories, products for children and MINI vehicle miniatures.
- **Design:** Clean lines, bold colours and characteristic MINI details define the new products.
- **Colour palette:** Black and White meet Ocean Wave Green, Smokey Green and Rebel Red – inspired by current MINI exterior colours.

In case of queries, please contact:

Corporate Communications

Franziska Liebert, Spokesperson MINI

Phone: +49-151-601-28030

Email: franziska.liebert@mini.com

Micaela Sandstede, Head of Communications MINI

Phone: +49-176-601-61611

E-mail: micaela.sandstede@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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

www.bmwgroup.com

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>