



Media Information
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MINI inspires Pitti Generation(s) at Pitti Uomo 89

At the 89th Pitti Uomo, held from 12 - 15 January 2016 at the Fortezza da Basso in Florence, MINI renews its partnership with Pitti Immagine

San Donato Milanese. MINI continues its partnership with Pitti Immagine: The two companies develop joint projects, based on a shared passion for innovation, attention to detail, the pursuit of quality and the determination to constantly excel themselves, as well as the ability to anticipate new trends.

MINI and Pitti Immagine focusing together on young talents

MINI and Pitti Immagine are joining forces at the Pitti Uomo 89 – the world’s most important international event for men’s fashion and contemporary lifestyle – to continue to promote young international talents in the world of fashion.

For the first time, from 12 – 15 January 2016 at the Fortezza da Basso in Florence, Italy, MINI will present “The Latest Fashion Buzz”, a selection of international designers who have come up with new and modern ideas in menswear. These are artists who, through their originality and bold innovations, have designed collections that express their personality.

The new MINI Clubman as inspiration for Pitti Generation(s)

MINI will also provide its own exclusive interpretation of the topic “Pitti Generation(s)” at the 89th Pitti Uomo and present an exceptional variation of a playground in the form of the “MINI Gentleman’s Playground”.

This elegant and ingenious structure was inspired by the typical characteristics of the new MINI Clubman – the latest member of the new generation of the MINI model family – and brings together two decisive phases in a person’s life: childhood and adulthood, creating a meeting place for young and old, where people can spontaneously follow their own instinct and explore their identity in an authentic way.

New MINI brand strategy

The BMW Group already presented the new MINI product and brand strategy at the MINI Clubman world premiere in Berlin in June 2015. The new brand identity is defined by design, authenticity and intrinsic value. The global relaunch will take the MINI brand into a new era and, at the same time, build on the brand’s tradition of constantly reinventing itself and shaping the spirit of the age.

The new brand philosophy dispenses with all that is unnecessary to allow more room for what really matters. It focuses attention on core messages and communicates in an authentic manner. The new logo, new typography and new tonality are geared towards the basic principle of clarity and authenticity – and reinterpret the brand DNA so that it can continue to shape the spirit of the times in the future.

MINI and Pitti

The Pitti Immagine is an annual trade show held in Italy with a focus on fashion. The Pitti Uomo, a trade show exclusively for men’s fashion, has been held twice a year in Florence since 1972 and promotes young, upcoming and sometimes unconventional fashion labels. MINI and Pitti Immagine have been working together on various projects since January 2015. Among other achievements, MINI and Pitti jointly introduced the young designer Alberto Premi as a major talent at the 87th Pitti Uomo. Premi went on to present a special MINI edition

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of his innovative shoe collection at the Salone del Mobile 2015 in April 2015.

MINI showed at the 88th Pitti Uomo in June 2015 that its philosophy can also be applied outside of the automotive world. Together with six young Italian talents, MINI designed the “MINI Gentleman’s Collection inspired by the new MINI Clubman”. The six-part “Capsule Collection” combines Italian handicraft with creative and innovative details.

Following the huge success of the “MINI Gentleman’s Collection”, the collaboration with young designers and talents will continue at the 90th Pitti Uomo in June 2016.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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