

## **MINI FASHION – BEYOND NATIVE**

**MINI to present new, limited-run Capsule Collection at Pitti Uomo 92.**

MINI is offering an exclusive look at its new MINI FASHION – BEYOND NATIVE Capsule Collection at Pitti Uomo, one of the leading international fairs for men's fashion and contemporary lifestyle,

As part of a special collaboration with MINI, five up-and-coming international designers are highlighting the creative contrasts between cultural origins and adopted homelands. Using this theme, individual fashion items have been created for the “urban traveller” roaming between vastly differing cultures and ways of life.

BEYOND NATIVE is inspired by one of the most diverse living environments of all: the city, MINI's native habitat.

“Our aim through the collaboration with these five creatives is to provide a platform for the unique energy which only the fusion of disparate cultural influences can generate,” explains Sabine Ringel, Creative Lead at MINI FASHION. “The richness and depth of the work produced by these well-travelled designers only exist because of their decision to cross borders.”

Below are the designers participating in the collaboration and their cultural backgrounds:

**Diega Vanassibara**, born in Brazil, now living and working in the UK / [www.diegovanassibara.com](http://www.diegovanassibara.com)

**Edwina Hörll**, born in Austria, now living and working in Japan / [www.edwinahoerl.com](http://www.edwinahoerl.com)

**Pronounce**, born in China, now living and working in Italy / [www.pronouncestudio.com](http://www.pronouncestudio.com)

**Post-Imperial**, born in Nigeria, now living and working in the USA / [www.post-imperial.com](http://www.post-imperial.com)

**Perret Schaad**, Tutia Schaad & Johanna Perret. Schaad was born in Vietnam and is now living and working in Germany / [www.perretschaad.com](http://www.perretschaad.com)

BEYOND NATIVE is the third in a series of limited-run MINI FASHION Capsule Collections. It epitomises the MINI brand's open and optimistic mindset. The five-piece collection will go on display at Pitti Uomo 92 in Florence, Italy from 13 – 16 June and be available in limited numbers for online purchase from this autumn.

## Ends

### 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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