



MINI CORPORATE COMMUNICATIONS

Media information

3 June 2020

Sustainable trend-setters for day-to-day and leisure use: the MINI Lifestyle Collection 2020.

New products with an inspiring MINI design that highlight environmental awareness and individual style.

Munich. Whether at home or out and about: the products of the MINI Lifestyle Collection 2020 give rise to special moments on a day-to-day basis. Fresh colours and an inspiring design in the unmistakable style of the brand ensure a distinctive look. The new MINI Lifestyle Collection boasts a wide range of products that make a difference – not just visually. Textiles in organic-quality cotton and accessories made of high-quality recycled and natural materials underline the sustainable and future-oriented character that the British premium brand, especially in the context of MINI Electric.

In addition to textiles, accessories, bags and luggage, the MINI Lifestyle Collection 2020 also includes products for children as well as practical everyday companions and mobility products to suit every occasion. For the first time, the design of the textiles reflects the MINI Corporate Identity with contrasting colour stripes and the MINI Wing logo. The colour spectrum of the products with the variants Chili Red, Island Blue and British Green is again based on the body finishes familiar from the MINI model range. One new highlight is the colour Energetic Yellow established for MINI Electric. Another new feature is the further development of the previous two-tone design to create Tricolour Block – an eye-catcher for such items as bags and accessories.

Sustainability in day-to-day life – the new accessories.

With groundbreaking collaborations and initiatives, MINI is sending out a clear signal regarding the sustainability of its accessories product range. In co-operation with the company Bracenet, upcycled fishing nets are handcrafted in Germany into high-quality key rings. The **MINI Bracenet Keyring** (available in two colour combinations) is made of a

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49-89-382-50181

Internet
www.bmwgroup.com



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stainless steel ring and a piece of ghost net. These are fishing nets that were lost or intentionally dumped at sea, later recovered by Bracenet and its partners.

The sunglasses of the MINI Lifestyle Collection 2020 were designed and produced in cooperation with the label Dick Moby. Production of the models **MINI Contrast Edge Panto Sunglasses** and **MINI Contrast Edge D-Frame Sunglasses** in Italy uses solely biologically degradable acetate. The high-quality Zeiss lenses of the sunglasses offer 100% protection from UV-A and UV-B rays: they are both scratch-resistant and anti-reflective. Original design detail: the new contrast colour Energetic Yellow has been cleverly integrated into the frames of the sunglasses.

The new **MINI Contrast Edge Notebook** is both innovative and sustainable. 224 pages with dotted lines are available for handwritten notes, made from stone paper for the first time. This paper type uses very little energy and requires no water consumption, instead involving the processing of ground limestone which is available as a waste product from quarries. The classic notebook with elastic clasp, pen loop and cover made of high-quality bookbinding linen bears an embossed MINI Wing logo on the front page.

Colourful and practical – bags and luggage.

The bags, wallets and pouches of the MINI Lifestyle Collection 2020 share high-quality materials, clever functionality and the new Tricolour Block Design. Available in a choice of three colour combinations, the **MINI Tricolour Block Shopper** is ideal for stylish shopping sprees while the **MINI Tricolour Block Duffle Bag** is perfect for everyday use or short trips. Both are made of water-repellent canvas and have a rubberised MINI logo in contrasting colour.

A new addition to the programme is the **MINI Contrast Zipper Sling Bag**. The outer fabric and inner lining of this black shoulder bag are made of polyester obtained from recycled PET. Stylish highlights are provided by a MINI Wing logo on the separate outer pocket and the zip in the colours



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Energetic Yellow and White. An ideal travel companion for young MINI fans is the **MINI Kids Trolley**. Four low-noise wheels and an extendable handle make it easy to pull the hard-shell case in Chili Red. Inside it features practical compartments and a lining printed with bulldog and car motifs.

Organic-quality cotton, fresh colours and authentic style – the new textiles.

Classic styling, fresh colours, high-quality details and sustainable materials go together to create an authentic style in the textiles of the new MINI Lifestyle Collection 2020. Available in two colour combinations, the **MINI Wordmark Signet T-Shirt Women's** and **Men's** ensure a high level of wear comfort in soft single jersey in organic quality and a comfortable fit with a round neck and rounded back hem.

Unmistakeably MINI: the **MINI CI Wing Logo T-Shirt Women's** and **Men's**. It is available in White, Chili Red or Black and features a prominent contrasting colour stripe and the MINI Wing logo at chest height.

Organic-quality cotton piqué, a classic polo collar and a casual, buttonless V-neck are the distinctive features of the **MINI CI Polo Women's**. Here, the high-quality design is perfectly complemented by the modern colour combination: a black and white colour block gains a refined accentuation with a colour stripe in Energetic Yellow and the MINI Wing logo. The **MINI CI Polo Men's** has the same colouring and material but straight styling and a three-button placket. The new MINI sweatshirt is also designed for both female and male fans of the brand. The **MINI Loop Wing Logo Sweatshirt Women's** is available in Chili Red or Black, as is the **MINI Loop Wing Logo Sweatshirt Men's**. Soft, organic-quality cotton with a diagonal fleece structure ensures maximum comfort, while a distinctive look is ensured by a loop embroidered MINI Wing logo in black or white and subtle contrasting stripes on the neckline, sleeve ends and waistband.



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Small sizes, stylish look – the textiles for kids.

Attractive new products in the MINI Lifestyle Collection 2020 keep the next generation in line with the latest fashion trends, too. The **MINI Cars and Stripes Gift Set** provides the perfect start to a life of driving fun and style. Packaged in a high-end gift box, the set includes a cap with a classic stripe design and white MINI lettering as well as five pairs of socks with different patterns in matching colours. The textiles are designed for little MINI fans aged six to nine months and are extremely comfortable to wear thanks to the elastane contained in the organic-quality cotton. Older siblings can demonstrate their personal style with the **MINI NUB Wordmark T-Shirt Kids**. This is available in sizes 98 to 140 and is made of 100 per cent organic-quality cotton with UV protection. Available in the colour combinations White/Energetic Yellow/Black and Chili Red/Iceland Blue/Black, the T-shirt features a MINI logo in nub print and a contrasting colour block on the front.

Great fun both indoors and out – MINI Baby Racer and MINI Kite.

The **MINI Baby Racer** gives the youngest generation maximum riding fun within minimum space confines. The racer in the design of the current MINI models has low-noise rubber tyres and a removable seat cushion. The agile racer in classic Chili Red with white bonnet stripes is suitable for children aged 18 months and over.

The new **MINI Kite** takes both young and old MINI fans to undreamed-of heights. The colourful kite with a span of 45.5 centimetres climbs into the air on a line that is approximately 20 metres in length.

In case of queries, please contact:

BMW Group Corporate Communications

Sarah Bauer, MINI Lifestyle Collection Communication
Tel.: +49-89-382-94180; E-mail: sarah.bauer@mini.com

Andreas Lampka, Head of Communication MINI
Tel.: +49-89-382-23662; E-mail: andreas.lampka@mini.com



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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 133,778 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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