

Press release
15 February 2012

CARMINA CAMPUS for MINI. **Limited-edition designer bags from Ilaria Venturini** **Fendi made of up-cycled materials from the MINI** **Roadster car production.**

Munich. MINI presents a specially designed limited edition of CARMINA CAMPUS bags that will be presented at an exclusive preview event at 10 Corso Como, during Milan Fashion Week. In the true spirit of CARMINA CAMPUS' philosophy, which is based on employing only re-used or reclaimed materials to make fashion accessories, the bags are made of colour samples and material offcuts left over from the production of the new MINI Roadster.



Anders Warming and Ilaria Venturini Fendi.

First a MINI, then a bag.

Under the style-assured guidance of Ilaria Venturini Fendi, elements from prototypes of the new MINI Roadster were combined with discarded colour samples and other materials to create fashion designer bags made by Italian craftsmen. This capsule collections comprises week-end and city bags for women and men. The wide-ranging materials from the MINI Roadster provided an extensive source of inspiration. In some styles, the soft yet robust seat leather formed the outer shell of the bag, while the canvas from the soft-top was often decorated by a mosaic of small metal plates coming from the colour samples of

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-57185

Internet
www.bmwgroup.com

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the car body painting. Sunvisors hide make up mirrors while from the car interiors, handles become a special detail in a tiny proportioned bag. Reclaiming unused materials, defective or no longer fit for their intended purpose, or searching for stocks of end-of-lines and vintage materials that may change their function in the design of a new object, has been Ilaria Venturini Fendi's creative approach from CARMINA CAMPUS' start. This perspective on materials is being increasingly shared beyond the fashion world, and MINI is embracing the practice that now goes by the name of "up-cycling".



The new MINI Roadster.

"For many years now, the BMW Group has been working with creative people from all manner of fields," says Anders Warming, Head of MINI Design. "We are delighted to have found in Ilaria Venturini Fendi a designer who devotes her artistic powers above all to considerations of sustainability and up-cycling. For us these are key issues of the future which we are now addressing through this collaboration in customary MINI fashion".

The CARMINA CAMPUS label.

The youngest daughter of Anna Fendi, and once herself Creative Accessories Director of the Fendissime young line as well as shoe designer for the legendary fashion house, Ilaria Venturini Fendi retired from the company some years ago to run an organic farm in Northern Rome. In 2006 she launched CARMINA CAMPUS, a label that specialises in making furniture, jewellery and bags from re-used and up-cycled materials – to the highest standards of design. "I'm very



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happy about this collaboration,” says Venturini Fendi. “It shows just how aware MINI is of the motor industry’s impact on the environment and that it is working towards change. For big brands like MINI in particular, up-cycling is an important issue. After all, this is where you will always get scrap material that is generally described as waste, but in fact can become part of a high-quality object.”

The exclusive CARMINA CAMPUS for MINI collection will be available at 10 Corso Como in Milan.

In the event of enquiries please contact:

BMW Corporate Communications

Katrin Herold, MINI Design and Lifestyle Communication
Tel.: +49-89-382-57185, Fax: +49-89-382-20626

Susanne Giuliani (née Spatz), BMW Group Design and Lifestyle Communication
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Media Website: www.press.bmwgroup.de
E-mail: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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