



BMW M PRODUCTS.

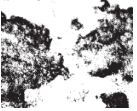
BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

PRODUCT INTRODUCTION AND PHILOSOPHY OF BMW M PRODUCTS.



SUSTAINABILITY

The M products equally deliver on sustainability. Premium, high-quality materials with premium hand feel in timeless colors ensure consumers get to enjoy products for a long time. Tested for durability and wearing comfort whilst driving the powerful BMW M cars. For fans, owners and performance enthusiasts alike.



MIX & MATCH COLOUR SCHEMES

Referencing premium materials used in the interior of BMW M cars, the M range seamlessly fits into consumers' wardrobes. The products allow you to hit the streets not only at speed but also in style.



FINISHING & DETAILING FEATURES

The beauty of the M products is expressed in particular through the details and product finishing. Hard-wearing PIMA cotton is used in apparel for a pleasant feeling on the skin.

Cordura material is used in bags to improve tensile strength and durability over years.

Last, but not least, the embossed branding execution references the precise engineering of BMW M cars in the making.



ENGINEERED FOR DRIVING

The M products are engineered for driving. The raglan construction of the garments improves the comfort whilst driving. Pockets are carefully placed ensuring accessibility whilst wearing a seatbelt. Drive safely and enjoy the ride.





PRODUCT DETAILS.



BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

APPAREL UNISEX – OVERSIZED.

BMW M T-SHIRT REFLECTIVE UNISEX

- Back macro reflective M logo branding application
- Chest micro embossed M logo branding application
- Fabric type | Single jersey
- 270 gsm heavy weight organic cotton
- Oversized fit



Material: 100% Organic Cotton
Colour: Yellow
Made in: Turkey

Article no.:	XS	80 14 5B4C806
	S	80 14 5B4C807
	M	80 14 5B4C808
	L	80 14 5B4C809
	XL	80 14 5B4C810
	XXL	80 14 5B4C811

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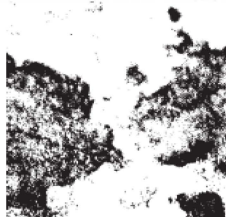
INTRODUCTION – TEXTURE COLLECTION.



TEXTURES ARE SUPER
IMPORTANT CREATIVE
DEVICE THAT HELP US NAVIGATE AND EXPLORE CONCEPTS.
FOR M STREET WE VISUALLY TAKE AN ORGANIC SURFACE AND MAP
THAT ONTO THE PRODUCT TO CREATE AN OVERLAP BETWEEN
REALITIES



ULTIMATE FREUDE



BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

APPAREL UNISEX – OVERSIZED.

BMW M LONGSLEEVE LOGO UNISEX

- Back macro black textured M logo branding application
- Sleeve micro embossed M logo branding application
- Fabric type | Single jersey
- 270 gsm heavy weight organic cotton
- Oversized fit



Material:	100% Organic Cotton	Article no.:	XS	80 14 5B4C800
Colour:	White		S	80 14 5B4C801
Made in:	Turkey		M	80 14 5B4C802
			L	80 14 5B4C803
			XL	80 14 5B4C804
			XXL	80 14 5B4C805

BMW M SWEATHOODIE LOGO UNISEX

- Back macro white M logo branding application
- Chest micro embossed M logo branding application
- 4cm extra thick rib
- Fabric type | Single jersey
- 340 gsm medium weight organic cotton
- Oversized fit



Material:	100% Organic Cotton	Article no.:	XS	80 14 5B4C812
Colour:	Black		S	80 14 5B4C813
Made in:	Turkey		M	80 14 5B4C814
			L	80 14 5B4C815
			XL	80 14 5B4C816
			XXL	80 14 5B4C817

BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024. INTRODUCTION – PACKABLE ERLKÖNIGE COLLECTION.



WHY DO GERMANS CALL A PROTOTYPE CAR AN "ERLKÖNIGE"?

In the 1950s, German automotive journalists Heinz-Ulrich Wieselmann and Werner Oswald published – without permission – snapshots of prototype cars in a major automotive magazine: "auto, motor und sport". It created a small sensation, and was considered something of an insult to the manufacturers. It was the first time that a large audience, including competitors, was able to see pictures of unannounced vehicles. They published these pictures in a special column, which they named "Erlkönige".

The name "Erlkönige" stuck, and it became synonymous with prototype cars or so-called development mules. The term was taken from a poem of the same name by Johann Wolfgang von Goethe. The title of the poem, "Der Erlkönig", is sometimes translated as "The Erlking". The journalists changed the first line of the poem from "Who rides there so late through the night dark and drear?" (Edgar Alfred Bowring's translation) to "Who drives there so fast through rain and wind?" Ever since, manufacturers have worked hard to camouflage their "Erlkings" to confuse both journalists and competitors, making it hard for them to gain early information about the design and technology when undesired pictures are taken. In order to hide the external form of their vehicles, the automotive industry adopted camouflage that was similar to the WWI dazzle ships.



"Erlkönig" prototype cars and the art of deception (bmw.com)

BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

INTRODUCTION – PACKABLE ERLKÖNIG COLLECTION.



Erlkönig Statement – Graphic Pack

The products of this collection are part of 'prototype' development. Into gear that promotes efficient movement.

The iconic BMW Erlkönig camouflage pattern intentionally conceals detailing and function when on the move.

All items are flexible, lightweight, packable and come with their own bag.



BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

APPAREL UNISEX – REGULAR FIT.

BMW M GILET ERLKÖNIG

- This innovative product uses recycled materials that would otherwise be thrown away as waste. As a result, no new raw materials are needed and natural resources are protected.
- A revolutionary approach to insulation in apparel by using recycled down feathers from post-consumer and post-industrial sources.
- RE:DOWN reduces the need for new feather production, minimizes waste and supports animal welfare
- Official BMW Erbkönig all over print, statement label on back side
- Packable gilet incl. cover
- YKK zipper
- 2x side pockets
- 1x internal drop pocket, 1x internal zip pocket



Material: 100% Recycled lightweight crinkle nylon
100% RE:DOWN fill
Colour: Black
Made in: China

Article no.:	XS	80 14 5B4C818
	S	80 14 5B4C819
	M	80 14 5B4C820
	L	80 14 5B4C821
	XL	80 14 5B4C822
	XXL	80 14 5B4C823

BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

TEXTILE ACCESSORIES – HEADWEAR.

BMW M CAP ERLKÖNIG

- Official BMW Erbkönig all over print
- Tonal white M logo tag application
- Embossed injected adjuster
- Packable cap incl. cover
- One size
- Flexible body
- 5-panel fit with cord strap adjuster



Material: 100% Recycled Nylon
Colour: Black
Made in: Philippines

Article no.: 80 16 5B4C824

BMW LIFESTYLE M COLLECTION AUTUMN/WINTER 2024.

ACCESSORIES – BAGS.

BMW M BAG ERLKÖNIG

- Official BMW Erbkönig all over print, statement label on front side
- High-quality recycled nylon material (Cordura)
- Adjustable asymmetric open-loop shoulder strap system
- Fast release shoulder strap with FIDLOCK part
- High-quality finish with YKK VISLON zippers
- Internal slip pocket organizer with 3 compartments and zip



Material: 100% Recycled Nylon (Cordura)
Colour: Black
Volume: 12 L
Dimensions: W 480 x H 360
Made in: China

Article no.: 80 22 5B4C825

**BMW
GROUP**



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