



Media Information

## Sustainable trend-setters: the MINI Lifestyle Collection 2020.

The new MINI Lifestyle Collection 2020 blends fresh colours, individual style and sustainability, with textiles in organic-quality cotton and accessories made of recycled and natural materials.

The Collection includes textiles, accessories, bags, luggage and children's items, and has been designed with the brand's style in mind with contrasting colour stripes and the MINI Wing logo. The Chili Red, Island Blue, British Green and colour spectrum of the products is based on the familiar body finishes from the MINI model range and there is a new addition to the palette with Energetic Yellow, introduced on the MINI Electric.

### **Sustainability in day-to-day life – the new accessories.**

In co-operation with the company Bracenet, upcycled fishing nets are handcrafted in Germany into high-quality key rings. The **MINI Bracenet Keyring** (available in two colour combinations) is made of a stainless steel ring and a piece of ghost net. These are fishing nets that were lost or intentionally dumped at sea, later recovered by Bracenet and its partners.

The sunglasses of the MINI Lifestyle Collection 2020 were designed and produced in cooperation with the label Dick Moby. Production of the models **MINI Contrast Edge Panto Sunglasses** and **MINI Contrast Edge D-Frame Sunglasses** in Italy uses solely biologically degradable acetate. The high-quality Zeiss lenses of the sunglasses offer 100% protection from UV-A and UV-B rays: they are both scratch-resistant and anti-reflective. Original design detail: the new contrast colour Energetic Yellow has been cleverly integrated into the frames of the sunglasses.

The new **MINI Contrast Edge Notebook** is both innovative and sustainable, with 224 pages made from stone paper for the first time. This paper type uses very little energy and requires no water consumption, instead involving the processing of ground limestone which is available as a waste product from quarries. The classic notebook with elastic clasp, pen loop and cover made of high-quality bookbinding linen bears an embossed MINI Wing logo on the front page.

### **Colourful and practical – bags and luggage.**

The bags, wallets and pouches of the MINI Lifestyle Collection 2020 share high-quality materials, clever functionality and the new Tricolour Block Design.

The **MINI Tricolour Block Shopper** and **MINI Tricolour Block Duffle Bag** are perfect for everyday use and available in a choice of three colour combinations. Both are made of water-repellent canvas and have a rubberised MINI logo in contrasting colour.

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A new addition to the Collection is the **MINI Contrast Zipper Sling Bag**. The outer fabric and inner lining of this black shoulder bag are made of polyester obtained from recycled PET. Stylish highlights include the MINI Wing logo on the separate outer pocket and the zip in Energetic Yellow and White.

An ideal travel companion for young MINI fans is the **MINI Kids Trolley**. Four low-noise wheels and an extendable handle make it easy to pull the hard-shell case in Chili Red. Inside, it features practical compartments and a lining printed with bulldog and car motifs.

#### **Organic-quality cotton, fresh colours and authentic style – the new textiles.**

Classic styling, fresh colours, high-quality details and sustainable materials go together to create an authentic style in the textiles of the new MINI Lifestyle Collection 2020.

Available in two colour combinations, the **MINI Wordmark Signet T-Shirt** is made of soft single jersey in organic quality and a comfortable fit with a round neck and rounded back hem.

The **MINI Wing Logo T-Shirt** is available in White, Chili Red or Black and features a prominent contrasting colour stripe and the MINI Wing logo on the chest.

Organic-quality cotton piqué, a classic polo collar and a casual, buttonless V-neck are the distinctive features of the **MINI Women's Polo**. Here, the high-quality design is perfectly complemented by the modern colour combination: a black and white colour block with a stripe in Energetic Yellow and the MINI Wing logo. The **MINI Men's Polo** has the same colouring and material but straight styling and a three-button placket.

The new **MINI Loop Wing Logo Sweatshirt** is also designed for both men and women and is available in Chili Red or Black. Soft, organic-quality cotton with a diagonal fleece structure ensures maximum comfort, and a loop embroidered MINI Wing logo in black or white and subtle contrasting stripes on the neckline, sleeve ends and waistband, provides a distinctive look.

#### **Small sizes, stylish look – the textiles for kids.**

The **MINI Cars and Stripes Gift Set** is designed for little MINI fans aged six to nine months and are extremely comfortable to wear thanks to the elastane contained in the organic-quality cotton. Packaged in a high-end gift box, the set includes a cap with a classic stripe design and white MINI lettering as well as five pairs of socks with different patterns in matching colours. Older siblings don't miss out, with the **MINI NUB Wordmark Kids T-Shirt**. This is available in sizes 98 to 140 and is made of 100 per cent organic-quality cotton with UV protection. Available in White/Energetic Yellow/Black and Chili Red/Iceland Blue/Black colour combinations, the T-shirt features a MINI logo in nub print and a contrasting colour block on the front.

#### **Great fun both indoors and out – MINI Baby Racer and MINI Kite.**

The **MINI Baby Racer** gives the youngest generation maximum riding fun without taking up too much space. The racer is in the design of the current MINI models and in classic Chili Red with white bonnet stripes, it also has low-noise rubber tyres and a removable seat cushion. It is suitable for children aged 18 months and over.

The colourful new **MINI Kite**, for MINI fans both young and old, has a span of 45.5 centimetres and climbs into the air on a line that is approximately 20 metres in length.

The new MINI Lifestyle Collection 2020 is available to buy [here](#).

## Ends

### 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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 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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