



# MINI CORPORATE COMMUNICATION

Media information  
24 March 2021

## STYLISH SIGNALS FOR THE LOVE OF MINI: THE MINI LIFESTYLE COLLECTION 2021.



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**New product range convinces with fresh colours, authentic design and a focus on sustainability.**

**Munich.** The unmistakable style of the British premium brand MINI is not only fascinating on the road. The products of the MINI Lifestyle Collection 2021 also send unambiguous signals of joie de vivre, premium quality and individuality in many other everyday life and leisure situations. A clear and straightforward design, clever details, high-quality workmanship, and a choice of materials characterised by sustainability are the hallmarks of its contemporary character. The MINI Lifestyle Collection 2021 includes textiles for big and small MINI fans, bags and accessories, practical everyday life and mobility companions as well as products for children.

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As usual, there is a wide range of products that are produced in particularly environmentally friendly manufacturing processes or made from recycled materials. The timeless design and the durability of the high-quality products also correspond to the principle of sustainability. Visual highlights are set with fresh colours and a striking new design theme. Features of the current MINI models are transferred to the products of the MINI Lifestyle Collection 2021. These include the Island Blue colour variant, the Energetic Yellow characteristic of the MINI Electric and, above all, a dynamic colour gradient that is unmistakably inspired by the new Multitone Roof of the MINI models.

### **The new textiles: organic cotton, fresh colours, unmistakable MINI design.**

Fresh colours and a clear, unmistakable design represent the brand's authentic style and characterise the new textiles in the MINI Lifestyle Collection 2021, becoming an eye-catcher with the colour gradient inspired by the innovative roof paintwork of the MINI 3-door and the MINI 5-door. With the **MINI Wordmark Gradient T-Shirt Women's** (RRP 29,00 €) and the **MINI Wing Logo Gradient T-Shirt Men's** (RRP € 29.00), the colour combinations Island/Black and Grey/Energetic Yellow are shown off to their best advantage. Also new to the range are the **MINI 3D Stripes Wing Logo T-Shirt Women's** (RRP € 29.00) and the **MINI 3D Stripes Wing Logo T-Shirt Men's** (RRP € 29.00) with a striking 3D stripe pattern on the chest.

A big appearance is also possible in small sizes: this is ensured, for example, by the new **MINI 3D Car Sweatshirt Kids** (RRP € 39.00), whose vehicle motif on the front has a fascinating changeant effect. The MINI depicted there, changes its colour depending on the viewer's angle of vision. All T-shirts and sweatshirts from the MINI Lifestyle Collection 2021 are made of 100 percent organic cotton with UV protection and are manufactured in Portugal. With their soft jersey quality and comfortable fit, they ensure a high level of comfort.

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Other new products in the MINI Lifestyle Collection 2021 include the **MINI Lined Jacket Women's** (RRP € 130.00) and **MINI Lined Jackets Men's** (RRP € 130.00). They prove to be real all-rounders with style. The jackets are lightly padded and thus offer protection in cooler temperatures. Their outer material is almost wrinkle-free, so that the jackets are quickly back in impeccable shape even after a stay in tight luggage compartments.



### **Individual style right from the start: New products for children.**

Stylish products for the smallest MINI fans have long been an integral part of every MINI Lifestyle Collection. New to the current range is the **MINI Bibs Gift Set** (RRP €35.00). The attractive gift set consists of three bibs in different colours and each in an individual design. Their lovely created bulldog and vehicle motifs lose none of their typical MINI charm, even with the occasional addition of porridge or milk stains.

A striking mesh design adorns the latest versions of the caps that protect MINI fans from the sun's overly intense rays. For the first time, the MINI Lifestyle Collection 2021 also includes headwear for children: the **MINI Mesh Kids Cap** (RRP € 17.00).

### **Stylishly designed and sustainably implemented: New accessories.**

Carefully selected materials and high-quality workmanship ensure that the accessories from the MINI Lifestyle Collection 2021 also provide lasting pleasure and ensure sustainability. Recycled plastic, porcelain and stone paper are among the materials that contribute to the durability of the products. Colour scheme and design set fresh accents.

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In their latest version, for example, the umbrellas from the MINI Lifestyle Collection 2021 combine a current design with proven sustainability. Both the **MINI Gradient Foldable Umbrella** (RRP 35.00 €) and the **MINI Gradient Walking Stick Umbrella** (RRP 35.00 €) have a cover made of 100 percent recycled PET. The colour gradient of all new umbrellas from Island or Energetic Yellow to white creates a real ray of hope in gloomy weather.

Responsibly selected material and a new look also combine in the **MINI Gradient Notebook** (RRP €15.00). The pages of the notebook are made of stone paper, which is produced from limestone ground into powder. This raw material is available as a waste product from quarries in almost inexhaustible quantities. Stone paper can also be produced in a particularly environmentally friendly way: without wood fibres and water and with significantly lower energy requirements compared to conventional paper production. A special highlight of the new notebook with elastic closure and soft-touch cover is the colour gradient realised on the inside pages - optionally in Island or Energetic Yellow.

Other new items in the MINI Lifestyle Collection 2021 are the **MINI Signet Lanyard** (RRP €9.50) with woven-in patterning for the first time and the **MINI Gradient Cup** (RRP €12.00), available in two colour variants. The outside of the cups feature a colour gradient in either Island or Energetic Yellow.

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On top of that, they are now stackable, so that the clever use of space - typical of MINI - is now also promoted in the kitchen. Also new to the range are the **MINI Wing Logo Enamel Keyring** (RRP €19.00) and **MINI Wordmark Enamel Keyring** (RRP €19.00). They combine the materials leather and enamel with a coloured key ring.

The **MINI Travel Pillow** (RRP 19.00 €), which is being offered for the first time, is also recommended as a practical travel companion, providing more comfort not only on longer journeys. The inflatable pillow is easy to store and has a washable cover made of soft cotton jersey.



### **Bags and suitcases in a new design and made of sustainable material.**

With their fresh colour design, the new bags in the MINI Lifestyle Collection 2021 also set stylish accents in everyday life, while shopping and on short trips. The striking colour gradient in the Island or Energetic Yellow versions now also characterises the look of the **MINI Gradient Wallet** (RRP 39.00 €), the **MINI Small Gradient Pouch** (RRP 19.00 €), the **MINI Gradient Shopper** (RRP 29.00 €) and the **MINI Gradient Duffle Bag** (RRP 75.00 €). The purses and bags are made of water-repellent canvas and feature rubberised MINI lettering in a contrasting colour.

A sustainable alternative to the hard case is now available in the MINI Lifestyle Collection 2021 as the **MINI Contrast Zipper Soft Luggage** (RRP € 160.00).

Just like the **MINI Contrast Zipper Traveller Bag** (RRP 120.00 €), the flexible, soft rolling case is made of recycled PET. The black luggage can be opened and closed with an eye-catching zip in the contrasting colours white and energetic yellow.



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All products of the MINI Lifestyle Collection 2021 are available at selected MINI dealers. They can also be ordered online at [www.shop.mini.de](http://www.shop.mini.de).

The prices listed are recommended retail prices for the German market. They may vary depending on the market and point of sale.

Fuel consumption, CO<sub>2</sub> emission figures, power consumption and range were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. With regard to ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP takes into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related levies that are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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