



THE BMW LIFESTYLE CATALOGUE.







BMW LIFESTYLE.

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A young man with light brown hair is standing in a modern, industrial-style architectural space. He is wearing a dark blue hoodie with a circular logo on the chest, light blue jeans, and white sneakers. He is looking off to the side. The background features large, curved concrete structures and blue vertical elements. The text "BMW COLLECTION." is overlaid in white at the bottom.

**BMW
COLLECTION.**

BMW LIFESTYLE.

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 LIFESTYLE.

BMW COLLECTION - MENS.



BMW GILET, MEN.

Sizes S - XXL.

8014 2854042 - 046

MSRP: \$225.00†



BMW POLOSHIRT LOGO TONAL, MEN.

Sizes S - XXL.

8014 2854134 - 138

MSRP: \$67.00†



BMW JACKET, MENS.

Sizes S - XXL.

8014 2854136 - 040

MSRP: \$315.00†



BMW LIFESTYLE.

BMW COLLECTION - WOMENS.

BMW T-SHIRT LOGO TONAL, WOMENS.

Sizes XS - XL.

BO 14 2854146 - 150

MSRP: \$51.00+





BMW LIFESTYLE.

BMW COLLECTION - WOMENS.



BMW POLOSHIRT LOGO TONAL, WOMENS.

Sizes XS - XL

8014 2854140 - 144

MSRP: \$67.00†



BMW GILET, WOMENS.

Sizes XS - XL

8014 2854054 - 058

MSRP: \$225.00†

BMW JACKET, WOMENS.

Sizes XS - XL

8014 2854048 - 052

MSRP: \$360.00†





BMW LIFESTYLE.

BMW COLLECTION - UNISEX & KIDS.



BMW SWEATHOODIE LOGO TONAL, UNISEX.

Sizes S - XXL.

80 14 2854175 - 183

MSRP: \$110.00†



BMW SWEATHOODIE LOGO REVERSE, UNISEX.

Sizes XS - XXL.

80 14 2854185 - 190



MSRP: \$110.00†



BMW LIFESTYLE.

BMW COLLECTION - UNISEX & KIDS.



BMW T-SHIRT LOGO REVERSE, UNISEX.

Sizes XS - XXL

8014 2854121 - 126



MSRP: \$51.00†



BMW T-SHIRT LOGO REVERSE, KIDS.

Sizes 104 - 164

8014 2854152 - 157



MSRP: \$34.00†



BMW LIFESTYLE.

BMW COLLECTION - ACCESSORIES.



BMW CAP.

Black.

80 16 2854014



MSRP: \$46.25†



BMW CAP.

Beige.

80 16 2854015



MSRP: \$46.25†



BMW LIFESTYLE.

BMW COLLECTION - ACCESSORIES.



BMW CAP.

Cognac.

8016 2854016



MSRP: \$46.25†

BMW BEANIE.

Black.

8016 2854017

MSRP: \$70.00†





BMW LIFESTYLE.

BMW COLLECTION - ACCESSORIES.



BMW POCKET UMBRELLA, ULTRALIGHT.

Cognac.

80.23.2864008



MSRP: \$44.00†



BMW POCKET UMBRELLA, LOGO.

Dark Blue.

80.23.2864006



MSRP: \$36.50†



BMW LIFESTYLE.

BMW COLLECTION - ACCESSORIES.



BMW STICK UMBRELLA, LOGO.

Dark Blue.

80.23 2864005



MSRP: \$85.50†

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BMW LIFESTYLE.

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 LIFESTYLE.

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 LIFESTYLE.

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†





BMW LIFESTYLE.

BMW COLLECTION - LEATHER GOODS.



BMW CREDIT CARD HOLDER.

Blue.

80 Z1 5A51741

MSRP: \$55.50†



BMW WALLET HORIZONTAL.

Blue.

80 Z1 5A51740

MSRP: \$135.00†



BMW WALLET WITH COIN POCKET.

Blue.

80 Z1 5A51739

MSRP: \$110.00†





**BMW M
COLLECTION.**

BMW LIFESTYLE.

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 ensure long-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 LIFESTYLE.

BMW M COLLECTION - MENS & WOMENS.



BMW M T-SHIRT, MENS.

Sizes S - XXL.

8014 2854066 - 070

MSRP: \$68.50†



BMW M T-SHIRT, WOMENS.

Sizes XS - XL.

8014 2854084 - 088

MSRP: \$68.50†



BMW LIFESTYLE.

BMW M COLLECTION - UNISEX.



BMW M T-SHIRT LOGO, UNISEX.

Sizes XS - XXL

8014 2854096 - 101

MSRP: \$75.90†



BMW M SWEATHOODIE LOGO, UNISEX.

Sizes XS - XXL

8014 2854165 - 170

MSRP: \$150.00†





BMW LIFESTYLE.

BMW M COLLECTION - ACCESSORIES.



BMW M CAP LOGO.

Grey.

8016 2854021

MSRP: \$47.75†



BMW M CAP.

Black.

8016 2854022

MSRP: \$60.00†



BMW LIFESTYLE.

BMW M COLLECTION - ACCESSORIES.



BMW M SOCKS.

Sizes 39/42 or 43/46.

80 16 2864206 - 207

MSRP: \$36.73†



BMW M MUG.

White.

80 23 2864113

MSRP: \$30.00†



BMW M POCKET UMBRELLA.

Black.

80 23 2864010

MSRP: \$84.00†

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BMW M STICK UMBRELLA.

Black.

80 23 2864009

MSRP: \$110.00†



BMW LIFESTYLE.

BMW M COLLECTION - LEATHER GOODS.



BMW M WALLET WITH COIN POCKET.
Black.

80 21 5A5743
MSRP: \$170.00†



BMW M CREDIT CARD HOLDER.
Black.

80 21 5A5742



MSRP: \$71.50†



BMW M MOTORSPORT COLLECTION.



BMW LIFESTYLE.

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 LIFESTYLE.

BMW M MOTORSPORT COLLECTION - MENS.



BMW M MOTORSPORT SWEAT JACKET, MENS.

Sizes XS - XXL

8014 2854233 - 238

MSRP: \$145.00†



BMW M MOTORSPORT SWEAT PANTS, MENS.

Sizes XS - XXL

8014 2854277 - 282

MSRP: \$105.00†





BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - MENS.



BMW M MOTORSPORT GRAPHIC HOODIE, MENS.

Sizes XS - XXL

8014 2854226 - 231

MSRP: \$98.50†



BMW M MOTORSPORT STATEMENT JACKET, MENS.

Sizes XS - XXL

8014 2854220 - 225

MSRP: \$185.00†



BMW M MOTORSPORT POLO, MENS.

Sizes XS - XXL

8014 2854240 - 245

MSRP: \$85.00†



BMW M MOTORSPORT STATEMENT GRAPHIC TEE, MENS.

Sizes XS - XXL

8014 2854251 - 266

MSRP: \$72.00†



BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - MENS.



BMW M MOTORSPORT CAR GRAPHIC TEE, MENS.

Sizes XS - XXL

8014 2854247 - 252

MSRP: \$65.50†



BMW M MOTORSPORT STATEMENT LOGO TEE, MEN.

Sizes XS - XXL

8014 2854254 - 259

MSRP: \$72.00†



BMW M MOTORSPORT LOGO TEE, MEN.

Sizes XS - XXL

8014 2854269 - 274

MSRP: \$52.50†



BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - WOMENS.



BMW M MOTORSPORT JACKET, WOMENS.

Sizes XS - XL

8014 2854284 - 288

MSRP: \$145.00†



BMW M MOTORSPORT PANTS, WOMENS.

Sizes XS - XL

8014 2854290 - 294

MSRP: \$91.50†





BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - WOMENS.



BMW M MOTORSPORT STATEMENT TEE, WOMENS.

Sizes XS - XL.

8014 2854302 - 305

MSRP: \$72.00†



BMW M MOTORSPORT LOGO TEE, WOMENS.

Sizes XS - XL.

8014 2854309 - 313

MSRP: \$52.50†



BMW M MOTORSPORT POLO, WOMENS.

Sizes XS - XL.

8014 2854315 - 319

MSRP: \$85.00†



BMW M MOTORSPORT LOGO HOODIE, WOMENS.

Sizes XS - XL.

8014 2854296 - 300

MSRP: \$85.00†



BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - KIDS & TODDLERS.



BMW M MOTORSPORT LOGO HOODIE, KIDS.

Sizes 116 - 164.

8014 2854328 - 332

MSRP: \$69.50†



BMW M MOTORSPORT LOGO SHORTS, KIDS.

Sizes 116 - 164.

8014 2854334 - 338

MSRP: \$52.50†



BMW M MOTORSPORT LOGO TEE, KIDS.

Sizes 116 - 164.

8014 2854321 - 325

MSRP: \$45.75†

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BMW M MOTORSPORT JOGGER, TODDLER.

Sizes 6-9M or 12-18M.

8014 2854391 - 392

MSRP: \$85.00†



BMW LIFESTYLE.

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 LIFESTYLE.

BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT STATEMENT CAP.

Black / White.

8016 2854390

MSRP: \$59.00†



BMW M MOTORSPORT CAP.

White.

8016 2854387

MSRP: \$41.00†

BMW M MOTORSPORT CAP.

Black.

8016 2854385

MSRP: \$41.00†



BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT SHOES RS-X.

Sizes 36 - 46.

8019 2854354 - 364



MSRP: \$150.00†



BMW M MOTORSPORT SHOES RENEGATE.

Sizes 36 - 46.

8019 2854342 - 352



MSRP: \$175.00†



BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - ACCESSORIES.



BMW M MOTORSPORT LEADCAT RENEGATE 2.0.

Sizes 37 - 40.

80 19 2864366 - 375



MSRP: \$56.00†



BMW M MOTORSPORT STICK UMBRELLA.

White.

80 23 2864011

MSRP: \$63.50†



BMW M MOTORSPORT POCKET UMBRELLA.

White.

80 23 2864012

MSRP: \$45.75†



BMW LIFESTYLE.

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 LIFESTYLE.

BMW M MOTORSPORT COLLECTION - BAGS.



BMW M MOTORSPORT UTILITY BAG.

Black.

80 22 2864382

MSRP: \$64.50†

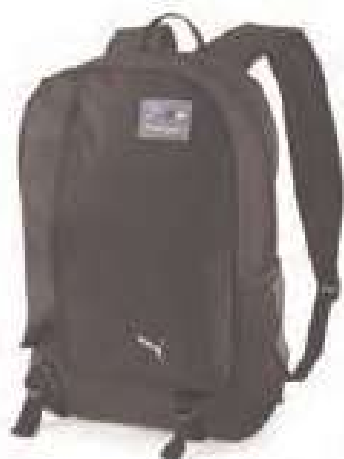


BMW M MOTORSPORT DUFFLE BAG.

Black.

80 22 2864381

MSRP: \$94.50†



BMW M MOTORSPORT BACKPACK.

Black.

80 22 2864380

MSRP: \$94.50†



BMW M MOTORSPORT STATEMENT BACKPACK.

Black.

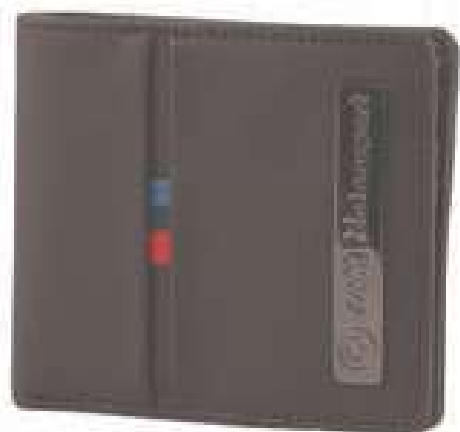
80 22 2864379

MSRP: \$155.00†



BMW LIFESTYLE.

BMW M MOTORSPORT COLLECTION - LEATHER GOODS.



BMW M MOTORSPORT WALLET.

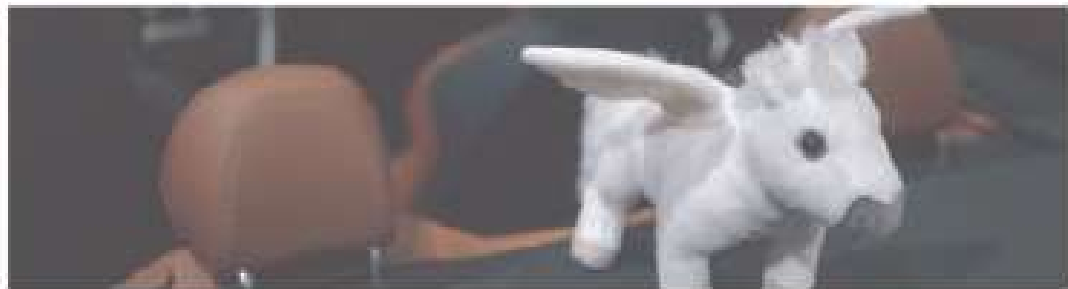
Black.

80 21 2854383



MSRP: \$52.50†





COMING

A white plush toy of a unicorn with large, light-colored wings is perched on the roof of a dark-colored car. The car's taillight is illuminated with a warm, orange-red glow. The background is a dramatic, blurred sunset or sunrise over a mountain range, with soft light filtering through the clouds. The overall mood is whimsical and hopeful.

SOON....



[BMW.CA/LIFESTYLE](https://www.bmw.ca/lifestyle)

†MSRP is in Canadian dollars and excludes applicable taxes. Retailers are free to set their own prices. Available while quantities last. Availability of individual products may vary. Please check with your local authorized BMW Retailer.

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