





TABLE OF CONTENTS.



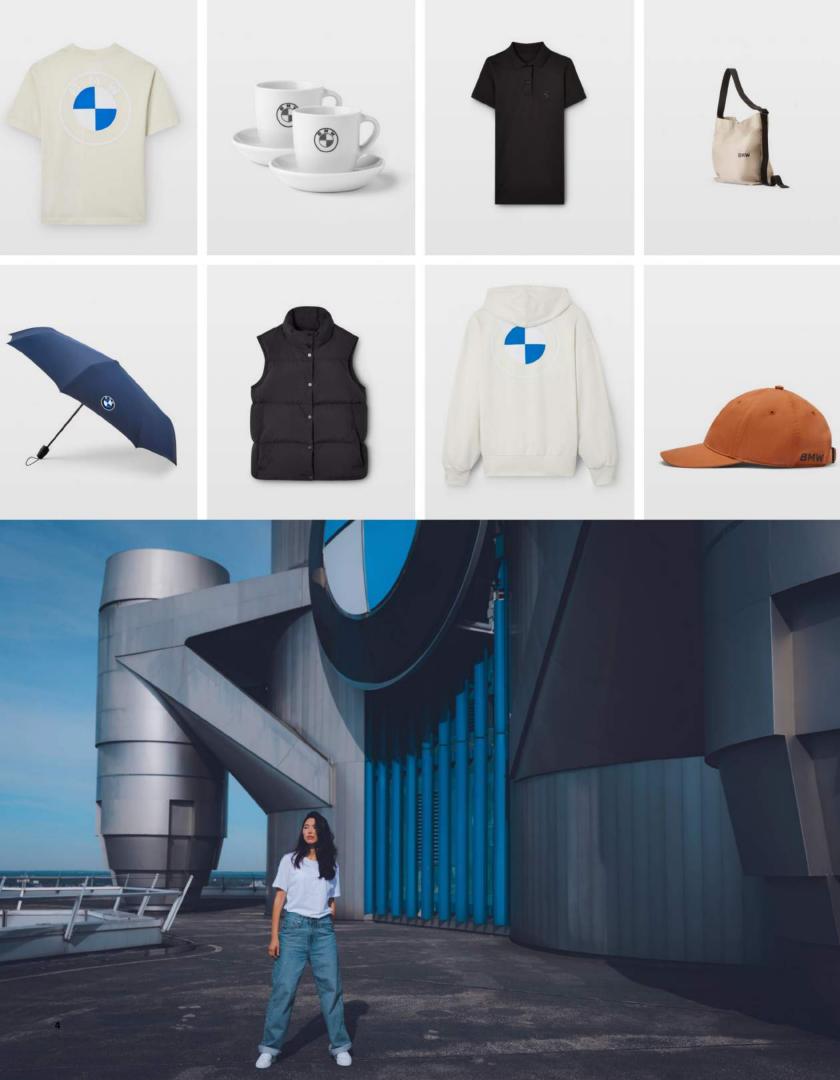
BMW COLLECTION. 04 - 19.



BMW M COLLECTION. 20 - 27.



BMW M MOTORSPORT COLLECTION. 28 - 43.





## PRODUCT INTRODUCTION AND PHILOSOPHY OF THE BMW COLLECTION.

#### 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 colours 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 colour 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 BMW's engineering excellence. 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 total BMW look.





BMW COLLECTION - MENS.



BMW GILET, MEN. Sizes S - XXL. 80 14 2864042 - 046

MSRP: \$225.00†

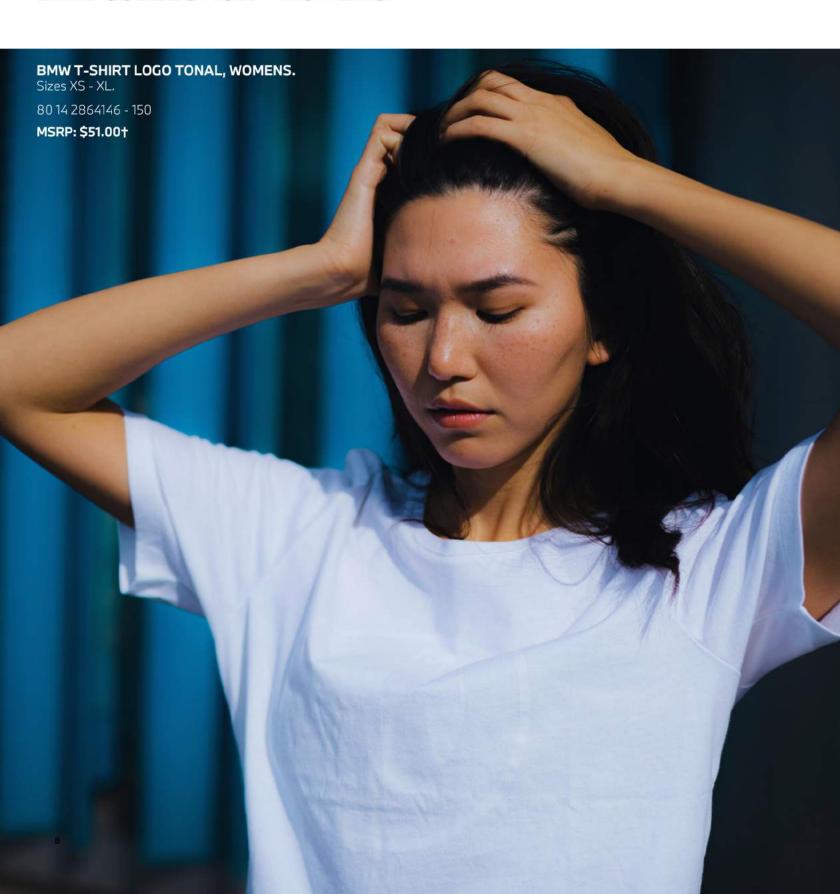


BMW POLOSHIRT LOGO TONAL, MEN. Sizes S - XXL. 80 14 2864134 - 138 MSRP: \$67.00†





# BMW LIFESTYLE. BMW COLLECTION - WOMENS.





BMW COLLECTION - WOMENS.



BMW POLOSHIRT LOGO TONAL, WOMENS.

Sizes XS - XL.

80 14 2864140 - 144

MSRP: \$67.00†



**BMW GILET, WOMENS.** Sizes XS - XL.

80 14 2864054 - 058

MSRP: \$225.00†









80 14 2864185 - 190



MSRP: \$110.00†



BMW COLLECTION - UNISEX & KIDS.



**BMW T-SHIRT LOGO REVERSE, UNISEX.** Sizes XS - XXL.

80 14 2864121 - 126



MSRP: \$51.00†



BMW T-SHIRT LOGO REVERSE, KIDS.

Sizes 104 - 164.

80 14 2864152 - 157



MSRP: \$34.00†



BMW COLLECTION - ACCESSORIES.



**BMW CAP.** Black. 80 16 2864014



MSRP: \$46.25†



**BMW CAP.** Beige. 80 16 2864015



MSRP: \$46.25†



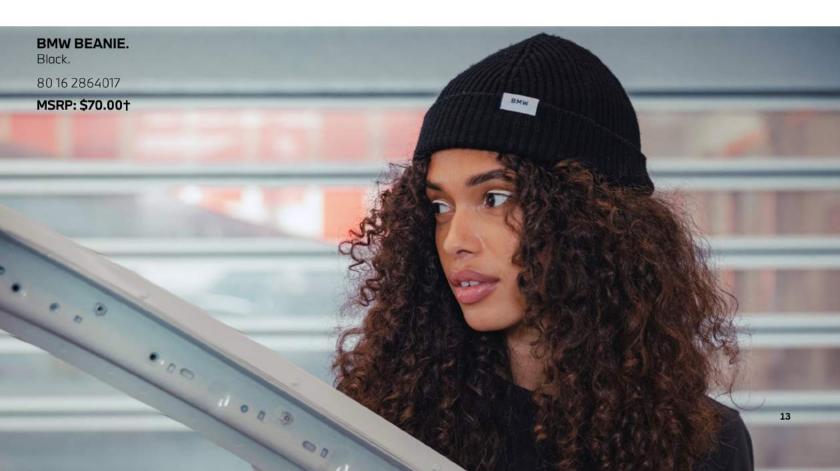
BMW COLLECTION - ACCESSORIES.



**BMW CAP.** Cognac. 80 16 2864016



MSRP: \$46.25†





BMW COLLECTION - ACCESSORIES.



BMW POCKET UMBRELLA, ULTRALIGHT.

Cognac.

80 23 2864008







BMW POCKET UMBRELLA, LOGO.

Dark Blue.

80 23 2864006



MSRP: \$36.50†



BMW COLLECTION - ACCESSORIES.



BMW STICK UMBRELLA, LOGO.

Dark Blue.

80 23 2864005



MSRP: \$85.50†





#### BMW COLLECTION - ACCESSORIES.



BMW MUG LOGO, BLACK.

White.

80 23 2864115

MSRP: \$30.50†



BMW MUG LOGO.

Grey.

80 23 2864114

MSRP: \$30.50†



**BMW ESPRESSO MUGS.** 

White.

80 23 2864209

MSRP: \$42.75†

16



BMW COLLECTION - BAGS.



BMW SHOULDER BAG.

Beige.

80 22 2864108

MSRP: \$95.50†



BMW SHOULDER BAG.

Black.

80 22 2864107

MSRP: \$95.50†



**BMW DUFFLEBAG.** 

Beige

80 22 2864104

MSRP: \$155.00†



**BMW DUFFLEBAG.** 

Black.

80 22 2864103

MSRP: \$155.00†



BMW COLLECTION - BAGS.



#### BMW BACKPACK, MODERN.

Blue.

80 22 5A51732

MSRP: \$120.00†



BMW DUFFLE BAG, MODERN.

Blue.

80 22 5A51731

MSRP: \$155.00†

#### **BMW BOARDCASE.**

Grey Shark.

80 22 5A51733

MSRP: \$205.00†









Blue.

80 21 5A51740

MSRP: \$135.00†

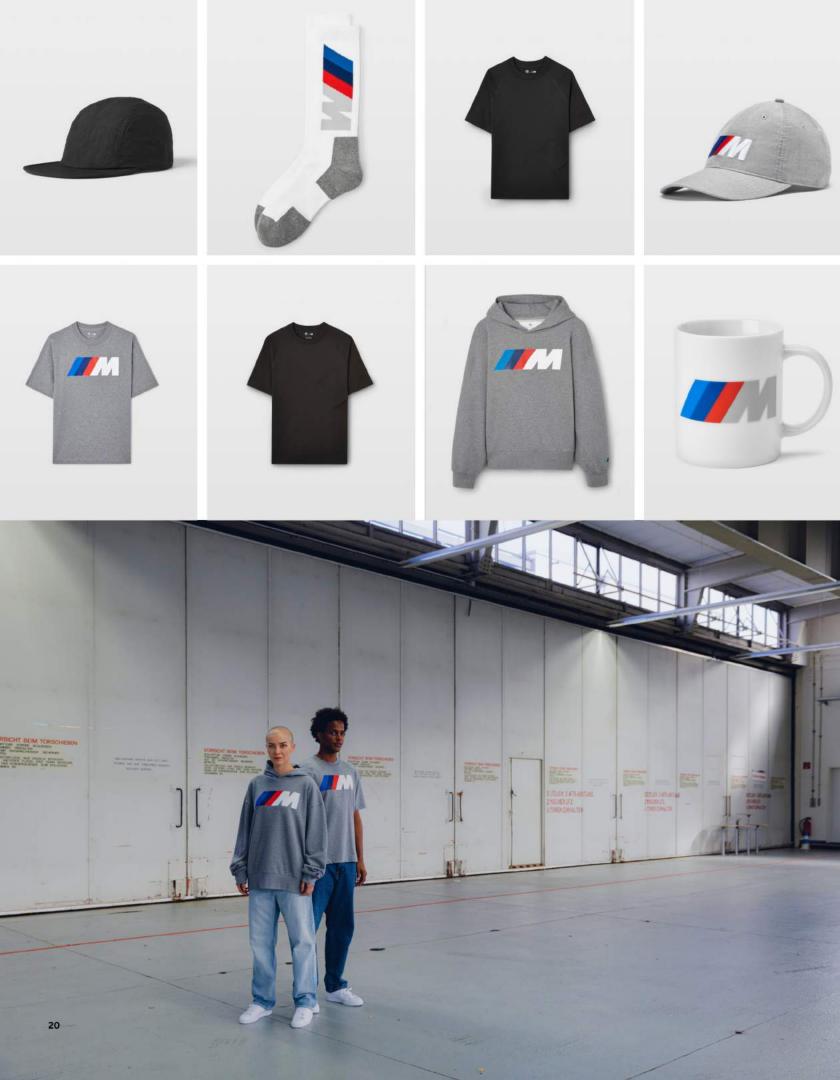


BMW WALLET WITH COIN POCKET.

Blue.

80 21 5A51739

MSRP: \$110.00†





# PRODUCT INTRODUCTION AND PHILOSOPHY OF THE BMW M COLLECTION.

#### SUSTAINABILITY.

The M products equally deliver on sustainability. Premium, high-quality materials with premium hand feel in timeless colours 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-AND-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.

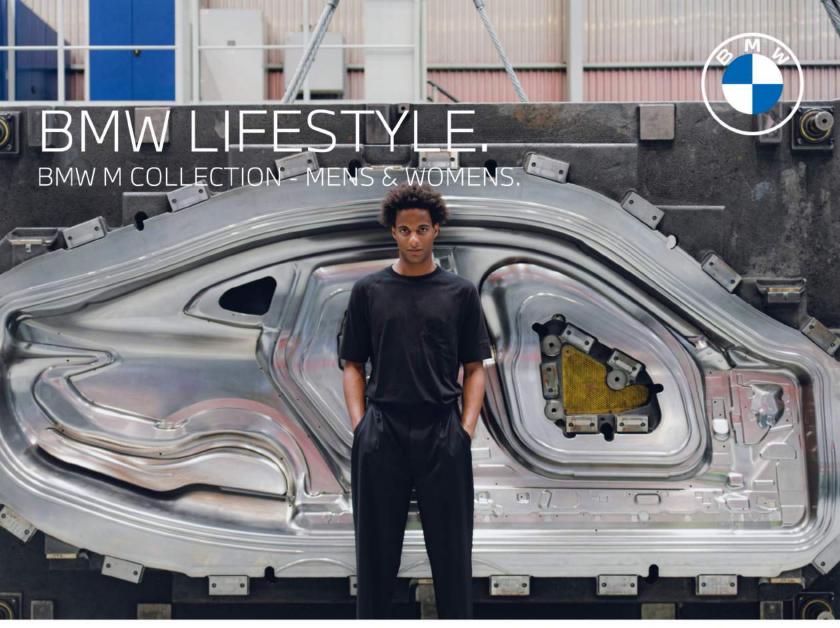
#### FINISHING AND DETAILING FEATURES.

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 ensurelong-lasting durability. 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 comfort whilst driving. Pockets are carefully placed ensuring accessibility whilst wearing a seatbelt. Drive safely and enjoy the ride.







BMW M T-SHIRT, MENS.

Sizes S - XXL.

80 14 2864066 - 070

MSRP: \$68.50†



BMW M T-SHIRT, WOMENS.

Sizes XS - XL.

80 14 2864084 - 088

MSRP: \$68.50†



BMW M COLLECTION - UNISEX.



BMW M T-SHIRT LOGO, UNISEX.

Sizes XS - XXL.

80 14 2864096 - 101

MSRP: \$75.50†



BMW M SWEATHOODIE LOGO, UNISEX.

Sizes XS - XXL.

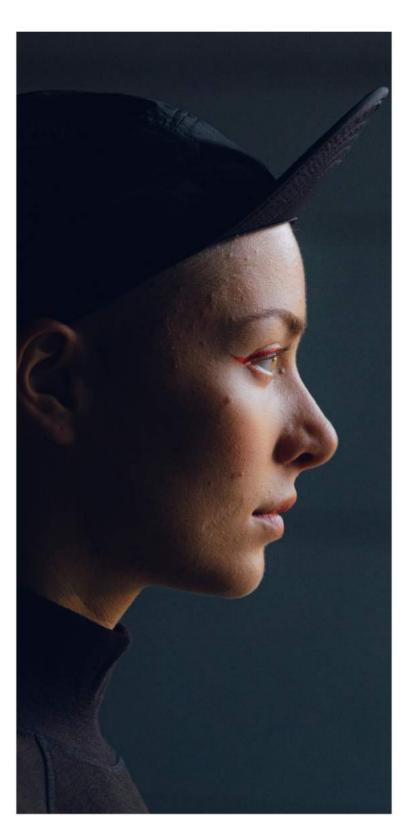
80 14 2864165 - 170

MSRP: \$150.00†





BMW M COLLECTION - ACCESSORIES.





BMW M CAP LOGO.

Grey.

80 16 2864021

MSRP: \$47.75†



BMW M CAP.

Black.

80 16 2864022

MSRP: \$60.00†



#### BMW M COLLECTION - ACCESSORIES.



BMW M SOCKS. Sizes 39/42 or 43/46.

80 16 2864206 - 207

MSRP: \$36.75†



BMW M MUG.

White.

80 23 2864113

MSRP: \$30.00†



BMW M POCKET UMBRELLA.

Black.

80 23 2864010

MSRP: \$84.00† 26



**BMW M STICK UMBRELLA.** 

Black.

80 23 2864009

MSRP: \$110.00†







80 21 5A51742



MSRP: \$71.50†



















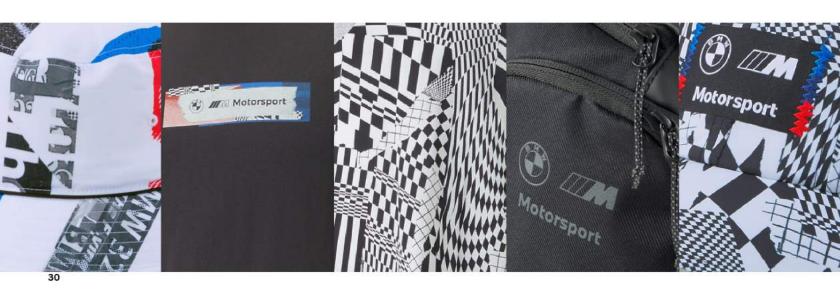


PRODUCT INTRODUCTION AND PHILOSOPHY OF THE BMW M MOTORSPORT COLLECTION.

Our long-running partnership with PUMA continues, but this time we are focusing on the 320 Group 5.

The 320 Group 5 was a tremendous success for BMW Motorsport, not only in terms of all its victories but also in terms of the records it still holds today.

We created an unconventional new collection. Designs are bold with colourful badge details mixed with PUMA classic silhouettes and sustainable materials.





BMW M MOTORSPORT COLLECTION - MENS.



BMW M MOTORSPORT SWEAT JACKET, MENS.

Sizes XS - XXL.

80 14 2864233 - 238

MSRP: \$145.00†



BMW M MOTORSPORT SWEAT PANTS, MENS.

Sizes XS - XXL.

80 14 2864277 - 282

MSRP: \$105.00†





#### BMW M MOTORSPORT COLLECTION - MENS.



BMW M MOTORSPORT GRAPHIC HOODIE, MENS.

Sizes XS - XXL.

80 14 2864226 - 231

MSRP: \$98.50†



BMW M MOTORSPORT POLO, MENS.

Sizes XS - XXL.

80 14 2864240 - 245

MSRP: \$85.00†



BMW M MOTORSPORT STATEMENT JACKET, MENS.

Sizes XS - XXL.

80 14 2864220 - 225

MSRP: \$185.00†



BMW M MOTORSPORT STATEMENT GRAPHIC TEE, MENS.

Sizes XS - XXL.

80 14 2864261 - 266

MSRP: \$72.00†



#### BMW M MOTORSPORT COLLECTION - MENS.



BMW M MOTORSPORT CAR GPAPHIC TEE, MENS.

Sizes XS - XXL.

80 14 2864247 - 252

MSRP: \$65.50†



BMW M MOTORSPORT STATEMENT LOGO TEE, MEN.

Sizes XS - XXL.

80 14 2864254 - 259

MSRP: \$72.00†



BMW M MOTORSPORT LOGO TEE, MEN.

Sizes XS - XXL.

80 14 2864269 - 274

MSRP: \$52.50†



BMW M MOTORSPORT COLLECTION - WOMENS.



BMW M MOTORSPORT JACKET, WOMENS.

Sizes XS - XL.

80 14 2864284 - 288

MSRP: \$145.00†

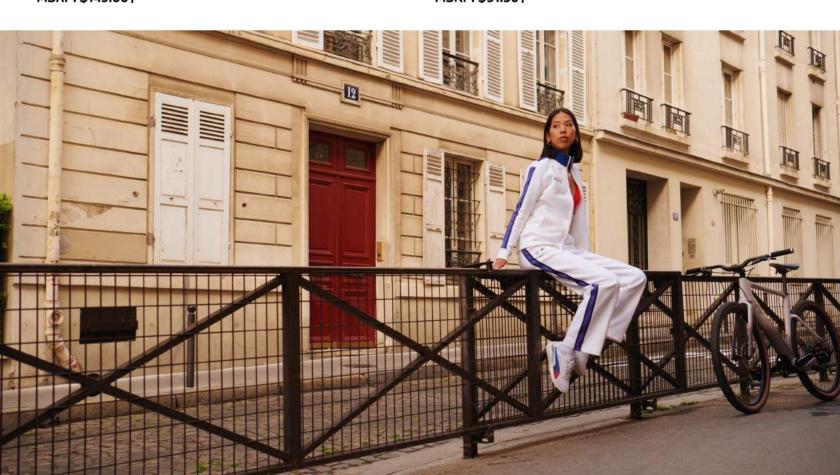


BMW M MOTORSPORT PANTS, WOMENS.

Sizes XS - XL.

80 14 2864290 - 294

MSRP: \$91.50†





#### BMW M MOTORSPORT COLLECTION - WOMENS.



BMW M MOTORSPORT STATEMENT TEE, WOMENS.

Sizes XS - XL.

80 14 2864302 - 306

MSRP: \$72.00†



BMW M MOTORSPORT LOGO TEE, WOMENS.

Sizes XS - XL.

80 14 2864309 - 313

MSRP: \$52.50†



BMW M MOTORSPORT POLO, WOMENS.

Sizes XS - XL.

80 14 2864315 - 319

MSRP: \$85.00†



BMW M MOTORSPORT LOGO HOODIE, WOMENS.

Sizes XS - XL.

80 14 2864296 - 300

MSRP: \$85.00†



(D) M 42

#### BMW M MOTORSPORT COLLECTION - KIDS & TODDLERS.



BMW M MOTORSPORT LOGO HOODIE, KIDS.

Sizes 116 - 164.

80 14 2864328 - 332

MSRP: \$65.50†



BMW M MOTORSPORT LOGO SHORTS, KIDS.

Sizes 116 - 164.

80 14 2864334 - 338

MSRP: \$52.50†



BMW M MOTORSPORT LOGO TEE, KIDS.

Sizes 116 - 164.

80 14 2864321 - 325

MSRP: \$45.75†

15RP: \$45.75 36



BMW M MOTORSPORT JOGGER, TODDLER.

Sizes 6-9M or 12-18M.

80 14 2864391 - 392

MSRP: \$85.00†



#### BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT BUCKET HAT. White / Red / Blue. 80 16 2864389



MSRP: \$48.00†



**BMW M MOTORSPORT ROAD TRIP CAP.** White.

80 16 2864388



MSRP: \$52.00†



#### BMW M MOTORSPORT COLLECTION - ACCESSORIES.





BMW M MOTORSPORT STATEMENT CAP.

Black / White.

80 16 2864390

MSRP: \$59.00†





#### BMW M MOTORSPORT CAP.

White.

80 16 2864387

MSRP: \$41.00†

38

BMW M MOTORSPORT CAP.

Black.

80 16 2864386

MSRP: \$41.00†



#### BMW M MOTORSPORT COLLECTION - ACCESSORIES.



**BMW M MOTORSPORT SHOES RS-X.** Sizes 36 - 46.

80 19 2864354 - 364



MSRP: \$150.00†



BMW M MOTORSPORT SHOES RENEGATE.

Sizes 36 - 46.

80 19 2864342 - 352



39



#### BMW M MOTORSPORT COLLECTION - ACCESSORIES.





MSRP: \$56.00†

BMW M MOTORSPORT LEADCAT RENEGATE 2.0.

Sizes 37 - 48.

80 19 2864366 - 375





BMW M MOTORSPORT STICK UMBRELLA.

White.

80 23 2864011

MSRP: \$63.50†

40

 ${\bf BMW} \ {\bf M} \ {\bf MOTORSPORT} \ {\bf POCKET} \ {\bf UMBRELLA}.$ 

White.

80 23 2864012

MSRP: \$45.75†



#### BMW M MOTORSPORT COLLECTION - ACCESSORIES.





BMW M MOTORSPORT MUG.

White.

80 23 2864118

MSRP: \$31.75†



BMW M MOTORSPORT BOTTLE.

White.

80 23 2864116



MSRP: \$31.75†



#### BMW M MOTORSPORT COLLECTION - BAGS.



BMW M MOTORSPORT UTILITY BAG.

Black.

80 22 2864382

MSRP: \$64.50†



BMW M MOTORSPORT DUFFLE BAG.

Black.

80 22 2864381

MSRP: \$94.50†



BMW M MOTORSPORT BACKPACK.

Black.

80 22 2864380

MSRP: \$94.50†

BMW M MOTORSPORT STATEMENT BACKBACK.

Black.

80 22 2864379

MSRP: \$155.00†

42



Q M 42

BMW M MOTORSPORT COLLECTION - LEATHER GOODS.





Black.

80 21 2864383



MSRP: \$52.50†

















