



Press release  
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## **New creative dialogue between mosaert and MINI Belgium, Switzerland, France and Luxembourg.**

**Mosaert and MINI Belgium, Switzerland, France and Luxembourg unite their forces and announce their cooperation. The common values of elegance, creativity, and sustainability are the building blocks of this new creative dialogue between MINI and the creative label of Paul van Haver (Stromae), Coralie Barbier, and Luc Van Haver.**

The core of the cooperation revolves around three axes: sustainable use of materials, elegant designs and a creative vision. These are three important values that MINI and mosaert share. Already over a year ago, the iconic Belgian label and the iconic British brand enter into a dialogue, looking for new common ground between the world of creativity & design and the automotive industry.

### **Why mosaert**

We are very proud to join forces with the mosaert label as they share our vision on creativity and sustainability, **explains Pierre Jalady, Vice President and Head of MINI region Europe.** “With its many original creations in fields as varied as music, video and fashion, the label has earned itself a strong international reputation. Those who know mosaert also know that it attaches great importance to minimal footprint and elegance - qualities that also characterize the MINI brand. From the outset, both parties felt they were on the same wavelength and the creative lines of the ambitious project were able to be quickly defined.”

### **Sustainability as a concept**

MINI has been a sustainable concept from its inception: designed in the midst of the oil crisis, it was a family car that offered maximum space and driving pleasure while minimizing the use of materials and resources. The classic Mini showed how much more you could do with less - before anyone even mentioned sustainability. 'Doing more with less' was a key aspect at the time and has therefore been an integral part of the MINI mentality since the early days of the brand.

### **Exclusive collaboration**

Mosaert rarely collaborates with other brands. “When teaming up with another brand, it’s very important for us to share the same values and a common vision,” Paul Van Haver (Stromae) tells us. “MINI fits into this framework perfectly. Both brands place the emphasis on elegance, creativity and sustainability. MINI and mosaert are therefore a perfect match, and we are confident this new collaboration will be the start of a great adventure.”

The MINI x mosaert storyline has officially kicked off with the publication of a first video chapter on their respective channels earlier today. The dialogue that they have,

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each from their own background, should lead to an inspiring exchange between the world of fashion and the automobile.

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## **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 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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