



Media Information
7 June 2011

Get a firm grip with the Union Jack Sneakers by MINI. British shoe cult for the streetsmart.

Munich. The new sneakers from the MINI Lifestyle Collection bring the Union Jack look onto the pavement in true British style. These sports shoes come with an unmistakable MINI signature and are set to delight not only inveterate fans of the brand. In May, sports shoe enthusiasts were able to glean a first-hand impression of this unique model at the SNEAKERNESS in Cologne, Europe's biggest sneaker convention.

The MINI Union Jack Sneakers are hi-tops covering his or her ankles. They come in classic blue with soles and laces in contrasting white. Fashionable Union Jack details add attractive highlights, with the flag printed on the heel cap and along the shoelace eyelets. The Union Jack profile at the front and back of the sole ensures that these sneakers will leave behind a distinctly British footprint: MINI was here!

The upper material is water-repellent canvas, guaranteeing dry feet should the weather put a damper on things, while the silver eyelets for the laces lend the sneakers a retro look. Discreet branding reflects the hallmark MINI understatement, with MINI logos on the outside of the left shoe, the back of the sole and the inside of the tongue. "Beat the street" lettering on the insole of the right shoe adds another catchy detail.

The MINI Union Jack Sneakers will be available from September 2011 on the internet at www.MINI.de/shop and from select MINI dealers. Those keen to size up the shoes before then will have an opportunity to do so at the upcoming SNEAKERNESS conventions in Zurich on 18 June and in Amsterdam on 27 August. Printable photo material is available in the BMW Group Press Club at www.press.bmwgroup.com

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MINI at the 2011 SNEAKERNESS.

The SNEAKERNESS convention is the most comprehensive sneaker event in Europe. It is an international stage for sneaker culture, a meeting place for sneakerheads as well as the interested public, and an authentic forum for manufacturers. The event provides MINI with the perfect platform to present its Union Jack Sneakers to a select public. MINI is an Official Partner of the SNEAKERNESS and presents some of the highlights of its Lifestyle Collection in the context of the fair. For further information on the convention go to www.sneakerness.com

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