**Media Release**

**23 october 2018**

**Kumkani Bespoke takes global inspiration to SA Fashion Week runway.**

**Midrand.** The winner of MINI Scouting Menswear, in association with GQ Magazine, Kumkani Bespoke, will show his collection inspired by a trip to Pitti Uomo earlier this year, at the South African Fashion Week AW19.

Earlier this year, MINI joined forces with South African Fashion Week to uncover the next big name in men’s fashion. Sandile Mlambo of Kumkani Bespoke was the winner of the inaugural MINI Scouting Menswear contest in April 2018. As part of his prize, he received an all-expenses paid trip to Pitti Uomo in Florence, Italy, to view the global MINI FASHION Field Notes capsule collection. The fashion fair focuses exclusively on men’s fashion and has a tradition of promoting young and unconventional fashion labels since its inception in 1972.

**Global inspiration, Joburg style**

Stemming from this experience and drawing inspiration from the energy of Johannesburg, Kumkani Bespoke’s collection evokes a feeling of transformation, ease of movement and an ever-expanding sense of curiosity. The designer looked into how the greys of the city landscape merge seamlessly in what is known as the world’s largest man-made forest.

“Today’s urban travellers are looking for experiences that stir memories and inspire them to a more connected life experience,” says Mlambo. “I made sure these are designs that are very flexible, easy-wearing and light.”

Thilosh Moodally, Head of MINI South Africa, says: “MINI is all about iconic design and an urban lifestyle, which makes MINI FASHION a natural extension of our brand. Fashion is all about design – and iconic design is part of the MINI DNA. In addition, MINI has always been much more than just an automotive brand. Driving a MINI is a statement and an expression of one’s personality, just like fashion!”

The local Urban Traveller collection launches at the South African Fashion Week AW19 on 23 October 2018 and will be a limited-run collection sold at some of Johannesburg’s trendiest spots. Follow @mini\_southafrica on Instagram, Twitter and Facebook for details on where to purchase from October to December 2018.

Inspired by its natural habitat – the city – MINI’s line-up includes the hatchback (three- and five-door), Convertible, Clubman and Countryman. Previous capsule collections unveiled globally by MINI include MINI FIELD NOTES, MINI FLUID FASHION and MINI FASHION – BEYOND NATIVE that showcase the work of promising international designers, in line with the MINI FASHION strategy that has seen the brand open itself to new ideas and areas of business.

**For any questions on this press release, please contact BMW South Africa’s Group Communications Division as follows:**

Hailey Philander

Specialist: Product Communications (MINI, BMW i and BMW Motorrad

BMW Group South Africa (Pty) Ltd

Email: hailey.philander@bmw.co.za

Tel: 012-522-2070

**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 2017 was approximately €10.655 billion on revenues amounting to €97.8 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

www.bmwgroup.com

www.mini.co.za

**Twitter:** www.twitter.com/MINISouthAfrica

**Facebook:** www.facebook.com/MINI.southafrica

**Instagram:** www.instagram.com/mini\_southafrica

**YouTube:** www.youtube.com/user/MINISouthAfrica