



Press release
15 January 2018

MINI and The Woolmark Company announce partnership.

Focus on supporting young designers.

Munich. MINI and The Woolmark Company kick off the new year by announcing their partnership for 2018. The two brands can both claim expertise in the areas of design and innovation, and their collaboration is intended to promote the work of young designers. The early fruits of the partnership – a capsule collection in wool, designed by a series of up-and-coming fashion designers – will be shown in June this year at Pitti Uomo 94, one of the leading international trade shows for men’s fashion and lifestyle, in Florence.

Partnering with The Woolmark Company, one of the most renowned supporters of emerging fashion designers worldwide, is the next step in the MINI brand’s involvement in fashion. Among the projects MINI has unveiled over the past two years are the MINI FLUID FASHION and MINI FASHION – BEYOND NATIVE capsule collections showcasing the work of promising international designers. “MINI is all about iconic design and an urban lifestyle. Like The Woolmark Company, we have a sharp eye for quality and the courage to challenge conventions. We are therefore looking forward to join forces and work together with a new group of innovative young designers,” explains Esther Bahne, Head of MINI Brand Strategy and Business Innovation.

MINI and The Woolmark Company both have a history of questioning – and boldly reshaping – existing structures. This shared understanding of the need for innovation underpins the collaboration between the two brands. And so we can expect exciting projects that build on MINI’s design expertise and The Woolmark Company’s many years of experience in materials research and development.

The Pitti Uomo has been held in Florence twice a year since 1972. It promotes young, upcoming and sometimes unconventional fashion labels. MINI has been working with Pitti Immagine, an annual fashion industry fair in Italy, since January 2015. This collaboration opens a window into the partners’ shared passion for innovation, attention to detail and quality, as well as their ability to anticipate new trends.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Phone
+49-89-382-0

Internet
www.bmwgroup.com



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In the event of enquiries please contact:

BMW Group Corporate Communications

Susanne Herrmann, Press Spokesperson MINI Design and Lifestyle
Telephone: +49-89-382-24716; E-mail: Susanne.Herrmann@bmwgroup.com

Benjamin Titz, Head of BMW Group Innovation and Design Communications
Telephone: +49-89-382-22998; E-mail: Benjamin.Titz@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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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