

BMW
GROUP



BMW LIFESTYLE COLLECTION. LAUNCH AUTUMN/WINTER 2024.

AUGUST 2024. VERSION 1.

BMW Lifestyle

BMW LIFESTYLE COLLECTION AUTUMN/WINTER 2024. PRODUCT INTRODUCTION AND PHILOSOPHY.

SUSTAINABILITY.

Sustainability is the red thread running through the entire BMW Lifestyle Collection.

All products are composed of high-quality sustainable materials, offered in timeless colors for long-term use. The cotton used in the collection is 100% organic and the insulation pieces are filled with certified RE:DOWN, a filling made from recycled down feathers. Whilst being sustainable, all materials do have a premium hand feel and are extremely comfortable to wear. It has never felt better to consume responsibly.

VERSATILITY

By offering a broad range of branding options and color executions, the collection appeals to a variety of consumers. All products are easy to match with consumers' wardrobes, whilst always staying close to the heart of the brand.

SOPHISTICATED DESIGN FEATURES

Logo executions, labels, printing techniques and finishing touches always pay tribute to the engineering excellence of BMW. The term 'FREUDE' has been incorporated into selected products to underline the ultimate goal of the collection.

PRODUCT CATEGORIES

The new design aesthetic is introduced across multiple product categories from Apparel, Headwear, Bags and Umbrellas to Mugs and Socks. All easy to mix and match, complementing one another and resulting in the new overall BMW look.





PRODUCT DETAILS.



BMW LIFESTYLE COLLECTION AUTUMN/WINTER 2024. APPAREL UNISEX – OVERSIZED.

BMW T-SHIRT ARC UNISEX

- Chest beige 'Baby puff' BMW wordmark print
- Fabric type | Single jersey
- 220 gsm medium weight organic cotton
- Oversized fit



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

Article no.:	XS	80 14 5B4C7F4
	S	80 14 5B4C7F5
	M	80 14 5B4C7F6
	L	80 14 5B4C7F7
	XL	80 14 5B4C7F8
	XXL	80 14 5B4C7F9

BMW LIFESTYLE COLLECTION AUTUMN/WINTER 2024. APPAREL UNISEX – REGULAR FIT.

BMW SWEATHOODIE VERLAESSIG UNISEX

- Back large white BMW logo VERLAESSIG print
- Chest small white VERLAESSIG print
- 340 gsm medium weight organic cotton
- Unisex regular fit



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

Article no.:	XS	80 14 5B4C7E8
	S	80 14 5B4C7E9
	M	80 14 5B4C7F0
	L	80 14 5B4C7F1
	XL	80 14 5B4C7F2
	XXL	80 14 5B4C7F3

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