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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 - MEN.



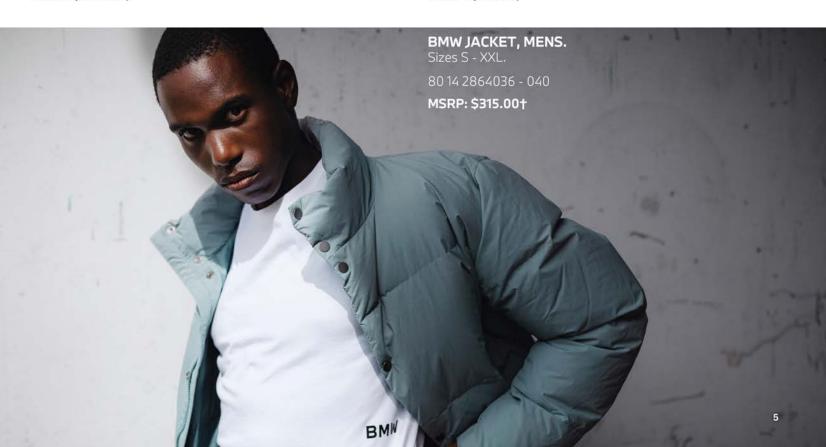
BMW GILET, MEN. Sizes S - XXL. 80 14 2864042 - 046

MSRP: \$225.00†



BMW POLOSHIRT LOGO TONAL, MEN. Sizes S - XXL. 80 14 2864134 - 138

MSRP: \$67.00†





BMW COLLECTION - MEN.





BMW T-SHIRT LOGO BLACK, MEN. White.

80 14 2864128 - 132

MSRP: \$51.50†



BMW T-SHIRT LOGO TONAL, MEN.

Dark Blue.

80 14 2864060 - 064

MSRP: \$51.50†



BMW LIFESTYLE. BMW COLLECTION - MEN.



BMW POLO SHIRT, MEN.

Ink Blue.

80 14 2864024 - 028

MSRP: \$79.00†



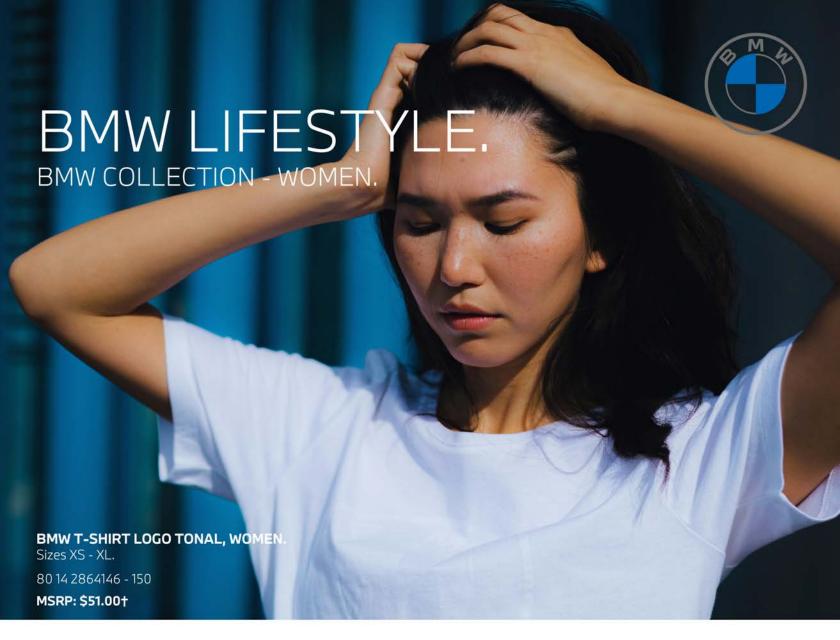
BMW SWEATHOODIE, MEN.

Ink Blue.

80 14 2864172 - 176

MSRP: \$115.00†





Front



BMW SWEATER, WOMEN. MSRP: \$90.50†



Sizes XS - XL. 80 14 2864030 - 034 Back



BMW COLLECTION - WOMEN.



BMW POLOSHIRT LOGO TONAL, WOMEN.

Sizes XS - XL.

80 14 2864140 - 144

MSRP: \$67.00†



BMW GILET, WOMEN. Sizes XS - XL.

80 14 2864054 - 058

MSRP: \$225.00†





Front



BMW SWEATHOODIE LOGO REVERSE, UNISEX. MSRP: \$110.00†



Sizes XS - XXL. 80 14 2864185 - 190 Back



BMW COLLECTION - UNISEX & KIDS.



BMW T-SHIRT LOGO REVERSE, UNISEX. MSRP: \$51.00†



Sizes XS - XXL. 80 14 2864121 - 126



BMW T-SHIRT LOGO REVERSE, KIDS. MSRP: \$34.00†



Sizes 104 - 164. 80 14 2864152 - 157

Back

Back



BMW COLLECTION - ACCESSORIES.



BMW CAP.

Black.

80 16 2864014

MSRP: \$46.25†



BMW CAP.

Cognac.

80 16 2864016

MSRP: \$46.25†



BMW CAP. MSRP: \$46.25†



Beige. 80 16 2864015



BMW COLLECTION - ACCESSORIES.



BMW CAP LOGO.

Grey.

80 16 2864018

MSRP: \$34.75†

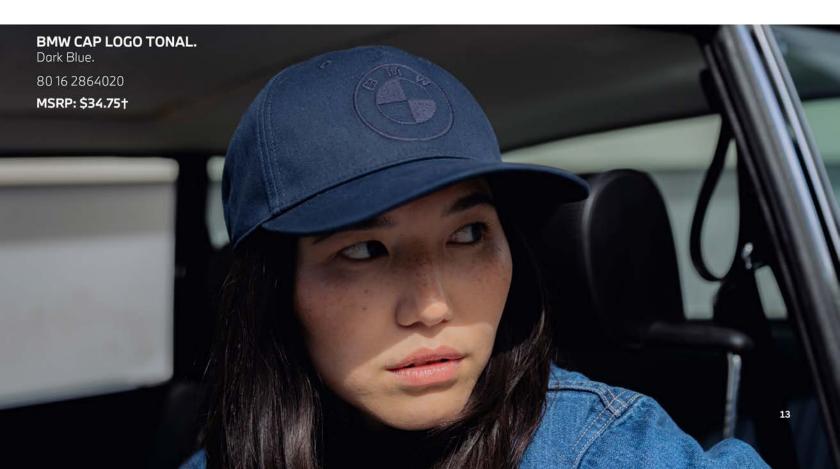


BMW CAP LOGO.

Dark Blue.

80 16 2864019

MSRP: \$34.75†





BMW COLLECTION - ACCESSORIES.



BMW Beanie.

Black.

80 16 2864017

MSRP: \$70.00†

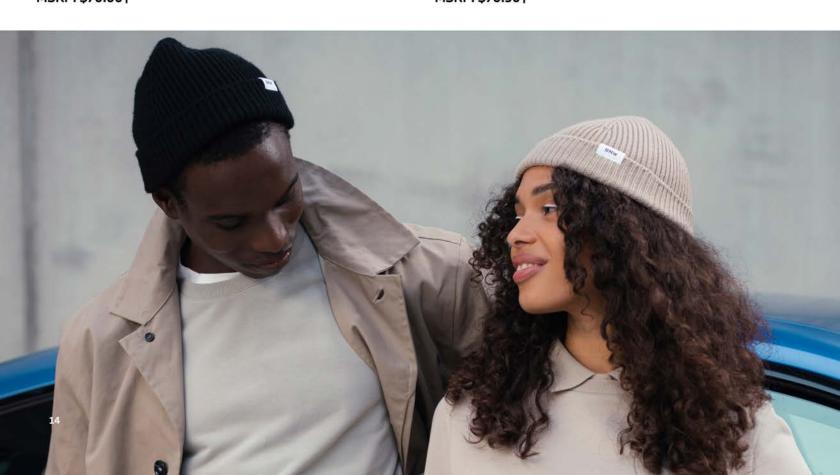


BMW Beanie.

Beige.

80 16 5A87972

MSRP: \$70.50†





BMW COLLECTION - ACCESSORIES.



BMW POCKET UMBRELLA, ULTRALIGHT. MSRP: \$44.00†



Cognac. 80 23 2864008



BMW POCKET UMBRELLA, LOGO. MSRP: \$36.50†



Dark Blue. 80 23 2864006



BMW COLLECTION - ACCESSORIES.



BMW STICK UMBRELLA, LOGO. MSRP: \$85.50†



Dark Blue. 80 23 2864005





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†



BMW PLUSH PEGASUS.

White.

80 45 5A7E4B6

MSRP: \$66.20†



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†

18



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†



Back

BMW LIFESTYLE.

BMW COLLECTION - BAGS.



BMW BACKPACK. MSRP: \$120.00†



Black. 80 22 2864109

Front



BMW TROLLEY. Black Glossy. 80 22 5A7C971

MSRP: \$290.00†

ISRP: \$290 20



BMW BOARDCASE.

Black Glossy.

80 22 5A7C972

MSRP: \$245.00†







BMW WALLET HORIZONTAL.

Blue.

80 21 5A51740

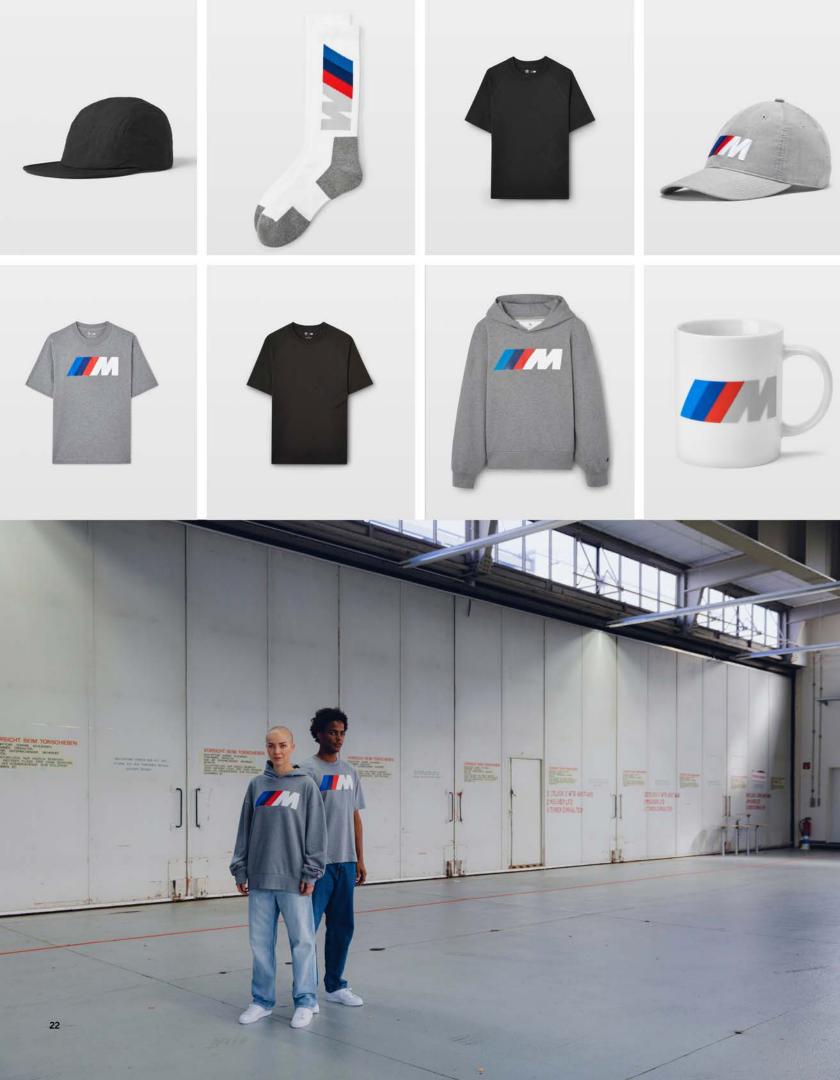
MSRP: \$135.00†

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, MEN.

Sizes S - XXL.

80 14 2864066 - 070

MSRP: \$68.50†



BMW M SWEATER, MEN.

Sizes S - XXL.

80 14 2864072 - 076

MSRP: \$140.00†



BMW M COLLECTION - WOMEN.



BMW M T-SHIRT, WOMEN.

Sizes XS - XL.

80 14 2864084 - 088

MSRP: \$68.50†



BMW M SWEATER, WOMEN.

Sizes XS - XL.

80 14 2864090 - 094

MSRP: \$140.00†

26





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.

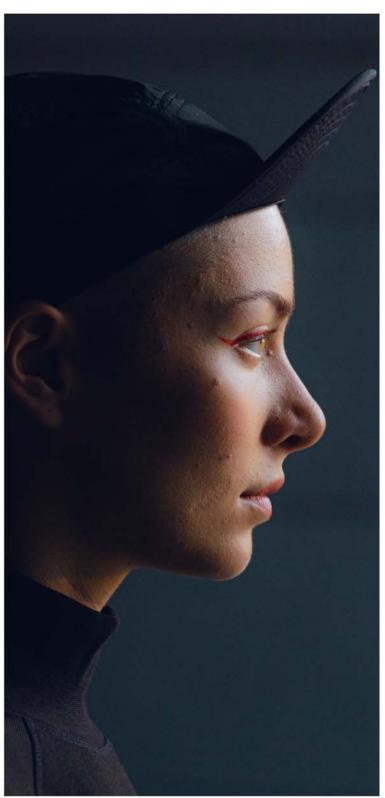
80 14 2864165 - 170

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†



BMW M STICK UMBRELLA.

Black.

80 23 2864009

MSRP: \$110.00†



BMW M COLLECTION - BAGS.





Black.

80 22 2864105

MSRP: \$265.00†



BMW M BOARDCASE

Dark Grey Matte.

80 22 5A7C973

MSRP: \$325.00†



BMW M BOARDCASE.

Red.

80 22 5A7C974

MSRP: \$325.00†

30



BMW M TROLLEY.

Dark Grey Matte.

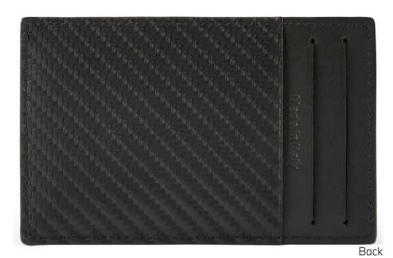
80 22 5A7C975

MSRP: \$365.00†





BMW M CREDIT CARD HOLDER. MSRP: \$71.50†



Black. 80 21 5A51742





















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 - MEN.



BMW M MOTORSPORT SWEAT JACKET, MEN.

Sizes XS - XXL.

80 14 2864233 - 238

MSRP: \$145.00†



BMW M MOTORSPORT SWEAT PANTS, MEN.

Sizes XS - XXL.

80 14 2864277 - 282

MSRP: \$105.00†





BMW M MOTORSPORT COLLECTION - MEN.



BMW M MOTORSPORT STATEMENT LOGO TEE, MEN.

Sizes XS - XXL.

80 14 2864254 - 259

MSRP: \$72.00†



BMW M MOTORSPORT STATEMENT JACKET, MEN.

Sizes XS - XXL.

80 14 2864220 - 225

MSRP: \$185.00†



BMW M MOTORSPORT STATEMENT GRAPHIC TEE, MEN. MSRP: \$72.00†



Sizes XS - XXL. 80 14 2864261 - 266

Front

Back



BMW M MOTORSPORT COLLECTION - MEN.



BMW M MOTORSPORT CAR GPAPHIC TEE, MEN.

Sizes XS - XXL.

80 14 2864247 - 252

MSRP: \$65.50†



BMW M MOTORSPORT GRAPHIC HOODIE, MEN.

Sizes XS - XXL.

80 14 2864226 - 231

MSRP: \$98.50†



BMW M MOTORSPORT LOGO TEE, MEN.

Sizes XS - XXL.

80 14 2864269 - 274

MSRP: \$52.50†



BMW M MOTORSPORT POLO, MEN.

Sizes XS - XXL.

80 14 2864240 - 245

MSRP: \$85.00†



BMW M MOTORSPORT COLLECTION - WOMEN.



BMW M MOTORSPORT JACKET, WOMEN.

Sizes XS - XL.

80 14 2864284 - 288

MSRP: \$145.00†

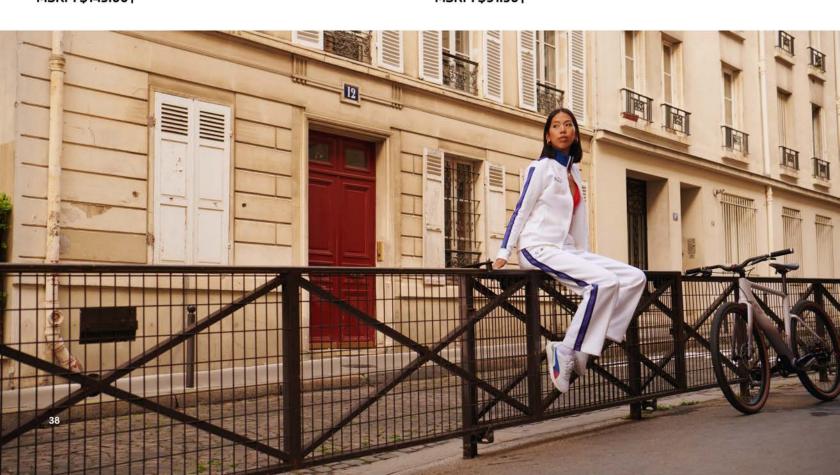


BMW M MOTORSPORT PANTS, WOMEN.

Sizes XS - XL.

80 14 2864290 - 294

MSRP: \$91.50†





BMW M MOTORSPORT COLLECTION - WOMEN.



BMW M MOTORSPORT STATEMENT TEE, WOMEN.

Sizes XS - XL.

80 14 2864302 - 306

MSRP: \$72.00†



BMW M MOTORSPORT LOGO TEE, WOMEN.

Sizes XS - XL.

80 14 2864309 - 313

MSRP: \$52.50†



BMW M MOTORSPORT POLO, WOMEN.

Sizes XS - XL.

80 14 2864315 - 319

MSRP: \$85.00†



BMW M MOTORSPORT LOGO HOODIE, WOMEN.

Sizes XS - XL.

80 14 2864296 - 300

MSRP: \$85.00†



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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†

40



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

Front MSRP: \$48.00†



BMW M MOTORSPORT ROAD TRIP CAP. MSRP: \$52.00†



Front

White. 80 16 2864388 Back



Back

BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT STATEMENT CAP. MSRP: \$59.00†



Front

Black / White. 80 16 2864390



80 16 2864387

MSRP: \$41.00†

BMW M MOTORSPORT CAP. White.

> 80 16 2864386 MSRP: \$41.00†



BMW M MOTORSPORT CAP.

Black.

42



BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT SHOES RS-X. MSRP: \$150.00†



Sizes 36 - 46. 80 19 2864354 - 364

Side

Side



BMW M MOTORSPORT SHOES RENEGATE. MSRP: \$175.00†



Sizes 36 - 46. 80 19 2864345 - 352

Top

Top



Top

BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT LEADCAT RENEGATE 2.0. MSRP: \$56.00†



Side Sizes 37 - 48. 80 19 2864366 - 375



BMW M MOTORSPORT STICK UMBRELLA.

White.

80 23 2864011

MSRP: \$63.50† 44



BMW M MOTORSPORT POCKET UMBRELLA.

White.

80 23 2864012

MSRP: \$45.75†



BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT MUG. MSRP: \$31.75†



Front

White. 80 23 2864118



BMW M MOTORSPORT BOTTLE. MSRP: \$31.75†



Front

White. 80 23 2864116 Back

Back



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†

46



BMW M MOTORSPORT STATEMENT BACKBACK.

Black.

80 22 2864379

MSRP: \$155.00†



BMW M MOTORSPORT COLLECTION - LEATHER GOODS.



BMW M MOTORSPORT WALLET. MSRP: \$52.50†



Front

Black. 80 21 2864383









BMW MINIATURES.



BMW M PULLBACK (X6M, M6, 3.0 CSL).

Ages +5 years. 80 42 5A51996

MSRP: \$10.36†





BMW MINIATURE X7, 1:18.

MSRP: \$157.40†

Front

Ages +14 years. 80 43 5A51987 Back



BMW MINIATURES.





BMW MINIATURE M3 (G80), 1:18.

Ages +14 years. 80 43 5A51948

MSRP: \$170.51†

BMW MINIATURE M4 CABRIO (G83), 1:18.

Ages +14 years. 80 43 5A51951

MSRP: \$170.51†





BMW MINIATURE M4 (G82), 1:18.

MSRP: \$170.51†

Front

Ages +14 years. 80 43 5A51949 Back



BMW MINIATURES.



BMW MINIATURE M3 (E30), 1:18. MSRP: \$163.96†



Ages +14 years. 80 43 5A5D018



BMW MINIATURE 507, 1:18. MSRP: \$129.84†



Ages +14 years. 80 43 5A51950



BMW MINIATURES.





BMW MINIATURE 3.0 CSL, MY. 2022.

Ages +14 years. 80 43 2864218

MSRP: \$156.09†

BMW MINIATURE 3.0 CSL, 1:18.

Ages +14 years. 80 43 5A5D020

MSRP: \$129.84†





BMW MINIATURES.





BMW MINIATURE M4 GT3, 1:18. MSRP: \$170.51+

Front

Ages +14 years. 80 43 5A5D002 Back



BMW MINIATURE 328. MSRP: \$156.09†



Front

Ages +14 years. 80 43 5A8F228 Back



BMW MINIATURES.



BMW MINIATURE RC M8 GTE, 1:18. MSRP: \$45.91†



Ages +14 years. 80 44 5A627A0



BMW MINIATURE RC X6M, 1:14. MSRP: \$77.40†



Ages +14 years. 80 44 5A52020



BMW MINIATURES.







Ages +14 years. 80 44 5A52019







BMW COLLECTION - KEYRINGS.





BMW KEYRING LOGO COLOUR.

100% Stainless Steel.

80 27 5A7E4B8

MSRP: \$60.50†

BMW M KEYRING LOGO.

100% Stainless Steel.

80 27 5A87977

MSRP: \$55.00†





BMW KEYRING THE 1.

100% Stainless Steel.

80 27 5A87978

MSRP: \$55.50†

58

BMW KEYRING THE 2.

100% Stainless Steel.

80 27 5A7E4C0

MSRP: \$55.50†



BMW COLLECTION - KEYRINGS.





BMW KEYRING THE 3.

100% Stainless Steel.

80 27 5A87980

MSRP: \$55.50†

BMW KEYRING THE 4.

100% Stainless Steel.

80 27 5A87981

MSRP: \$55.50†





BMW KEYRING THE 5.

100% Stainless Steel.

80 27 5A7E4C1

MSRP: \$55.50†

BMW KEYRING THE X1.

100% Stainless Steel.

80 27 5A87985

MSRP: \$55.50†



BMW COLLECTION - KEYRINGS.





BMW KEYRING THE X2.

100% Stainless Steel.

80 27 5A87986

MSRP: \$55.50†

BMW KEYRING THE X3.

100% Stainless Steel.

80 27 5A87987

MSRP: \$55.50†





BMW KEYRING THE X5. MSRP: \$55.50†

100% Stainless Steel. 80 27 5A87989



FOR ULTIMATE F

BMW DRINKWARE.



BMW DRINKWARE.



BMW THERMO MUG PUSH.

Yellow.

80 23 5A87974

MSRP: \$49.50†



BMW THERMO MUG PUSH.

Beige.

80 23 2864160

MSRP: \$49.50†



BMW THERMO MUG LARGE SPORT.

Silver.

80 23 2864163

MSRP: \$58.50†

ISRP: \$ 62



BMW THERMO MUG LARGE SPORT.

Yellow.

80 23 5A87975

MSRP: \$58.50†



BMW DRINKWARE.



BMW M Thermo Mug. MSRP: \$60.50†



Black. 80 23 2864119





BMW DRINKWARE.



BMW THERMO BOTTLE LOGO. MSRP: \$43.25†



Dark Blue. 80 23 2864117







MONTBLANC COLLECTION.



MONTBLANC FOR BMW WALLET. MSRP: \$433.09†



Black. 80 21 5A8F288



MONTBLANC FOR BMW WALLET WITH COIN CASE. MSRP: \$496.79†



Black. 80 21 5A8F287



MONTBLANC COLLECTION.





Black.

80 21 5A8F286

MSRP: \$229.28†



MONTBLANC FOR BMW CARD HOLDER.

80 21 5A8F286



Black.

MSRP: \$229.28†



MONTBLANC COLLECTION.





MONTBLANC FOR BMW BACKPACK. 80 22 5A8F292



Black.

MSRP: \$1560.07†



MONTBLANC COLLECTION.



MONTBLANC FOR BMW BOWLING BAG. 80 22 5A8F294



Black.

MSRP: \$1872.11†





MONTBLANC COLLECTION.



MONTBLANC FOR BMW SLING BAG. MSRP: \$985.99†



Black. 80 22 5A8F293

