



Press release  
11<sup>th</sup> June 2012

## **Consummate luxury: the BMW Individual 7 Series by Didit Hediprasetyo.**

**BMW Individual presents an exclusive special edition  
by the up-and-coming Indonesian designer.**

**Munich/Jakarta.** Featuring serene comfort, understated elegance and cutting-edge functionality, the exclusive BMW Individual 7 Series special edition by Didit Hediprasetyo combines the sophistication of a BMW 7 Series with the rising fashion designer's lightness of touch. Created in close collaboration with the BMW Individual factory, the car embodies the Paris-based Indonesian's sweeping concept of luxury. The collaboration with designer Didit Hediprasetyo is the first of its kind in Asia and this special one-off is available on the market since May 2012. BMW Individual 7 Series by Didit Hediprasetyo will be limited to 5 units, with each designed according to the character and personality of individual clientele.

### **The design: an extra-special experience as standard.**

Bright pastel tones dominate both the exterior and the interior of the BMW Individual 7 Series by Didit Hediprasetyo. The finely balanced colours convey an aesthetic concept of natural elegance. Hediprasetyo was inspired to create the special edition's colour scheme by the image of a lavender sky at sunset in a serene desert landscape. The exterior reflects this in its Frozen Diamond Metallic finish, while the full leather interior continues the theme with Merino Silk Grey and contrasting leather piping in Merino Platinum. Silk Grey is the dominant colour, adding a distinguished touch to the Alcantara or full nappa leather on the roof lining, the A, B and C-pillars, the sun visors and the rear shelf. By way of contrast to this subtle colour scheme, Piano Black lacquer finish is used for various interior trim elements while the floor mats are lined with black ostrich leather.

Lavishly finished details help to make this special model truly unique. The headrests feature the designer's logo embossed in the leather, while two cushions in platinum-toned ostrich leather provide extra comfort on the rear seats. The fitted BMW Individual refrigerator box in the back and the champagne glass holders in the rear centre armrest will enable passengers to

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enjoy their bubbly at the perfect temperature. Documents can be held on a stylish folding table lined with silk grey leather, while screens integrated in the back of the front headrests allow rear passengers to enjoy internet use and entertainment. A dog basket finished in silk grey leather and Alcantara and a vanity compartment built into the roof liner complete the exclusive and highly distinctive design of the BMW Individual 7 Series by Didit Hediprasetyo.

### **About Didit Hediprasetyo.**

Born in Indonesia, Didit Hediprasetyo studied fashion design at the Parsons School for Design in New York and Paris, gaining a Bachelor of Fine Arts degree. He won a Silver Thimble Award for his work in 2006 and went on to found his own fashion label, Didit Hediprasetyo, in 2010, featuring from the start in the Paris fashion shows. His style is known for its lightness and sophistication. In it he combines his passion for structured materials and elaborate ornamentation with top-quality workmanship, while devoting particular attention to unobtrusive details.

### **About BMW Individual.**

BMW Individual is synonymous with exclusive special options and limited-edition BMW models. Customers looking for particular exclusivity and individuality can make a highly personal choice from a range of premium materials, with specially selected paints, leathers and interior trims in matching colours enabling the ultimate customisation of their BMW. BMW Individual can also implement unusual customer specifications in tailor-made one-off models. By blending every detail into a perfect whole, BMW Individual ensures that each of its creations lives up to its tagline: the most exclusive way to drive a BMW.



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In the business year 2009, the BMW M GmbH achieved worldwide sales of more than 15,000 vehicles. The BMW M GmbH currently employs around 500 people in the areas of development, administration and marketing.