

MINI LIFESTYLE COLLECTION 2026.

PRODUCT INFORMATION.

SOC: 29 SEPTEMBER 2026

PART NUMBER OPENING: 1 OCTOBER 2026

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01.

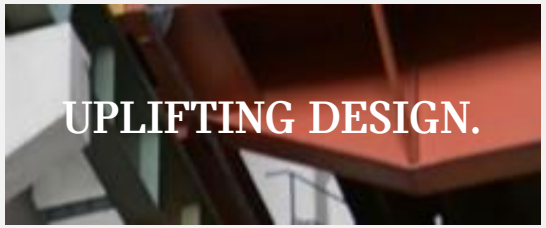
INTRODUCTION.

MINI LIFESTYLE COLLECTION.
BACKGROUND.



MINI is more than just a car – it is a passion that transcends into a lifestyle.

MINI Lifestyle products are “Urban Essentials with a Personality”. They allow MINI owners and MINI enthusiasts alike to truly embrace the MINI world, both in- and outside the car.



MINI Lifestyle products underline the design competence and premium positioning of the MINI brand.

With the New MINI Family, we are also introducing the next generation of MINI Lifestyle Collections, focusing on the boldness of the iconic MINI Design.



A feeling that connects. Open, warm and always a little unexpected, MINI brings people together.

The Lifestyle Collection makes that spirit wearable – approachable, relevant, unmistakably MINI. Creating bonds that last and a shared spirit that lives on every day.

CONFIDENTIAL

02.

COLLECTION CONCEPT.

COLLECTION CONCEPT.
TRIBUTE TO THE MINI BRAND.

More than just a car.
Unique. Recognisable.

With the new MINI Lifestyle Collection 2026 we are celebrating the brand and our iconic design:

Contemporary Zeitgeist.

Every piece reflects the contemporary Zeitgeist – always unique and recognisable.

Colour palette.

The colour palette of the 2026 collection captures lifestyle trends, inspired by our MINI family.

Effortless mix.

Essentials and seasonal products of 2026 mix effortlessly with our ongoing Lifestyle Collections.



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COLOUR CONCEPT.

Smokey Green



Ocean Wave Green



Carry over colour from 2024:

Rebel Red



Essential colours:

Black



White









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PRODUCT QUALITY IN DETAIL.



Bags & Luggage:

Use of recycled materials (PET, nylon, cotton).

Suitcase shells made of 30% pre-consumer recycled polycarbonate (scraps from production).



Umbrellas:

Canopy made from 100% recycled PET.

Wind resistance guaranteed thanks to wind tunnel testing.



Packaging:

All boxes are made of FSC-certified paper.

All poly bags are made of recycled LDPE.

CONFIDENTIAL

03.

PRODUCT OVERVIEW.

PRODUCT OVERVIEW.

APPAREL.

Essentials

Seasonals

WOMEN'S





MEN'S





KIDS



CAPS





PRODUCT OVERVIEW.
BAGS & LUGGAGE.

Essentials

Seasonals

COLOUR BLOCK SERIES



URBAN SERIES



HARD LUGGAGE

Carry over



Carry over



PRODUCT OVERVIEW.
ACCESSORIES.

Essentials **Seasonals**

KEYRINGS, STATIONERY, LANYARDS, SUNGLASSES

Carry over



Carry over





FOOD CONTACT PRODUCTS

Carry over



Carry over



UMBRELLAS

Carry over





PRODUCT OVERVIEW.
MINIATURES & KID’S MOBILITY.

MINIATURE 1:18

Available Q4/2026








PULLBACK 1:43 Carry over






KID’S MOBILITY





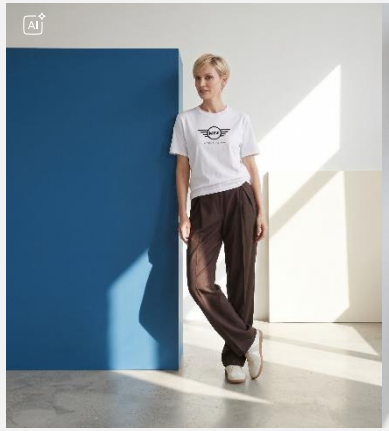
04.

PRODUCT DETAILS.

APPAREL – WOMEN.

MINI EMBOSSED WING LOGO T-SHIRT WOMEN'S.





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Colour:	White	
Article no.:	XXS	5B8E9F2
	XS	5B8E9F3
	S	5B8E9F4
	M	5B8E9F5
	L	5B8E9F6
	XL	5B8E9F7

Colour:	Black	
Article no.:	XXS	5B8E9F8
	XS	5B8E9F9
	S	5B8EA00
	M	5B8EA01
	L	5B8EA02
	XL	5B8EA03

DETAILS:

- Regular fit T-shirt with raised rubber Wing Logo and "Iconic since 1959" print
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

APPAREL – WOMEN.

MINI WORDMARK T-SHIRT WOMEN'S.





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Colour:	Rebel Red	
Article no.:	XXS	5B8EA04
	XS	5B8EA05
	S	5B8EA06
	M	5B8EA07
	L	5B8EA08
	XL	5B8EA09

DETAILS:

- Regular fit T-shirt with small car graphic and 1959 print on the front
- MINI Wordmark print on the back
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

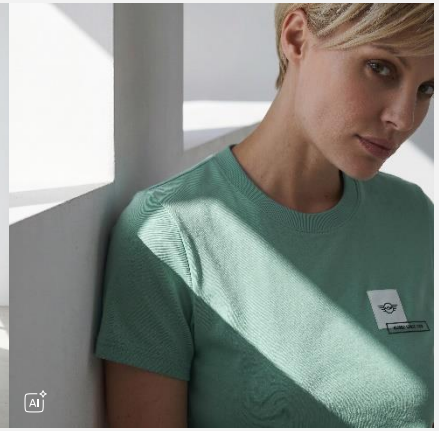
APPAREL – WOMEN.

MINI BADGE T-SHIRT WOMEN'S.





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Colour:	Ocean Wave Green	
Article no.:	XXS	5B8EA10
	XS	5B8EA11
	S	5B8EA12
	M	5B8EA13
	L	5B8EA14
	XL	5B8EA15

DETAILS:

- Regular fit T-shirt
- Woven Wing Logo badge and raised rubber print on left chest
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Single Jersey

APPAREL – WOMEN.

MINI GRAPHIC T-SHIRT WOMEN'S.





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Colour:	White	
Article no.:	XXS	5B8EA16
	XS	5B8EA17
	S	5B8EA18
	M	5B8EA19
	L	5B8EA20
	XL	5B8EA21

- Regular fit T-shirt
- Photoprint with small MINI Wordmark on front chest
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

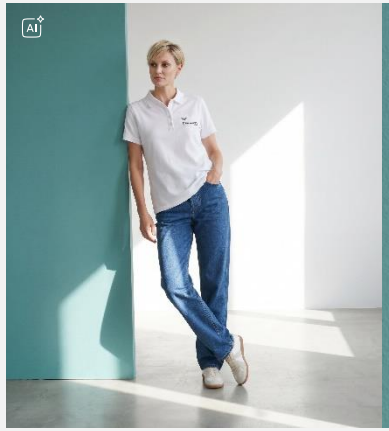
- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

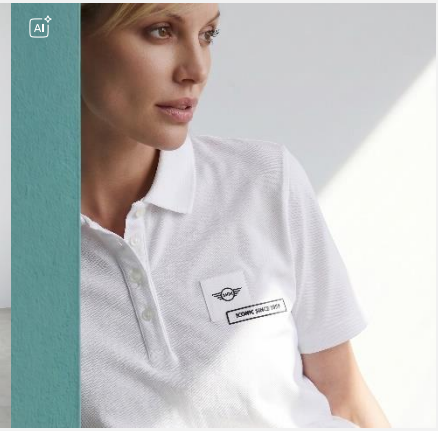
APPAREL – WOMEN.

MINI BADGE POLO WOMEN'S.



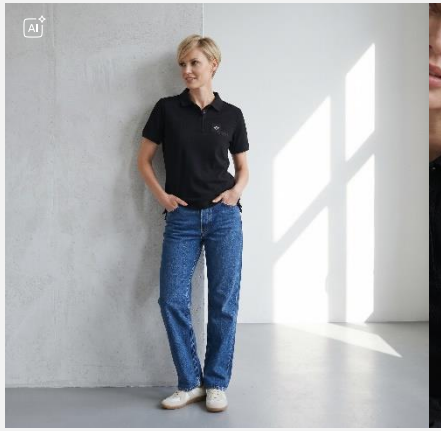


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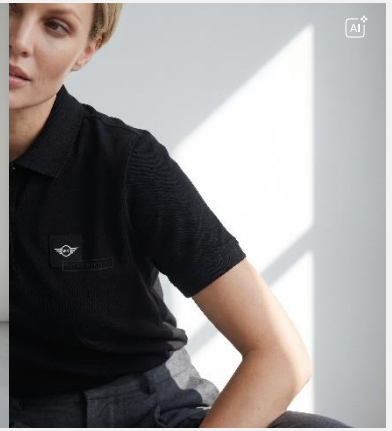


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Colour:	White	
Article no.:	XXS	5B8EA22
	XS	5B8EA23
	S	5B8EA24
	M	5B8EA25
	L	5B8EA26
	XL	5B8EA27

Colour:	Black	
Article no.:	XXS	5B8EA28
	XS	5B8EA29
	S	5B8EA30
	M	5B8EA31
	L	5B8EA32
	XL	5B8EA33

DETAILS:

- Regular fit Polo shirt
- Woven Wing Logo badge and raised rubber print on left chest
- Four-button placket
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

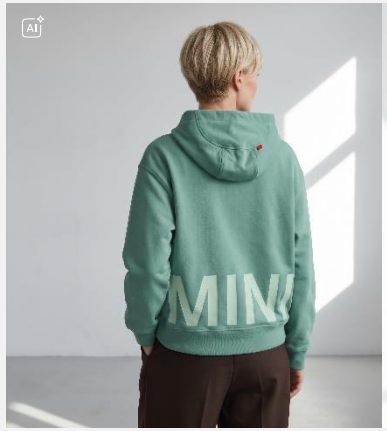
- 60% Organic Cotton, 40% recycled Polyester

CONFIDENTIAL

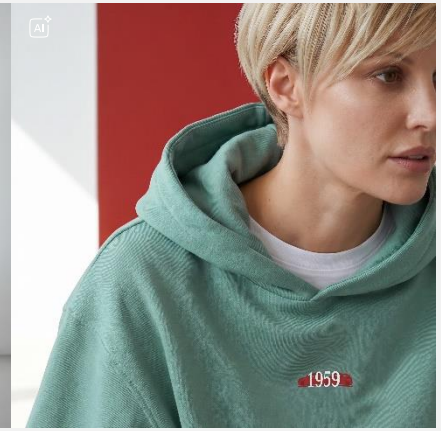
APPAREL – WOMEN.

MINI WORDMARK HOODIE WOMEN'S.





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Colour:	Ocean Wave Green	
Article no.:	XXS	5B8EA40
	XS	5B8EA41
	S	5B8EA42
	M	5B8EA43
	L	5B8EA44
	XL	5B8EA45





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Colour:	Rebel Red	
Article no.:	XXS	5B8EA46
	XS	5B8EA47
	S	5B8EA48
	M	5B8EA49
	L	5B8EA50
	XL	5B8EA51

DETAILS:

- Relaxed fit Hoodie with dropped shoulders
- Small car graphic and 1959 print on the front
- MINI Wordmark print on the back
- Two-piece hood without drawcords
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Diagonal fleece unbrushed

CONFIDENTIAL

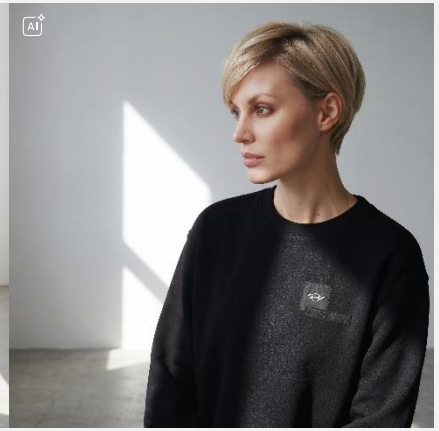
APPAREL – WOMEN.

MINI BADGE SWEATSHIRT WOMEN'S.





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Colour:	Black	
Article no.:	XXS	5B8EA34
	XS	5B8EA35
	S	5B8EA36
	M	5B8EA37
	L	5B8EA38
	XL	5B8EA39

DETAILS:

- Regular fit Sweatshirt with dropped shoulders
- Woven Wing Logo badge and branded tape detail on left chest
- Ribbed neckline, cuffs and hem
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Diagonal fleece unbrushed

CONFIDENTIAL

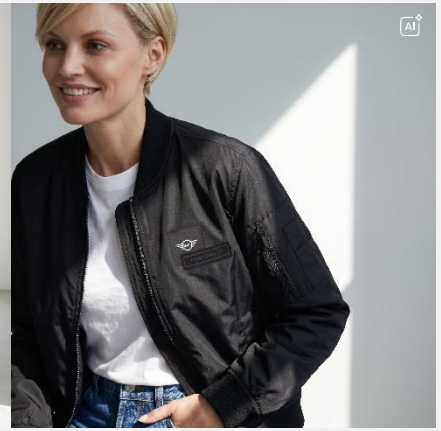
APPAREL – WOMEN.

MINI BADGE JACKET WOMEN'S.





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Colour:	Black	
Article no.:	XXS	5B8EA52
	XS	5B8EA53
	S	5B8EA54
	M	5B8EA55
	L	5B8EA56
	XL	5B8EA57

DETAILS:

- Relaxed fit Bomber Jacket with woven Wing Logo badge & branded tape application on left chest
- Houndstooth-pattern lining
- Functional multi-pocket design
- Ribbed collar, cuffs and hem
- Made in China

MATERIAL:

- 100% Polyester
- Wind- and water repellent
- Lining: 100% Polyester

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APPAREL – MEN.

MINI EMBOSSED WING LOGO T-SHIRT MEN'S.



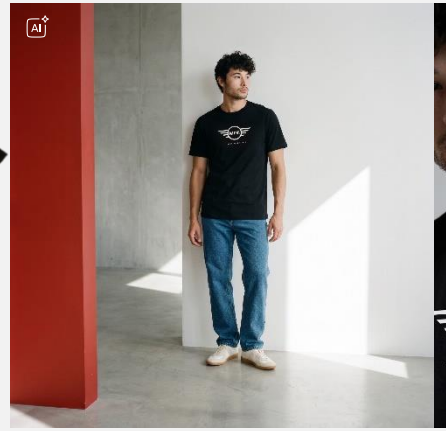


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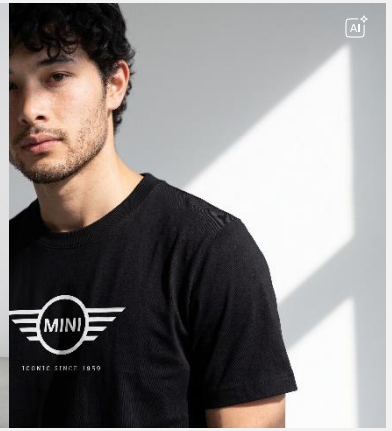


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Colour:	White	
Article no.:	S	5B8EA58
	M	5B8EA59
	L	5B8EA60
	XL	5B8EA61
	XXL	5B8EA62
	XXXL	5B8EA63

Colour:	Black	
Article no.:	S	5B8EA64
	M	5B8EA65
	L	5B8EA66
	XL	5B8EA67
	XXL	5B8EA68
	XXXL	5B8EA69

DETAILS:

- Regular fit T-shirt with raised rubber Wing Logo and "Iconic since 1959" print
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

APPAREL – MEN.

MINI WORDMARK T-SHIRT MEN'S.





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Colour:	Rebel Red	
Article no.:	S	5B8EA70
	M	5B8EA71
	L	5B8EA72
	XL	5B8EA73
	XXL	5B8EA74
	XXXL	5B8EA75

DETAILS:

- Regular fit T-shirt with small car graphic and 1959 print on the front
- MINI Wordmark print on the back
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

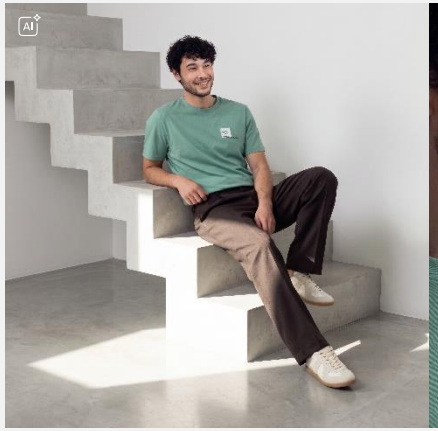
- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

APPAREL – MEN.

MINI BADGE T-SHIRT MEN'S.





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Colour:	Ocean Wave Green	
Article no.:	S	5BA44A0
	M	5BA44A1
	L	5BA44A2
	XL	5BA44A3
	XXL	5B8EA80
	XXXL	5B8EA81

DETAILS:

- Regular fit T-shirt
- Woven Wing Logo badge and raised rubber print on left chest
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

APPAREL – MEN.

MINI GRAPHIC T-SHIRT MEN'S.





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Colour:	Smokey Green	
Article no.:	S	5BA4482
	M	5BA4483
	L	5BA4484
	XL	5BA4485
	XXL	5B8EA86
	XXXL	5B8EA87

DETAILS:

- Regular fit T-shirt
- Photoprint with small MINI Wordmark on front chest
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Single Jersey

CONFIDENTIAL

APPAREL – MEN.

MINI BADGE POLO MEN'S.





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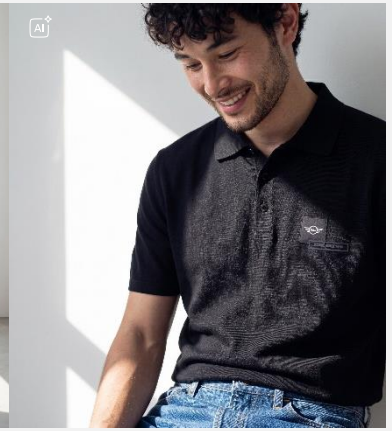


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This image was created using AI.



This image was created using AI.

Colour:	White	
Article no.:	S	5B8EA88
	M	5B8EA89
	L	5B8EA90
	XL	5B8EA91
	XXL	5B8EA92
	XXXL	5B8EA93

Colour:	Black	
Article no.:	S	5B8EA94
	M	5B8EA95
	L	5B8EA96
	XL	5B8EA97
	XXL	5B8EA98
	XXXL	5B8EA99

DETAILS:

- Regular fit Polo shirt
- Woven Wing Logo badge and raised rubber print on left chest
- Three-button placket
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 60% Organic Cotton, 40% recycled Polyester

CONFIDENTIAL

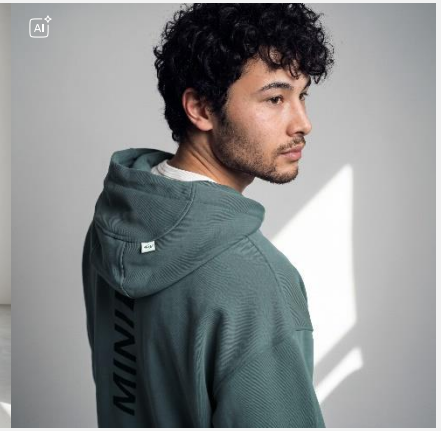
APPAREL – MEN.

MINI WORDMARK HOODIE MEN'S.





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This image was created using AI.





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Colour:	Smokey Green	
Article no.:	S	5B8EAA6
	M	5B8EAA7
	L	5B8EAA8
	XL	5B8EAA9
	XXL	5B8EAB0
	XXXL	5B8EAB1

Colour:	Rebel Red	
Article no.:	S	5B8EAB2
	M	5B8EAB3
	L	5B8EAB4
	XL	5B8EAB5
	XXL	5B8EAB6
	XXXL	5B8EAB7

DETAILS:

- Relaxed fit Hoodie with dropped shoulders and kangaroo pocket
- Small MINI Wordmark print on the front
- Vertical MINI Wordmark print on the back
- Two-piece hood without drawcords
- Made in Turkey

MATERIAL:

- 100 % Organic Cotton

CONFIDENTIAL

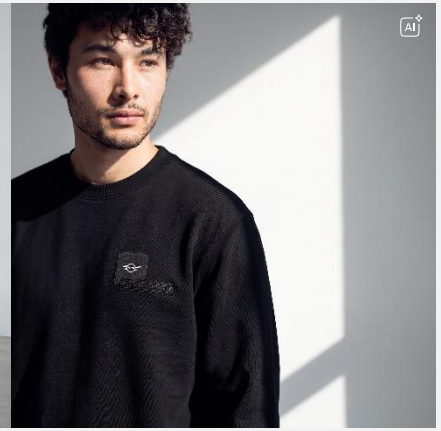
APPAREL – MEN.

MINI BADGE SWEATSHIRT MEN'S.





This image was created using AI.



This image was created using AI.

Colour:	Black	
Article no.:	S	5B8EAA0
	M	5B8EAA1
	L	5B8EAA2
	XL	5B8EAA3
	XXL	5B8EAA4
	XXXL	5B8EAA5

DETAILS:

- Regular fit Sweatshirt with dropped shoulders
- Woven Wing Logo badge and branded tape detail on left chest
- Ribbed neckline, cuffs and hem
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Diagonal fleece unbrushed

CONFIDENTIAL

APPAREL – MEN.

MINI BADGE JACKET MEN'S.





This image was created using AI.



This image was created using AI.

Colour:	Black	
Article no.:	S	5B8EAB8
	M	5B8EAB9
	L	5B8EAC0
	XL	5B8EAC1
	XXL	5B8EAC2
	XXXL	5B8EAE0

DETAILS:

- Relaxed fit bomber jacket with woven Wing Logo badge and branded tape detail on left chest
- Houndstooth-pattern lining
- Functional multi-pocket design
- Ribbed collar, cuffs and hem
- Made in China

MATERIAL:

- 100% Polyester
- Wind- and water repellent
- Lining: 100% Polyester

CONFIDENTIAL

APPAREL – KIDS.

MINI CAR GRAPHIC T-SHIRT KIDS.





Colour:	Ocean Wave Green			
Article no.:	2-3 J. / 98	5B97BE1	6-7 J. / 122	5B97BE5
	3-4 J. / 104	5B97BE2	7-8 J. / 128	5B97BE6
	4-5 J. / 110	5B97BE3	8-9 J. / 134	5B97BE7
	5-6 J. / 116	5B97BE4	9-10 J./ 140	5B97BE8

Colour:	Rebel Red			
Article no.:	2-3 J. / 98	5B97BE9	6-7 J. / 122	5B97BF3
	3-4 J. / 104	5B97BF0	7-8 J. / 128	5B97BF4
	4-5 J. / 110	5B97BF1	8-9 J. / 134	5BA4498
	5-6 J. / 116	5B97BF2	9-10 J. / 140	5B97BF6

DETAILS:

- Kids' T-shirt with MINI Wordmark and photo print
- Ribbed neckline
- Twin-needle hem detailing
- Made in Turkey

MATERIAL:

- 100% Organic Cotton

CONFIDENTIAL

APPAREL – KIDS.

MINI CAR GRAPHIC SWEATSHIRT KIDS.





Colour:	Ocean Wave Green			
Article no.:	2-3 J. / 98	5B97BF7	6-7 J. / 122	5B97C01
	3-4 J. / 104	5B97BF8	7-8 J. / 128	5B97C02
	4-5 J. / 110	5B97BF9	8-9 J. / 134	5B97C03
	5-6 J. / 116	5B97C00	9-10 J./ 140	5B97C04

Colour:	Rebel Red			
Article no.:	2-3 J. / 98	5B97C05	6-7 J. / 122	5B97C09
	3-4 J. / 104	5B97C06	7-8 J. / 128	5B97C10
	4-5 J. / 110	5B97C07	8-9 J. / 134	5B97C11
	5-6 J. / 116	5B97C08	9-10 J. / 140	5B97C12

DETAILS:

- Kids' sweater with MINI Wordmark and photo print
- Ribbed neckline, cuffs and hem
- Made in Turkey

MATERIAL:

- 100% Organic Cotton
- Diagonal fleece unbrushed

CONFIDENTIAL

APPAREL – CAPS.

MINI SMALL WORDMARK CAP.





This image was created using AI.

Colour: Ocean Wave Green
Article no.: 5B96A42

DETAILS:

- Six-panel dad cap
- Unisex
- Tone-on-tone embroidered MINI Wordmark on front
- Slightly curved visor
- Adjustable self-fabric strap with matte silver buckle
- Made in Philippines

MATERIAL:

- 100% Cotton Canvas

DIMENSIONS:

- 57 cm circumference

CONFIDENTIAL

APPAREL – CAPS.

MINI GRAPHIC CAP.





This image was created using AI.

Colour: Black
Article no.: 5B96A44

DETAILS:

- Six-panel baseball cap
- Unisex
- Black-and-white photoprint badge on front panel
- Slightly curved visor
- Adjustable self-fabric strap with matte silver buckle
- Made in Philippines

MATERIAL:

- 65% Polyester
- 35% Cotton

DIMENSIONS:

- 57 cm circumference

CONFIDENTIAL

APPAREL – CAPS.
MINI WORDMARK CAP.





This image was created using AI.

Colour: Smokey Green
Article no.: 5B96A43

DETAILS:

- Five-panel trucker cap
- Front panel and visor: soft sponge material in Smokey Green
- Side and back panels: soft mesh in Black
- MINI Wordmark printed on front
- Unisex
- Elastic cord detail across the visor
- Slightly curved visor
- Adjustable snapback closure
- Made in Philippines

MATERIAL:

- 100% Recycled Polyester Jersey
- Mesh: 100% Recycled Polyester

DIMENSIONS:

- 57 cm circumference

CONFIDENTIAL

APPAREL – CAPS.

MINI WING LOGO CAP.





This image was created using AI.

Colour: Black
Article no.: 5B97C16

DETAILS:

- Five-panel baseball cap
- Raised rubber Wing Logo print
- Unisex
- “Iconic since 1959” label on back
- Adjustable snapback closure
- Made in Philippines

MATERIAL:

- 65% Polyester
- 35% Cotton

DIMENSIONS:

- 57 cm circumference

CONFIDENTIAL

APPAREL – CAPS.

MINI WING LOGO CAP.





This image was created using AI.

Colour: White
Article no.: 5B97C15

DETAILS:

- Five-panel baseball cap
- Raised rubber Wing Logo print
- Unisex
- “Iconic since 1959” label on back
- Adjustable snapback closure
- Made in Philippines

MATERIAL:

- 65% Polyester
- 35% Cotton

DIMENSIONS:

- 57 cm circumference

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI WORDMARK CROSS BODY BAG.





Colour: Black
Article no.: 5B8E9B6

Colour: Ocean Wave Green
Article no.: 5B8E9B7

DETAILS:

- Crossbody bag with zipper
- MINI Wordmark print on front
- Adjustable shoulder strap with side-release buckle
- MINI houndstooth-pattern lining
- Practical interior with two open compartments
- Made in China

MATERIAL:

- 100% recycled PET
- Water repellent finish
- Lining: 100% recycled PET

DIMENSIONS:

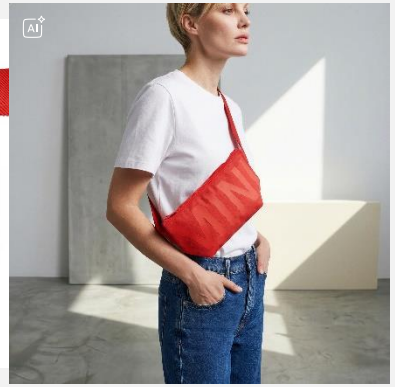
- 29 x 2 x 15,5 cm
- Weight: 150 g

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI WORDMARK CROSS BODY BAG.





This image was created using AI.

Colour: Rebel Red
Article no.: 5B8E9B8

DETAILS:

- Crossbody bag with zipper
- MINI Wordmark print on front
- Adjustable shoulder strap with side-release buckle
- MINI houndstooth-pattern lining
- Practical interior with two open compartments
- Made in China

MATERIAL:

- 100% recycled PET
- Water repellent finish
- Lining: 100% recycled PET

DIMENSIONS:

- 29 x 2 x 15,5 cm
- Weight: 150 g

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI WORDMARK BACKPACK.



Colour: Black
Article no.: 5B8E9B3



Colour: Ocean Wave Green
Article no.: 5B8E9B4

DETAILS:

- Roll-top backpack
- Metal buckle closure
- Vertical MINI Wordmark print
- Padded laptop compartment with side zip access
- Adjustable shoulder straps and top carry handle
- MINI houndstooth-pattern jacquard lining
- Functional storage with multiple interior compartments and bottle pocket
- Suitable for 13" laptops
- Made in China

MATERIAL:

- 100% recycled PET
- Water repellent finish
- Lining: 100% recycled PET

DIMENSIONS:

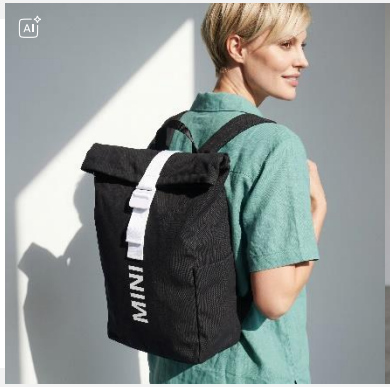
- 26 x 14 x 44 cm
- Volume:: approx. 16l
- Weight: 700 g

CONFIDENTIAL

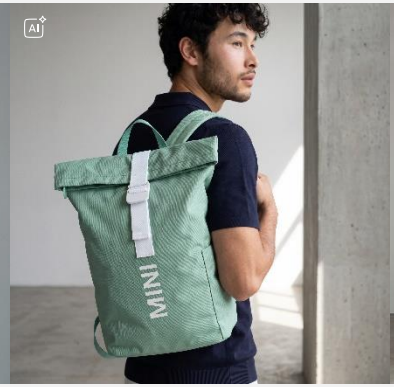
BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI WORDMARK BACKPACK.





This image was created using AI.



This image was created using AI.



This image was created using AI.

Colour: Rebel Red
Article no.: 5B8E9B5

DETAILS:

- Roll-top backpack
- Metal buckle closure
- Vertical MINI Wordmark print
- Padded laptop compartment with side zip access
- Adjustable shoulder straps and top carry handle
- MINI houndstooth-pattern jacquard lining
- Functional storage with multiple interior compartments and bottle pocket
- Suitable for 13″ laptops
- Made in China

MATERIAL:

- 100% recycled PET
- Water repellent finish
- Lining: 100% recycled PET

DIMENSIONS:

- 26 x 14 x 44 cm
- Volume: approx. 16l
- Weight: 700 g

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI WORDMARK SHOPPER.

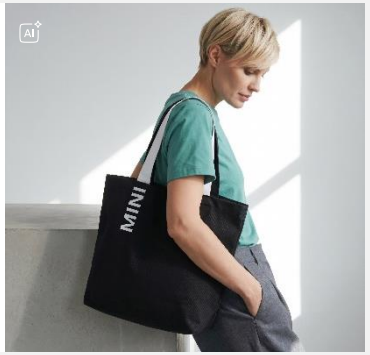




This image was created using AI.

Colour: White
Article no.: 5B8E9B9





This image was created using AI.

Colour: Black
Article no.: 5B8E9C0

DETAILS:

- Unlined shopper without closure
- Vertical MINI Wordmark print
- Contrasting black and white webbing handles
- Deep inside pocket without closure
- Made in China

MATERIAL:

- 100% recycled PET
- Water repellent finish

DIMENSIONS:

- 32 x 13 x 35 cm
- Volume: approx. 14l
- Weight: 270 g

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI **WORDMARK DUFFLE BAG.**





This image was created using AI.

Colour:	Ocean Wave Green
Article no.:	5B8E9C1

Colour:	Black
Article no.:	5B8E9C2

DETAILS:

- Duffle bag with two-way zipper opening
- Vertical MINI Wordmark print
- Contrasting webbing handles
- One zipped outside pocked
- Adjustable and detachable shoulder strap
- MINI houndstooth-pattern jacquard lining
- Inside: one zip pocket; one open pocket divided in two
- Integrated key hook carabiner
- Made in China

MATERIAL:

- 100% recycled PET
- Water repellent finish
- Lining: 100% recycled PET

DIMENSIONS:

- 45 x 24 x 25 cm
- Volume: approx. 24l
- Weight: 960 g

CONFIDENTIAL

BAGS & LUGGAGE – URBAN SERIES.

MINI SOFT WING LOGO POUCH.



Colour: Smokey Green
Article no.: 5B8E9C3

DETAILS:

- Pouch with zipper opening
- MINI Wing Logo badge on front
- Lining: MINI houndstooth-pattern jacquard in Ocean Wave Green
- Made in Vietnam

MATERIAL:

- 100% pre-consumer recycled nylon
- Water repellent finish
- Lining: 100% recycled PET
- Zipper coil recycled

DIMENSIONS:

- 18 x 13 x 2.5 cm

CONFIDENTIAL

BAGS & LUGGAGE – URBAN SERIES.

MINI SOFT WING LOGO LAPTOP BAG.



Colour: Smokey Green
Article no.: 5B8E9C4

DETAILS:

- Laptop bag with detachable shoulder strap and custom webbing details
- MINI Wing Logo badge on front left
- Customised webbing for handles and shoulder strap
- Main compartment with two-way zipper opening and open laptop compartment
- Lining: MINI houndstooth-pattern jacquard in Ocean Wave Green
- Open pocket on back with zipper on bottom to be pulled over trolley
- Trolley sleeve on back for convenient travel
- Suitable for all 13" laptops
- Made in Vietnam

MATERIAL:

- 100% pre-consumer recycled nylon
- Water repellent finish
- Lining: 100% recycled PET
- Zipper coil recycled

DIMENSIONS:

- 40 x 28 x 5.5 cm
- Weight: 380 g

CONFIDENTIAL

BAGS & LUGGAGE – URBAN SERIES.

MINI SOFT WING LOGO BACKPACK.



Colour: Smokey Green
Article no.: 5B8E9C5

DETAILS:

- Backpack with padded back panel and adjustable shoulder straps
- MINI Wing Logo badge on front left
- Customised webbing for handles and shoulder strap
- Padded laptop compartment with two-way zipper
- Functional storage with multiple compartments, pen holders and integrated key hook carabiner
- Interior bottle compartment for added convenience
- Lining: MINI houndstooth-pattern jacquard in Ocean Wave Green
- Suitable for all 13" laptops
- Made in Vietnam

MATERIAL:

- 100% pre-consumer recycled nylon
- Water repellent finish
- Lining: 100% recycled PET
- Zipper coil recycled

DIMENSIONS:

- 28 x 45 x 16 cm
- Volume: approx. 19l
- Weight 560 g

CONFIDENTIAL

BAGS & LUGGAGE – URBAN SERIES.

MINI SOFT WING LOGO TRAVELLER BAG.



Colour: Smokey Green
Article no.: 5B8E9C6

DETAILS:

- Traveller bag with detachable strap
- MINI Wing Logo badge on front left
- Customised webbing for handles and shoulder strap
- Spacious main compartment with multiple storage options, including detachable zip pouch
- Key hook carabiner in left front pocket
- Lining: MINI houndstooth-pattern jacquard in Ocean Wave Green
- Trolley sleeve on back for convenient travel
- Detachable lined bottom
- Made in Vietnam

MATERIAL:

- 100% pre-consumer recycled nylon
- Water repellent finish
- Lining: 100% recycled PET
- Zipper coil recycled

DIMENSIONS:

- 43 x j31 x 21 cm
- Volume: approx. 27 l
- Weight: 860 g

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI DEBOSSED WING LOGO CABIN TROLLEY.







Colour: Ocean Wave Green
Article no.: 5B8E9C7

Colour: Smokey Green
Article no.: 5B8E9C8

DETAILS:

- Multi-wheel cabin trolley with additional front opening and debossed MINI Wing Logo
- Main compartment with two-way zip closure and integrated TSA combination lock
- Includes additional TSA combination lock for front opening
- Front compartment with detachable padded 13" laptop sleeve and mesh pocket
- Inside bottom compartment: compression straps with magnetic Fidlock buckle
- Detachable zip pouch
- Black jacquard lining with MINI houndstooth pattern
- High-quality silent wheels and telescopic handle
- Made in China

MATERIAL:

- 70% polycarbonate, 30% pre-consumer recycled polycarbonate
- Lining: recycled PET

DIMENSIONS:

- 55 x 33,5 x 22 cm
- Volume: approx. 33 l
- Weight: 3.1 kg

CONFIDENTIAL

BAGS & LUGGAGE – COLOUR BLOCK SERIES.

MINI DEBOSSED WING LOGO TROLLEY.



Colour: Ocean Wave Green
Article no.: 5B8E9C9



Colour: Smokey Green
Article no.: 5B8E9D0

DETAILS:

- Multi-wheel trolley with debossed MINI Wing Logo
- Main compartment with two-way zip closure and integrated TSA combination lock
- High-quality silent wheels and telescopic handle system
- Inside bottom compartment: compression straps with magnetic Fidlock buckle
- Black jacquard lining with MINI houndstooth pattern
- Detachable zip pouch and additional mesh compartment
- High-quality silent wheels
- Black pull-out handle and carry handle on top and side
- Durable side bumpers for added protection
- Made in China

MATERIAL:

- 70% polycarbonate, 30% pre-consumer recycled polycarbonate
- Lining: recycled PET

DIMENSIONS:

- 71 x 48.5 x 27.5 cm
- Volume: approx. 76 l
- Weight: 4.2 kg

CONFIDENTIAL

ACCESSORIES – LANYARD.

MINI RIBBON LANYARD.



Colour: Ocean Wave Green
Article no.: 5B8E9D1



Colour: Smokey Green
Article no.: 5B8E9D2

DETAILS:

- Lanyard with customised webbing
- Debossed MINI Wordmark on carabiner
- Safety locking buckle on centre back
- Made in China

MATERIAL:

- Carabiner: powder coated zinc alloy
- Webbing: 100% recycled PET

DIMENSIONS:

- 48 x 2.2 x 0.5 cm

CONFIDENTIAL

ACCESSORIES – STATIONERY.

MINI NOTEBOOK.



Colour: Ocean Wave Green / White
Article no.: 5B8E9D3

DETAILS:

- Set of two softcover notebooks
- Debossed MINI Wing Logo and coloured paper finish
- Singer-sewn binding in contrast coloured yarn
- Monkey bag
- Bookmark that also serves as pen holder
- 80 pages, white
- Made in China

MATERIAL:

- Cover, bookmark, inner pages: FSC recycled paper

DIMENSIONS:

- 200 x 130 x 7mm
- 80 pages

CONFIDENTIAL

ACCESSORIES – STATIONERY.

MINI NOTEBOOK.



Colour: Smokey Green / Rebel Red
Article no.: 5B8E9D4

DETAILS:

- Set of two softcover notebooks
- Debossed MINI Wing Logo and coloured paper finish
- Singer-sewn binding in contrast coloured yarn
- Monkey bag
- Bookmark that also serves as pen holder
- 80 pages, white
- Made in China

MATERIAL:

- Cover, bookmark, inner pages: FSC recycled paper

DIMENSIONS:

- 200 x 130 x 7mm
- 80 pages

CONFIDENTIAL

ACCESSORIES – FOOD CONTACT PRODUCTS.

MINI WORDMARK CUP.



Colour: White
Article no.: 5B8E9D6



Colour: Rebel Red
Article no.: 5B8E9D8



Colour: Ocean Wave Green
Article no.: 5B8E9D9

DETAILS:

- Classical cup with handle
- Coloured MINI Wordmark print
- Glossy surface
- Dishwasher and microwave safe
- Made in Czech Republic

MATERIAL:

- Porcelain

DIMENSIONS:

- 8.3 x 9.5 cm
- Volume: approx. 350 ml
- Weight: 340 g

CONFIDENTIAL

ACCESSORIES – FOOD CONTACT PRODUCTS.

MINI COLOUR BLOCK TRAVEL MUG 300 ML.



Colour: White / Black
Article no.: 5B8E9E0



Colour: Ocean Wave Green
Article no.: 5B8E9E1



Colour: Rebel Red / White
Article no.: 5B8E9E2

DETAILS:

- Double-walled vacuum-insulated body
- Screw-on lid with large “press-to-drink” button
- Cup fits into MINI cup holder
- Made in China

MATERIAL:

- Body: powder-coated stainless-steel
- Inside: stainless-steel
- Lid and closure: BPA-free polymer / PP
- Bottom: silicone pad

DIMENSIONS:

- Ø 76 mm x 146 mm
- Capacity: 300 ml
- Weight: 250 g

CONFIDENTIAL

ACCESSORIES – FOOD CONTACT PRODUCTS.

MINI COLOUR BLOCK TRAVEL MUG 500 ML.



Colour: Black / White
Article no.: 5B8E9E3



Colour: Ocean Wave Green / White
Article no.: 5B8E9E4



Colour: Rebel Red / White
Article no.: 5B8E9E5

DETAILS:

- Double-walled vacuum-insulated body
- Screw-on lid with large “press-to-drink” button
- Cup fits into MINI cup holder
- Made in China

MATERIAL:

- Body: powder-coated stainless-steel
- Inside: stainless-steel
- Lid and closure: BPA-free polymer / PP
- Bottom: silicone pad

DIMENSIONS:

- Ø 76 mm x 203 mm
- Capacity: 500 ml
- Weight: 250 g

CONFIDENTIAL

ACCESSORIES – FOOD CONTACT PRODUCTS.

MINI COLOUR BLOCK WATER BOTTLE.



Colour: Ocean Wave Green
Article no.: 5B8E9E6



Colour: Smokey Green
Article no.: 5B8E9E7

DETAILS:

- Water bottle with classic screw cap and additional larger screw opening
- Transparent base with embossed MINI Wing Logo
- Debossed MINI Wing Logo on cap
- Fits into MINI cup holder
- Made in China

MATERIAL:

- Body: Tritan (BPA free)
- Top & lid: BPA free polymer (PP)

DIMENSIONS:

- Volume: Ø 8 cm x 25.7 cm
- Capacity 700 ml
- Weight: 175 g

CONFIDENTIAL

ACCESSORIES – UMBRELLA.

MINI WORDMARK FOLDABLE UMBRELLA.



Colour: Ocean Wave Green
Article no.: 5B8E9E8



Colour: Rebel Red
Article no.: 5B8E9E9

DETAILS:

- Foldable umbrella with MINI Wordmark print across two panels
- Windproof design, tested up to 120 km/h
- Push-button opening and closing mechanism
- Fastening strap with press button
- Custom handle with debossed MINI Wing Logo
- Wrist strap on handle
- Made in China

MATERIAL:

- 100% recycled PET, PFC-free coating
- Bars: Fibre-reinforced polymer
- Telescope post: Stainless Steel
- Handle: coated ABS

DIMENSIONS:

- Diameter: 98 cm
- Folded: 27 x 6 cm
- Weight: 337 g

CONFIDENTIAL

ACCESSORIES – UMBRELLA.

MINI WORDMARK WALKING STICK UMBRELLA.



Colour: Ocean Wave Green
Article no.: 5B8E9F0



Colour: Rebel Red
Article no.: 5B8E9F1

DETAILS:

- Walking stick umbrella with MINI Wordmark print across two panels
- Windproof design, tested up to 100 km/h
- Fastening strap with silver metal press button
- Custom handle with debossed MINI Wing Logo
- Push-button opening mechanism
- Made in China

MATERIAL:

- 100% recycled PET, PFC-free coating
- Bars: Fibre-reinforced polymer
- Telescope post: Stainless Steel
- Handle: ABS with PU coating

DIMENSIONS:

- Diameter: 99.5 cm
- Length: 82.2 cm
- Weight: 425 g

CONFIDENTIAL

ACCESSORIES – SUNGLASSES.

MINI CUT-OUT PANTO SUNGLASSES.











Colour: Black
Article no.: 5B32115

DETAILS:

- Panto sunglasses with shiny Black frame and 3D Car Face Details
- Dark green gradient lenses
- Five-barrel hinges
- Laser-engraved MINI Wing Logo on both temples outside, MINI Wordmark inside
- DM branding inside tip of temples in silver
- Black foldable cloth-bound case with Dick Moby x MINI Wing Logo
- Black cleaning cloth with “look good for your planet” Dick Moby embossing
- Handmade in Italy

MATERIAL:

- Recycled acetate
- 100% UV-A / UV-B protection Zeiss lenses, anti-reflective and anti-scratch coating
- Cleaning cloth: recycled PET
- Foldable case: recycled PET

DIMENSIONS:

- 51 x 23 x 145 mm

CONFIDENTIAL

ACCESSORIES – SUNGLASSES.

MINI CUT-OUT D-FRAME SUNGLASSES.











Colour: Black
Article no.: 5B32116

DETAILS:

- D-Frame sunglasses with shiny Black frame and 3D Car Face Details
- Dark green lenses
- Five-barrel hinges
- Laser-engraved MINI Wing Logo on both temples outside, MINI Wordmark inside
- DM branding inside tip of temples in silver
- Black foldable cloth-bound case with Dick Moby x MINI Wing Logo
- Black cleaning cloth with “look good for your planet” Dick Moby embossing
- Handmade in Italy

MATERIAL:

- Recycled acetate
- 100% UV-A / UV-B protection Zeiss lenses, anti-reflective and anti-scratch coating
- Cleaning cloth: recycled PET
- Foldable case: recycled PET

DIMENSIONS:

- 54 x 20 x 145 mm

CONFIDENTIAL

ACCESSORIES – KIDS.

MINI BULLDOG 2.0.







Colour: Grey / White
Article no.: 2465960

DETAILS:

- Grey cord body with off-white belly and snout
- Movable legs
- Chili Red bandana with Black MINI Wing Logo print
- Soft filling
- Machine washable at 30°
- Made in China

MATERIAL:

- 90% cotton, 10% polyester

DIMENSIONS:

- Ca. 27 x 16 x 23 cm

CONFIDENTIAL

MOBILITY.

MINI COOPER SE / MINI ACEMAN SE PULL-BACK.



Colour: MINI Cooper: Blazing Blue, Sunny Side Yellow / MINI Aceman: Rebel Red, British Racing Green
Article no.: 5B5CFC7

DETAILS:

- Toy cars with pull-back motor
- Scale 1:39
- Opening front doors
- Counter box of 24 pull-back toy cars – six units per model/colour
- Made in China

MATERIAL:

- Diecast (zinc alloy) with plastic parts

DIMENSIONS:

- 1:39
- MINI COOPER SE: 9.9 x 4.9 x 4.1 cm
- MINI ACEMAN SE: 12 x 4.9 x 4.1 cm

CONFIDENTIAL

MOBILITY.

MINI COOPER SE MINIATURE.



Colour: Blazing Blue
Article no.: 5B5CFC0



Colour: British Racing Green
Article no.: 5B5CFC1



Colour: Ocean Wave Green
Article no.: 5B5CFC2

DETAILS:

- 1:18 diecast miniature
- Doors, bonnet and boot can be opened
- Movable steering wheel and detailed interior
- Detailed chassis and engine design
- Made in China

MATERIAL:

- Diecast (zinc alloy) with plastic parts

DIMENSIONS:

- 1:18
- 21.5 x 11 x 8.3 cm

CONFIDENTIAL

MOBILITY.

MINI ACEMAN SE MINIATURE.



Colour: Rebel Red
Article no.: 5B5CFC3



Colour: Blazing Blue
Article no.: 5B5CFC4



Colour: Melting Silver
Article no.: 5B5CFC5

DETAILS:

- 1:18 diecast miniature
- Doors, bonnet and boot can be opened
- Movable steering wheel and detailed interior
- Detailed chassis and engine design
- Made in China

MATERIAL:

- Diecast (zinc alloy) with plastic parts

DIMENSIONS:

- 1:18
- 22.8 x 11.4 x 8.4 cm

CONFIDENTIAL

MOBILITY.
MINI BABY RACER.






Colour: Chili Red
Article no.: 5A21500

DETAILS:

- For children aged 18 months and up
- White bonnet stripes
- Low-noise rubber tyres
- Childproof steering wheel
- Detachable, washable seat cushion
- Optional push-bar available
- TÜV-approved
- Made in Germany

MATERIAL:

- Non-toxic plastic: polyethylene body with injection-moulded polyamide parts

DIMENSIONS:

- 74 x 30 x 40 cm
- Weight: 6 kg

CONFIDENTIAL

MOBILITY.
MINI PUSH-BAR.





Colour: Silber / Schwarz
Article no.: 2463105

DETAILS:

- Can be easily attached to the exhaust pipe of the MINI Baby Racer
- Adjustable in length
- Made in Germany

MATERIAL:

- Grip: foam rubber
- Bar: chrome-plated steel
- Adapter: non-toxic plastic

DIMENSIONS:

- Adjustable for three lengths: 88 cm, 93 cm, 98 cm
- Weight: 1.7 kg

CONFIDENTIAL

MOBILITY.

MINI ALU BALANCE BIKE.





Colour: Chili Red
Article no.: 5B32131

DETAILS:

- For children over 2.5 years or 90 cm height (stride length: 35 cm); maximum load: 25 kg
- High impact-resistant powder coating and Black handlebars
- Frame with low step through and platform
- Pneumatic tyres 50-203
- Adjustable balance bike saddle and adjustable handlebars with handlebar protector
- Ball bearing wheels and handlebars
- Seat with carrying handle
- White MINI Wing Logo on front, PUKY logo on one side
- Made in Germany

MATERIAL:

- Aluminium

DIMENSIONS:

- Seat height: 35–44 cm
- Length: 90 cm
- Weight: 3.3 kg

CONFIDENTIAL

05.

ARTWORK OVERVIEW.

ARTWORK OVERVIEW.
PRODUCT ARTWORK.

PREVIEW









CONTACT INFO

Jil Aumaitre, CM-31
Jil.Aumaitre@mini.com

DESCRIPTION

The MINI Lifestyle Collection 2026 product artwork focuses on the products and their design details. Additional model shots showcase the products in use, bringing the MINI Lifestyle Collection 2026 to life.

Disclaimer: All assets were created using AI.

Assets will be available on the DAM as of 01 October 2026. Asset expiration 01 October 2029.

MATERIALS

Internal | External
DAM / MINI / 06 MINI Lifestyle / MINI Lifestyle Collection (2026) / 02 Studio Artwork

Internal | External
DAM / MINI / 06 MINI Lifestyle / MINI Lifestyle Collection (2026) / 03 Product Artwork

ASSET TYPE	QTY	FORMATS
MINI LIFESTYLE COLLECTION PRODUCT ARTWORK.	156	FULL BLEED
MINI LIFESTYLE COLLECTION STUDIO ARTWORK.	60	FULL BLEED

RECOMMENDED TOUCHPOINTS*

ONLINE | WEB | SOCIAL | POS | EVENTS | 1:1 COMM

***Usage Reminder**: Before activating assets in your channel, please make sure usage rights fit by checking the rights information provided in the respective download tool. If in doubt, reach out to the asset owner directly.

CONFIDENTIAL

ARTWORK OVERVIEW.
HERO ARTWORK.

PREVIEW






DESCRIPTION

The Hero Artwork showcases the MINI Lifestyle Collection 2026 across different city scenarios. The asset selection includes shots with the MINI Cooper as well as product-focused shots without a car, while the Lifestyle products always remain at the centre of the composition.

Disclaimer: All assets were created using AI.

Assets will be available on the DAM as of 01 October 2026. Asset expiration 01 October 2029.

MATERIALS

Internal | External
DAM / MINI / 06 MINI Lifestyle / MINI Lifestyle Collection (2026) / 01 Hero Artwork

	ASSET TYPE	QTY	FORMATS
F65	EDITORIAL ARTWORK WITH CAR	5	FULL BLEED
	EDITORIAL ARTWORK WITHOUT CAR	12	FULL BLEED

RECOMMENDED TOUCHPOINTS*

ONLINE | WEB | SOCIAL | POS | EVENTS | 1:1 COMM

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CONTACT INFO

Jil Aumaitre, CM-31
Jil.Aumaitre@mini.com

CONFIDENTIAL

ARTWORK.
HERO ARTWORK.





CONFIDENTIAL

ARTWORK.

HERO ARTWORK.





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ARTWORK.

HERO ARTWORK.





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ARTWORK.

HERO ARTWORK.





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HERO ARTWORK.





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ARTWORK.

HERO ARTWORK.





CONFIDENTIAL

ARTWORK.

HERO ARTWORK.





CONFIDENTIAL

ARTWORK OVERVIEW.
MOVING IMAGERY.

PREVIEW






DESCRIPTION

Selected Beauty Artwork Assets for the MINI Lifestyle Collection 2026 have been turned into short moving-image clips for markets to activate on social media, the online shop, and POS.digital. The assets deliver flexible, product-focused lifestyle motion for awareness and consideration.

Disclaimer: All films were created using AI.
Available on DAM: 01 October 2026. Expiration: 01 October 2029.

MATERIALS

Internal | External
DAM / MINI / 06 MINI Lifestyle / MINI Lifestyle Collection (2026) / 05 Moving Imagery

	ASSET TYPE	QTY	FORMATS
F66	MOVING IMAGERY WITH CAR	3	
	MOVING IMAGERY WITHOUT CAR	7	

RECOMMENDED TOUCHPOINTS*

ONLINE | WEB | SOCIAL | POS | EVENTS | 1:1 COMM

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CONTACT INFO

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06.

CONTACTS.

CONTACTS.
OVERVIEW.

MINI LIFESTYLE

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