



Press Information
23 August 2011

MINI sets the fashion pace under the slogan “Beat the Street”.

**The latest clothing collection is worthy of the catwalk
and the sidewalk alike.**

Munich. For ten years, MINI has been wowing the public not just with its legendary cars, but with its authentic fashion, accessories and luggage collections as well. The brand delivers its own interpretation of the latest trends while simultaneously celebrating its passion for British fashion. Now, for the first time, the new range has taken the bold leap onto the catwalk with a special show at the Pavillon 21 MINI Opera Space in Munich.

MINI creates fashion for all those whose heart beats to the rhythm of the street. This anything but run-of-the-mill collection bristles with hallmark British details like the Union Jack, badges etc., and offers unconventional outfits that lend themselves to casual, business or clubbing wear.

Fashion classics from Great Britain.

There are only a few types of clothing that remain timeless and ever trendy, and the trench coat is right up there among the front-runners. The casual **Trench Coat** by MINI, available for men and women, is intriguing with its fine detailing. The lining of the coat and its outer pockets feature an abstract Union Jack pattern, while a key pocket and a zipped pocket on the inside left of the trench coat offer practical storage possibilities. The cuffs, meanwhile, sport a discreetly embroidered MINI logo.

Multitalents in denim look.

The **Men’s Denim Business Shirt** and **Ladies’ Denim Business Blouse** are stylish companions that love to be combined. Dark blue and with discreet MINI lettering on the chest, they lend themselves to both a sporty-elegant and a more casual look. After work, simply roll up the sleeves up and let the Union Jack lining draw approving glances down at the club.

For the ladies, MINI also has a feminine **Denim Dress** with ruffles lined up in the wardrobe. Other fine details include an authentic Union Jack badge on the left chest and a “Beat the Street” print on the inside collar. This item can be worn as a dress or as a tunic in combination with leggings.



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College outfits with retro flair.

The new his and hers **Hoodie Sweat Jackets** are right in with the trendy campus look. These comfortable hooded jackets are guaranteed to up the feel-good factor and come with an eye-catching print on the back and a zip at the front. Made of top-grade cotton and with cuffs on the sleeves and the bottom hem, they are certain to keep its wearers fleecy-warm. Colours are in the traditional mould – red for the ladies, blue for the men.

To match the Hoodie Sweat Jackets, MINI has two casual **Street Longsleeves** on offer. The white men's item is striking with its blue "Beat the Street" print, making for a cool vintage look. The grey ladies' long-sleeved shirt has a feminine V-neck and a shiny silver motif on the front.

Fashionable combination accessories.

Scarves are indispensable trend accessories and bestow any outfit with an individual touch. The light **Union Jack Scarf** from MINI appeals with its fashionable rendition of the British Union Jack, and is open to a wide range of combinations. This artistic design in red, blue and white makes this unisex scarf a colourful eye-catcher.

When it came to the **Beat the Street Belt**, MINI took inspiration from its automotive competence. This belt has a surprise element in the shape of a silver fastening designed like seatbelt buckle. Other details include the lettering "Beat the Street" embossed on the buckle and the MINI logo on the belt itself.

In addition to these highlights, the MINI Lifestyle Collection presents numerous other outfits and accessories. The complete collections will be available from September 2011 on the internet at www.MINI.de/shop and through select MINI Dealers. Print-quality photo material can be found in the BMW Group Press Club at www.press.bmwgroup.com.

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