

Press release
29 February 2012

Launch of capsule collection in Milan: CARMINA CAMPUS for MINI.

Limited-edition designer bags by Ilaria Venturini Fendi made of up-cycled materials from the MINI Roadster.

Munich. Against the backdrop of Milan Fashion Week, MINI launched a special limited edition of CARMINA CAMPUS bags at 10 Corso Como on 28 February. Under the style-assured guidance of Ilaria Venturini Fendi, colour samples, material offcuts and other leftovers from the production of the new MINI Roadster were turned into designer bags made by Italian craftsmen – in the true spirit of the CARMINA CAMPUS philosophy that employs only re-used or recycled materials in the creation of fashion accessories.



From left: Décor Foil Basket Large, Sun Visor Bag Round, Décor Foil Basket Small, Handle Clutch – all made using materials from the new MINI Roadster prototype production.

“In Ilaria Venturini Fendi we have found a designer who devotes her artistic powers above all to the promotion of upcycling. We are delighted to take up this joint project in customary MINI fashion,” says Anders Warming, Head of MINI Design.

First a MINI, then a bag.

The special edition is made up of travel and city bags for men and women, as well as a number of unisex models. It comprises 50 bags in total, all of which are unique thanks to their individual material make-up. The diverse range of materials used in producing the MINI Roadster prototypes provided the designer

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-57185

Internet
www.bmwgroup.com

Press release

Date 29 February 2012

Subject Launch of capsule collection in Milan: CARMINA CAMPUS for MINI.

Page 2

with a broad spectrum of possibilities: "The MINI Roadster inspired me with many materials, like the canvas from the convertible roofs rejected after tests or the small metal plates obtained from scraps of the car body," comments Ilaria Venturini Fendi. The collection offers a broad range of variants appropriate for any occasion, from practical business bags and functional laptop cases to trendy totes for daytime use. One particular eye-catcher is the unusual Handle Clutch bag with a handle taken from the interior of the MINI Roadster. Rounding off the CARMINA CAMPUS for MINI portfolio is a smart travel bag featuring seatbelts and high-grade leather offcuts. The exclusive nature of the collection is further accentuated by the embroidered numbering from 1-50 inside each bag.



Sun Visor Bag Round - all made using materials from the new MINI Roadster prototype production

The CARMINA CAMPUS label.

"I'm very 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."

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-

Press release

Date 29 February 2012

Subject Launch of capsule collection in Milan: CARMINA CAMPUS for MINI.

Page 3

used and up-cycled materials – to the highest standards of design. 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.



Anders Warming and Ilaria Venturini Fendi.

The exclusive CARMINA CAMPUS for MINI collection ranges in price from 350 to 700 euros and is available from the 10 Corso Como store in Milan, via the [Online-Shop](#) of 10 Corso Como and via [yoox.com](#).

In the event of enquiries please contact:

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



Press release

Date 29 February 2012

Subject Launch of capsule collection in Milan: CARMINA CAMPUS for MINI.

Page 4

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>