

BMW
GROUP



BMW SUNGLASSES COLLECTION 2023.

PRODUCT INFORMATION AND ARTWORK OVERVIEW. 01 MAR 2023. VERSION 1.

BMW

BMW SUNGLASSES COLLECTION 2023. PRODUCT INTRODUCTION.

The BMW sunglasses collection is inspired by the overall brand approach to bring together the best materials with the highest design standards.

Licensee Marcolin is a global player with distribution in over 150 countries. All BMW sunglasses are made to fit the needs of all fans of the BMW brand. Every pair of sunglasses is made to look good, but also to improve visual comfort whilst enjoying sheer driving pleasure.

MARCOLIN
EYEWEAR

THE PARTNER.

As a forward-thinking, open-minded company with progressive ideas, Marcolin stands for luxury licensing and supreme product quality in more than 150 countries all over the world.



THE INSPIRATION.

The design is inspired by the emblematic features of BMW vehicles and creates an eyewear collection that reflects BMW values. These can be found in the details of the styles and through the high quality of all materials used.



THE FIT.

Marcolin designers have worked on the pantoscopic tilt, the setup and the nose pads to achieve a perfect fit for customers all over the world. One single style for the worldwide market.





BMW SUNGLASSES COLLECTION 2023. PRODUCT OVERVIEW.

BMW SUNGLASSES COLLECTION 2023.

OVERVIEW OF PRODUCTS.

FOR FANS OF MODERN PREMIUM DESIGN.

The use of high-class materials and a premium design approach – that is what makes BMW sunglasses the perfect choice for fans of the brand who want to make a statement. Market research and feedback from countries are the basis on which these sunglasses have been designed and manufactured. All BMW sunglasses are made to increase driving comfort and allow the driver to see LCD screens clearly thanks to optimised filter technology and reduced polarisation.



 **BMW Motorsport**





BMW SUNGLASSES COLLECTION 2023. PRODUCT DETAILS.

BMW SUNGLASSES.

BMW SUNGLASSES PILOT

Elegant pilot sunglasses characterised by an ultraslim and lightweight frame, enriched by a classy hinge.

- BMW wordmark lasered onto the temples and lens
- BMW logo inside the right temple
- Metal temples
- Acetate temple tips



Material:	Front: Metal Temple: Metal, Acetate Lenses: Polycarbonate	Article no.:	80 25 2864410
Dimensions:	62 x 12 x 140 mm		
Colour:	Gold/Green		
Made in:	China		

BMW SUNGLASSES.

BMW SUNGLASSES

Impactful style with stylish side spoilers and cool positioning of the BMW logo.

- BMW wordmark lasered onto the temples and lens
- BMW logo inside the right temple
- Superfine metal details
- Acetate details



Material:	Front: Acetate Temple: Acetate Lenses: CR39	Article no.:	80 25 2864411
Dimensions:	58 x 16 x 140 mm		
Colour:	Dark grey		
Made in:	China		

BMW SUNGLASSES.

BMW SUNGLASSES HAVANA

Sophisticated style mix with an aluminium front and acetate temples.

- Metal BMW wordmark on the temples
- BMW wordmark lasered onto the lens
- BMW logo inside the right temple
- Metal details
- Acetate temples
- Milled aluminium front part



Material:	Front: Aluminium Temple: Acetate Lenses: Polycarbonate	Article no.:	80 25 2864412
Dimensions:	56 x 8 x 145 mm		
Colour:	Havana/Blue		
Made in:	China		

BMW M MOTORSPORT SUNGLASSES.

BMW M MOTORSPORT SUNGLASSES METAL

- Coloured BMW M Motorsport logo on the temples
- '90s inspired metal shape with plastic temples
- Characterised style through rubber detail
- Mirrored lenses



Material:	Front: Metal Temple: Metal Lenses: Polycarbonate	Article no.:	80 25 2864414
Dimensions:	60 x 13 x 145 mm		
Colour:	Palladium/Red		
Made in:	China		

BMW M MOTORSPORT SUNGLASSES.

BMW M MOTORSPORT SUNGLASSES

- Tonal white BMW M Motorsport logo on the temples
- Easy-to-wear style with rubber detail on the temple tips
- Polarised lenses



Material:	Front: Injected Temple: Injected Lenses: Polycarbonate	Article no.:	80 25 2864415
Dimensions:	60 x 16 x 138 mm		
Colour:	Black		
Made in:	China		

BMW M SUNGLASSES.

BMW M SUNGLASSES

Futuristic styles made totally in aluminium with a stylish detail on the temples inspired from the air flow vent of BMW M cars.

- Coloured M logo on the temples
- BMW M wordmark lasered onto the lens
- BMW logo inside the right temple
- Rubber nose pads for the best fit
- BIO high-definition contrast lenses
- Air intake holes on the temples
- Flex hinge
- Milled aluminium front part



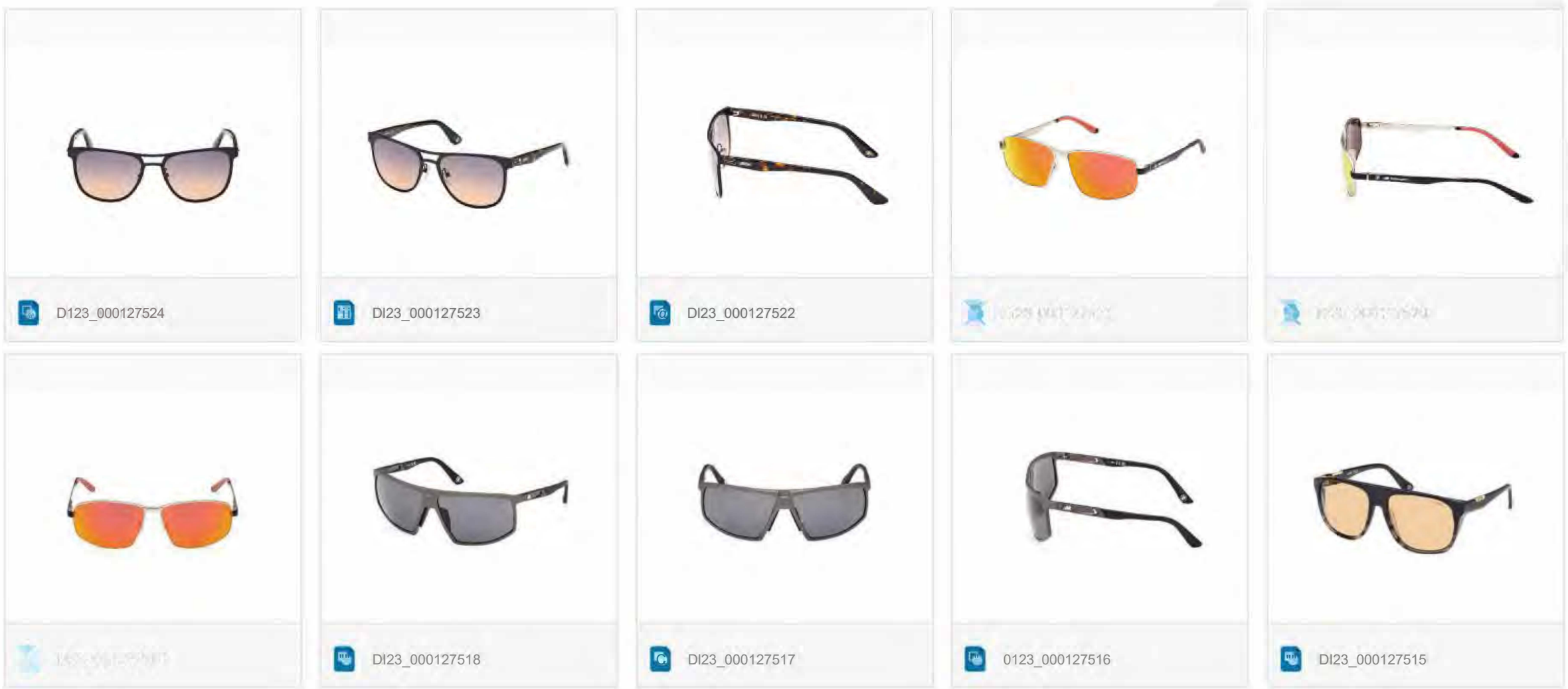
Material:	Front: Aluminium Temple: Aluminium Lenses: BIO PC, 60% Renewable Biomass
Dimensions:	64 x 13 x 135 mm
Colour:	Gunmetal/Black
Made in:	China

Article no.: 80 25 2864413



ARTWORK. STANDALONE PRODUCT ASSETS.

ARTWORK.
STANDALONE PRODUCT ASSETS - BMW.



ARTWORK.

STANDALONE PRODUCT ASSETS - BMW.



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