

MINI USA X MIAMI SWIM WEEK



Andrew Cutler
Head of Corporate Communications, MINI USA
201.307.3784
Andrew.Cutler@miniusa.com

Rob Duda
MINI USA News Bureau
Peppercomm
908.347.1243
rduda@peppercomm.com

MINI USA Celebrates Brand Spirit and New Convertible Model at Miami Swim Week

Collaborations with PARAISO Miami Swim Week and Sports Illustrated Swimsuit aim to boost awareness and joy

Woodcliff Lake, NJ – May 21, 2025 – [MINI USA](#) is diving into Miami Swim Week, celebrating the iconic brand spirit and the launch of its new models including the MINI Convertible. This year, MINI USA is activating with two high-profile partnerships – one with PARAISO Miami Swim Week, the official organizers of Miami Swim Week, and one with *Sports Illustrated Swimsuit*, the iconic publication who are also activating at the week-long event.

MINI + PARAISO Miami Swim Week:

MINI USA and PARAISO Miami Swim Week are partnering to bring an exciting and dynamic presence to Miami Swim Week. This collaboration includes a main tent activation and the sponsorship of three talented designers: [Leslie Amon](#), [Azulu](#) and British designer [Oceanus](#), which provides a direct link to MINI's heritage.

These designers will showcase their unique creations on wrapped MINIs, which will be prominently displayed at the runway show. Additionally, Leslie Amon, who is also a well-known influencer, will be driving around Miami Beach in a specially designed MINI Convertible, capturing exclusive content throughout Miami Swim Week.

MINI + *Sports Illustrated Swimsuit*:

MINI USA and *Sports Illustrated Swimsuit* are teaming up to make a splash at the annual *SI Swimsuit* pool party and runway event at the W South Beach. As the official vehicle of *SI Swimsuit* 2025 MINI will have its new convertibles on display and will be prominently featured as a title sponsor of the event.

As part of the partnership, MINI is featured on the back cover of the annual *Sports Illustrated Swimsuit* edition, on stands now. MINI USA developed this back cover creative with their lead creative agency, Goodby Silverstein & Partners to deliver an execution that perfectly captured the brand's signature cheeky and clever personality. The headline, "Your best chance with a British model," gives a playful wink to MINI's British heritage while nodding to the iconic models featured throughout the issue. Strengthening the partnership, MINI has also teamed up with iconic British model, Penny Lane for social content creation during the series of events tied to Miami Swim Week.

"We are excited to celebrate MINI's rebellious spirit and our new MINI Convertible at Miami Swim Week," said Kate Alini, Department Manager, Marketing, Product & Strategy, MINI USA. "MINI has always been a canvas for creative expression and our partnerships with PARASIO and *Sports Illustrated Swimsuit* allow us to engage with fashion-forward audiences and showcase the creativity and innovation that MINI stands for."

MINI's partnership with *Sports Illustrated Swimsuit* and PARASIO Miami Swim Week marks the next evolution of the brand's bold, playful approach to cultural moments. Uniting three icons that celebrate individuality and joy, these collaborations create experiential moments that invite audiences to view the brands through a fresh, vibrant lens. MINI, PARASIO and *Sports Illustrated Swimsuit* share a commitment to self-expression and cultural vibrancy, making every experience more exciting and unapologetically fun. MINI has partnered with *Sports Illustrated Swimsuit* on a broader collaboration that includes a number of activations at iconic and culturally relevant events over the course of this year, including recent engagements at golf and horse-racing events, with more programs to come.

For more information about MINI USA and its participation in Miami Swim Week, please visit www.miniusa.com or follow us @miniusa.

About MINI in the US:

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 105 MINI full passenger car sales and service dealers located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a

model range of five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

About PARAISO Miami Swim Week:

PARAISO Miami Swim Week, widely known as Miami Swim Week, has been the epicenter of swim and resort wear for over 20 years. PARAISO has established itself as the unrivaled pinnacle of the swim and resort wear industry worldwide. In July 2018, PARAISO unveiled a brand-new experiential festival that creatively united the world's favorite fashion, wellness, beauty, and lifestyle brands through a roster of experiential events. The multi-day fashion fair is centralized in Collins Park and stretches across all Miami Beach. PARAISO champions the core values of innovation, originality, and discovery through must-see events, imaginative activations, exclusive launches, runway presentations, and collaborations in design, music, wellness, art, and social media. In 2025, PARAISO Miami Swim Week is celebrating the launch of SIHOF: Swimwear Icons Hall of Fame, a dedication and celebration of the swimwear industry, its tastemakers, and trailblazers. The week's lineup of special events kicks off on Wednesday, May 28, and runs through Sunday, June 1, with a star-studded roster of top-tier talent, designers, and industry creators.

ABOUT THE SPORTS ILLUSTRATED SWIMSUIT ISSUE

The *Sports Illustrated Swimsuit* issue is one of the most recognizable and influential symbols of pop culture. Featuring talent from around the world, the issue has become a revered launching pad for successful careers in media, fashion, business, TV and film. The iconic and innovative institution continues to set the cultural tone and evoke discussion about what defines beauty on a global scale. *Sports Illustrated Swimsuit* has become a lifestyle platform that champions body confidence and self-expression, and connects with diverse audiences through digital content and signature experiences that nurture the body, soul and spirit. *Sports Illustrated Swimsuit* remains steadfast in its goal of providing an inspirational media platform for individuals where they can connect, explore and engage with 24/7 content that speaks to wellness, travel, style and beauty.

For more information, visit swimsuit.si.com.

Follow Sports Illustrated Swimsuit on [Instagram](#), [TikTok](#) and [Facebook](#)

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