

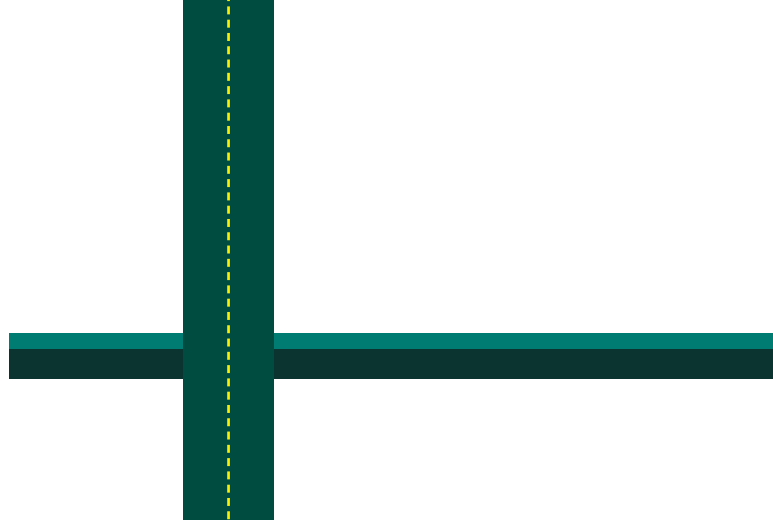
MINI



mosaert

an electric
collaboration

Fashion takes to the roads and cars take to the catwalks with the MINI x mosaert collaboration.



MINI and mosaert's new venture merges two worlds that might at first seem opposed: fashion and motor-ing. Yet this partnership seems an obvious one for the two teams. Why? Because it fits in with the car-maker's desire to take an even more sustainable turn by launching an electric vehicle. And it's also the occasion for mosaert to get their show on the road: "When MINI contacted us to co-create a car, it was unexpected, but exciting", says Coralie Barbier, stylist for the collective. "It is an iconic brand with a rich heritage, and the launch of an electric model ties in perfectly with our eco-friendly approach."

The partners explored several ideas to mark the occasion and make an impression. Finally, a customised MINI Electric took pole position. "We like our creations to connect with a lot of people. We want them to be accessible. We didn't want a unique model that just went from expo to expo. This choice entailed a number of technical constraints. We're talking about 400 cars, with 80 of them manufactured for the Swiss market. But it's a great ground for experimentation", says Luc Van Haver, artistic director of mosaert.

Sustainability as the driving force

In the automobile market, MINI has been positioned as a sustainable make from the outset. Created in the midst of the oil crisis in 1959, it offered family cars that used fewer materials and resources. The Classic Mini is living proof that you can do more with less.

“When we team up with another brand, it is very important for us to share the same values and a common vision.”

Paul Van Haver (Stromae)

The launch of the make's first electric vehicle in March 2020 fits in perfectly with this eco-friendly approach. This is a value very much shared by the creative label: “Those who are familiar with mosaert know that we attach as great an importance to a minimal footprint as to elegance. These qualities also characterise the MINI brand. Since the beginning, the two parties were definitely on the same wavelength”, says Adrian Kwasnitza, Head of Marketing MINI Schweiz.

Creative dialogue

Everyone loves the MINI for its timeless and elegant design. Characterised by its simplicity – a monochrome body and variants for the roof – this emblematic car never goes out of fashion. A blank canvas embraced by the mosaert collective, reputed for its colourful, pop art and graphic creations.

“A limited edition version is a unique opportunity for MINI. The mosaert touch has a huge impact and perfectly highlights the design of our MINI Electric model. It's the most exclusive finish in the range.”

Eric Hufschmitt, Product Manager MINI Switzerland

“For each collaboration, we look into the brand's history, into what it evokes to us”, says Coralie. “In the case of the MINI, it's the British Racing Green model with the cream roof that caught our eye. And the British influence, of course. It was important to us to add a touch of fashion to the car. Tartan became the natural choice as the main motif of this creation.” A dandy twist, characteristic of mosaert's chic aesthetic, and perfectly suited to the British car.

Ready-to-drive

This tartan motif is presented in a palette of classic colours: British Racing Green and the Energetic Yellow of the MINI Electric logo. “We didn’t want it to be kitsch, busy or too much for day-to-day use”, specifies Luc Van Haver. This “ready-to-wear” concept was also one shared by MINI.

Fashioned by the Maestro

From the streets to the wardrobe, there’s only one step. A prêt-à-porter capsule collection will complement the launch of the MINI Electric mosaert Edition. In the same vein as the previous collections from the label, the pieces are unisex, made in Europe, using 100% recycled and/or organic materials, and available only in limited quantities. The graphic side isn’t limited to checks either. Of course, there is the famous tartan motif but there are other nods to the two teams too: a print inspired by Toile de Jouy, a classic pillar of decorative arts, clouds – the emblem of the mosaert collective – and soft pastels. Poetry you can wear.

Top flight

But a collaboration between MINI and mosaert doesn’t stop at a customised car and a capsule collection. A [unique creative universe](#) has been designed around the project, as well as a bold new way of communicating it, devoid of clichés.

To mark the official launch of the collaboration on 22 April 2021, a poetic campaign video and visuals will be unveiled, on the theme of levitation. An ode to lightness (of the carbon footprint of the electric car and the clothes) and fantasy. “Together, we want to drive home a positive message, one of change, and encourage everyone to question, each at their own level, the impact of our actions and lifestyles, and of consumerism, on the environment”, continues Luc Van Haver.

Practical info

Only 400 of the MINI x mosaert special edition were made. They were distributed to MINI dealerships in Belgium, Liechtenstein, Monaco, France and Switzerland, where 80 of them will be available from 5 July 2021.

The prêt-à-porter capsule collection comprises 18 unisex pieces, which have been available in the e-shop store.mosaert.com since 22 April 2021.

mosaert, tell me who you are

Creative label mosaert – an anagram of Stromae – was founded in Brussels in late 2009, on the occasion of the launch of the singer’s first album *Cheese*. Since the start of his career, Stromae – writer, composer and singer – wanted to keep producing his own music, thus maintaining his artistic independence. As a result, his label is in the habit of overseeing everything: from production and artistic direction, to visuals and clips, and the staging of shows and costumes. This was in fact the inspiration behind the label’s decision in 2014 to carry on creating clothes, this time not just for the stage, but for the public, under the same name: mosaert.

Contrary to the rhythm imposed by the fashion industry, mosaert opted to have only one collection a year, in the form of a numbered capsule collection. The unisex clothes are made in Europe, using recycled and organic materials. The pieces have a graphic and colourful style illustrated in the exclusive prints.

In parallel, mosaert also pursues other projects. The collective was recently signed for the film to support Paris’ official candidature for the 2024 Olympic Games, the OrelSan “La pluie” music video, Dua Lipa’s “IDGAF”, and the artistic direction of “Hostage” by Billie Eilish.

MINI, so British

1959: in the midst of post-war austerity and fuel shortages, Sir Alec Issigonis turned a crisis into an opportunity and created the Mini, in England. His trademark: a creative use of space. But the car really became popular thanks to motorsport pioneer John Cooper, who was captivated by its low fuel consumption. This was the beginning of a beautiful adventure for the two friends with complementary personalities. Whilst Issigonis concentrated on the essentials – minimising environmental impact – Cooper looked at how to maximise the driving experience.

Since then, MINI has been capturing hearts with its small size ideally suited to urban life, and its iconic design. In March 2020, the carmaker launched its first 100% electric model. For MINI Switzerland, this presented an opportunity to rethink the marketing strategy and its partnerships with brands and personalities. This became the starting line for a close collaboration with Belgian label, mosaert.

About MINI and 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, but 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 2020 was EUR 5.222 billion on revenues amounting to EUR 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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