



Press and Corporate Affairs

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Inspiration for Creation: Auto Couture by BMW and Suneet Varma.

An exclusive collection celebrates the timeless design of the new BMW 5 Series - The Epitome of Design and Innovation.

Gurgaon. BMW India and renowned fashion designer Suneet Varma presented an exclusive fashion extravaganza, celebrating the timeless design of BMW's immensely successful four-door sedan, the new BMW 5 Series.

Spread over three days, amidst the splendid grandeur of the Dusit Devarana, a luxurious urban resort, the show saw stalwarts from various walks of life join the celebration of excellence.

Mr. Philipp von Sahr, President, BMW Group India said, "The new BMW 5 Series is the 'Most Advanced BMW 5 Series Ever' - a vehicle in which perfection is a given. The new BMW 5 Series contains all the signature ingredients of a best-selling model at the premium end of the executive segment. The new BMW 5 Series brings style to every street with dynamism that you can see and precision that you can feel."

The new BMW 5 Series has three exclusive design schemes – the Luxury Line, the Modern Line and the M Sport. The Luxury Line embodies the ultimate in elegance and exclusivity, while the Modern Line makes for an appearance that is particularly in tune with a contemporary lifestyle. M Sport celebrates the future-oriented sporty design and dynamics of the new BMW 5 Series. Each Line creates perfect harmony between design and features for the exterior and the interior.

"Through his creations, Suneet has not only understood the essence of our design philosophy but also complemented it with a perfect symbiosis of dynamism, aesthetics and elegance. Each BMW is unique in its design and Suneet has been able to celebrate this

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uniqueness with his trademark glamour and timeless style.” Mr. Philipp von Sahr, further added.

Mr. Suneet Varma said, “In my long association with BMW, I have followed BMW’s sense of aesthetics and their distinct design philosophy very closely. The new BMW 5 Series is exquisite and everything about the car instils a feeling of elegance and luxury. The beautiful colours, interiors and fine craftsmanship of the new BMW 5 Series are a source of inspiration for any artist. The Auto Couture collection has been inspired by the distinguishing characteristics of the Modern Line and the Luxury Line.”

Inspired by the beautiful metallic Imperial Blue colour of the new BMW 5 Series Luxury Line, the collection comprises sophisticated evening wear including specially created hand-cut and hand-embroidered outfits with trendy swing coats, fitted stretch satin draped dresses and off shoulder silhouettes adorned with Swarovski crystals and belted details. The black interior of the sedan is reflected in the accent- black leather jackets, tasseled stoles, organza ruffles, bows, belts and stoles.

The contemporary Jatoba Brown colour of the new BMW 5 Series Modern line inspires the second collection. The collection comprises stylized saris as dresses, tiered skirts in georgettes with corsets and jackets, short dresses, narrow pants, draped dresses with sheer tulle embroidered necklines, 3D flowers, Swarovski crystals and stoles. The Oyster color interior is seen in brown to oyster-shaded wispy and flowy chiffons that add to the languid style of the collection.

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