



Press Release  
15 June 2016

## **Innovative luxury – the new BMW i Collection. BMW raises the bar in the lifestyle segment with high-fashion clothing and premium accessories made of sustainable resources and recycled materials.**

**Munich.** With the arrival of the new BMW i3 version with significantly increased battery capacity, the BMW Group demonstrates yet again how highest demands in quality and design on the one hand and sustainability on the other can complement each other to optimum effect. This understanding of premium, which is strongly defined by sustainability, is also a hallmark of the new BMW i Collection. High-fashion outfits featuring an innovative mix of materials and chic designs as well as intricately crafted leather goods and accessories all take a unique route to blending a sense of responsibility with premium quality.

### **Sustainability meets high fashion.**

Besides a variety of several styles for a sporting look, such as the Men's and Women's Sweatshirt Jackets made from organic cotton, the new BMW i Collection also for the first time includes luxury high-fashion clothing, whose innovative material combinations and cuts guarantee effortlessly stylish looks.

The **BMW i Top** can be easily combined with different looks thanks to adjustable asymmetrical zips at the sides and a relaxed cut. The beautifully flowing material that produces a silky, elegant appearance is made of cupro and lyocell. These regenerated fibres are produced from natural renewable raw materials by means of chemical processes.

The same mix of cutting-edge textiles has been used for one of the highlights of the collection – the **BMW i Jumpsuit**. Serving a look that is sporty yet also has an air of timeless elegance, the Carbon Grey jumpsuit will always create a remarkable impression. In addition to being made from a soft material with a slight sheen, the jumpsuit also offers an ingeniously practical styling concept: The concealed waistline zip allows the one-piece outfit to be quickly split into a



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jacket and a pair of trousers – allowing additional styling possibilities, thereby further reinforcing its sustainability credentials.

The **BMW i Cardigan** is also far more than its name suggests: the cascade lapel collar with its asymmetric cut and the carefully hemmed blue border seam on the inside turn the cardigan into a stylish alternative to a classical blazer, with a casual elegance.

Ideal for cooler weather, the **BMW i Jacket** makes a clear statement of premium sustainability. Smooth and coarse fabric, produced from organic cotton, and recycled polyester are effortlessly combined into a sophisticated design. The lining of both the fitted women's version and the men's short jacket features fine colour accents of bright Electric Blue for the piped band.

### **'Carry-On' Sustainability.**

The BMW i Collection further comprises a series of luxurious luggage items, whose design and manufacture follow a sustainable approach. The fine nappa leather used for the new **BMW i Weekend Bag**, for instance, undergoes a high-quality tanning process – in line with the latest sustainability standards – at a tannery in Germany that specialises in sustainable production. These items of luggage are subsequently handcrafted by master craftsmen at an Italian leather atelier.

Apart from exclusive materials and precision workmanship, the Weekend Bag in Carbon Grey with hand-painted seam edges in Electric Blue comes with several practical features, e.g. an integrated organiser pocket for pens, mobile phones and other small items, or a leather-trimmed inner zip pocket. If you just require enough space to store a laptop, but also wish for a unique aesthetic, look no further than the matching **BMW i Leather Bag** made of finest nappa leather.



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The **BMW i Backpack** and **BMW i Bag** are made from recycled PET and sustainably produced leather and have a more functional design that makes them ideal for daily use. Whereas the BMW i Bag can be used as either a tote bag or a shoulder bag, the Rucksack easily converts into a holdall with handy inner compartments offering plenty of storage space. Its quilted back section takes its cues from the design of the BMW i3 seats.

### **Sustainability for the next generation.**

Even the younger ones can discover the fun of sustainability with BMW i, thanks to the **BMW i Interactive Kids' T-Shirt**. The organic cotton T-shirt comes with a set of textile pens – so it can be given an individual colour scheme – plus small cardboard cut-outs of the BMW i3 and BMW i8 to play with.

The above and other products from the BMW i Collection are now available at [shop.bmw.com](http://shop.bmw.com), as well as from selected BMW dealers.

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

BMW i Women's Top: €150.00

BMW i Women's Jumpsuit: €280.00

BMW i Women's Cardigan: €150.00

BMW i Jacket, Women's and Men's: €320.00

BMW i Weekend Bag: €690.00

BMW i Leather Bag: €430.00

BMW i Backpack: €120.00

BMW i Bag: €99.00

BMW i Interactive Kids' T-Shirt: €39.90



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In case of queries please contact:

## **Corporate Communications**

Dr. Gesa Prüne  
Spokesperson BMW Lifestyle  
BMW Group Innovation and Design Communications  
Telephone: +49 89 382 940 81, Fax: +49-89-382-24716  
E-Mail: [gesa.pruene@bmw.de](mailto:gesa.pruene@bmw.de)

Cypselus von Frankenberg  
Head of Innovation and Design Communications  
Telephone: +49-89-382-30641, Fax: +49-89 382-28567  
E-Mail: [cypselus.von-frankenberg@bmw.de](mailto:cypselus.von-frankenberg@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 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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