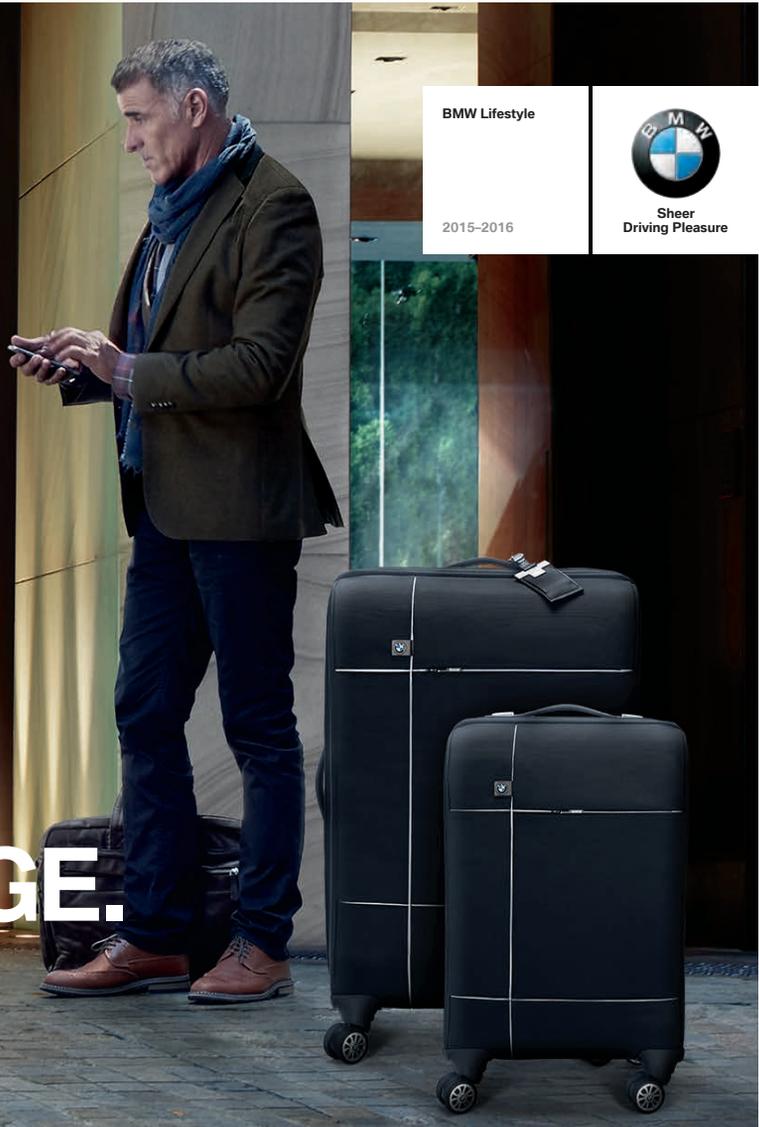




AN ICONIC RANGE.
BMW ICONIC COLLECTION.



BMW Lifestyle
2015-2016



PREMIUM IS MORE THAN JUST A WORD. IT'S A COMMITMENT TO QUALITY.

If you travel a lot, you'll value style and comfort – and a touch of luxury. Especially if you're used to driving a BMW. The BMW Lifestyle Iconic Collection has been designed specifically with these demands in mind. The elegant items in the collection promise premium quality, and stay true to their word.



BMW Ladies' Wallet, rectangular.

Premium handmade ladies' wallet made of calfskin leather with a double seam in waxed thread. It features four inside pockets, a coin pouch and an outside pocket, and it also offers space for ten credit cards. Inside is a decorative jacquard lining with a woven kidney grille design and the BMW lettering, while a stainless steel-look BMW logo provides the finishing touch on the outside. Made in Italy.

Material: Calfskin leather.
Dimensions (LxWxD): 19x 10x2 cm.

Black

80 21 2 344 445



PREMIUM QUALITY ISN'T JUST THE MOST IMPORTANT THING. IT'S ALSO ABOUT A FEELING.

The BMW Lifestyle Iconic Collection represents top-quality craftsmanship that's designed to meet the most exacting of demands. It is characterised by a quality that is clear to see – and touch! Certain items from the collection are bound to be impressive, what with their extraordinary feel, which is achieved thanks to the exciting mix of materials used. Others stand out with high-grade elements such as Italian calfskin leather and genuine expert craftsmanship.

Made in Italy

BMW Men's Wallet.

High-quality handmade wallet made of calfskin leather with a double seam in waxed thread. The inside features a jacquard lining with a woven BMW kidney grille design and the BMW lettering. A stainless steel-look BMW logo provides the finishing touch on the outside. In addition to the coin pouch, the wallet also has two pockets for banknotes and twelve reinforced credit card slots. Made in Italy.

Material: Calfskin leather.
Dimensions (LxWxD): 10.5x8.5x2.5 cm.

Black

80 21 2 344 446





BMW Business Card and Credit Card Holder with Money Clip.

Elegant card holder made of high-grade leather, with an inner compartment and three reinforced slots for credit cards or business cards. The inside has a jacquard lining with a woven kidney grille design and the BMW lettering, while a stainless steel-look BMW logo adorns the outside. Made in Italy.

Dimensions (LxWxD): 10x7x1.2 cm.

Black

80 21 2 344 448

BMW Business Card and Credit Card Holder.

Premium calfskin leather business card and credit card holder with hand-woven double seam. In addition to the central pocket, it also features six reinforced credit card slots. The inside features a decorative jacquard lining with a woven BMW kidney grille design and the BMW lettering, and a stainless steel-look BMW logo provides the finishing touch on the outside. Made in Italy.

Dimensions (LxWxD): 10x7x0.3 cm.

Black

80 21 2 344 447





**PREMIUM ISN'T A MATTER
OF OPINION. IT IS EVIDENCE
OF SUPERIOR DESIGN.**

All BMW models are testament to our outstanding engineering and groundbreaking design. And, of course, these models also include the items from the BMW Lifestyle Iconic Collection. The inimitable design combines simple elegance with a dash of originality.



BMW Key Ring, Single Kidney.

Exclusive key ring in the shape of the familiar BMW kidney grille in brushed stainless steel. The inlay is made of rubber and features a grooved design. The key ring with pull-turn mechanism is compatible with all BMW keys. Made in Germany.

Dimensions (LxW): approx. 8.4x2.3 cm.

Silvertone/Black

80 27 2 353 738



BMW Key Ring, Kidney Grille.

Beautiful key ring made of brushed stainless steel with double grooved rubber inlay. The key ring has a practical lobster clasp and is suitable for all BMW keys. Made in Germany.

Dimensions (LxW): approx. 11x2.5 cm.

Silvertone/Black

80 27 2 353 737



BMW Money Clip.

The BMW kidney grille in the form of a money clip. The robust clasp has a grooved rubber inlay. A high-quality embossed BMW wordmark adorns the back. Made in Germany.

Dimensions (LxW): 4.9x2.5 cm.

Silvertone/Black

80 27 2 353 739



BMW Cufflinks.

Brushed stainless steel cufflinks designed exclusively for the BMW Lifestyle Iconic Collection. The rubber inlay in the BMW kidney grille design is weather-resistant and the bars have a swivel function.

Dimensions (LxW): approx. 4.9x2.5 cm.

Silvertone/Black

80 27 2 353 740



PREMIUM ISN'T JUST ONE PART OF IT – IT'S ESSENTIAL.

If you view the most exacting of demands as standard, then premium quality is an absolute must. Particularly if you spend a lot of time travelling. The BMW Iconic Collection focuses entirely on specially selected materials and high-grade craftsmanship, combining these elements with outstanding quality. It offers that familiar feeling of premium quality, which is indispensable for those partial to sophisticated design.

BMW Iconic Universal Mobile Phone Case.

Premium universal smartphone case made of calfskin leather with a double seam in waxed thread. The jacquard lining is decorated with a BMW kidney grille design and BMW lettering. A stainless steel-look BMW logo provides the finishing touch on the outside. Made in Italy.

Material: Calfskin leather.
Dimensions (LxWxD): 8.5x14.9x0.4 cm.

Black

80 21 2 406 671

BMW Iconic Touch Command Sleeve.

Exclusive calfskin sleeve for the built-in Samsung Touch Command in the BMW 7 series. Handmade, with a double seam in waxed thread. The jacquard inner lining features the BMW kidney grille design and the BMW lettering, while the exterior bears a stainless steel BMW logo. Made in Italy.

Material: Calfskin leather.
Dimensions (LxWxD): 20.5x13.2x0.9 cm.

Black

80 21 2 406 536



BMW Iconic Unisex Pouch.

Premium calfskin leather pouch with double seam in waxed thread and smooth-gliding zip. In addition to two pin-sized eyelets and a side compartment, the pouch also features a jacquard inner lining with BMW kidney grille design and the BMW lettering. A stainless steel-look BMW logo provides the finishing touch on the outside. Made in Italy.

Material: Calfskin leather.
Dimensions (LxWxD): 20.5x13.2x0.9 cm.

Black

80 22 2 406 672

BMW Iconic Universal Tablet Case.

Exclusive universal tablet case made of calfskin leather with a double seam in waxed thread and magnetic flap closure. The outside of the case features an extra pocket and a stainless steel-look BMW logo. The inside has a decorative jacquard lining bearing the BMW kidney grille design and the BMW lettering. Made in Italy.

Material: Calfskin leather.
Dimensions (LxWxD): 11.7x24.7x0.7 cm.

Black

80 21 2 406 670

PREMIUM KNOWS NO COMPROMISE. BUT IT KNOWS HOW TO PROVIDE SOLUTIONS.

Despite their elegant appearance, premium products are also uncompromisingly functional. The items from the BMW Lifestyle Iconic Collection leave absolutely nothing to be desired where functionality is concerned.



BMW Iconic Travel Bag Weekender Duffel, 22".

Premium weekender made of nylon with real leather inserts. The main compartment has a long zip fastener and the shoulder strap is removable. The leather grips of the handles featuring the BMW lettering have a magnetic attachment function. Comes with leather address label and embossed BMW logos.

Dimensions (LxWxD): 36x56x30 cm.

Black

80 22 2 357 710



BMW Iconic Trolley Spinner, 24.5"

Exclusive nylon trolley with inserts made of genuine grained leather. In addition to a self-oiling 8-roller system, it also comes with aluminium telescopic bars that are suitable for both right-handers and left-handers, as well as numerous outside and inside pockets and a split main compartment with lashing straps. The integrated three-compartment garment bag, a genuine leather label and the glossy BMW kidney grille design provide the perfect finishing touches.

Dimensions (LxWxD): 62x43x27 cm.

Black

80 22 2 357 709



BMW Iconic Boardcase Spinner, 20"

Carry-on cabin trolley in woven nylon with genuine leather inserts. It features a self-oiling roller system and aluminium telescopic bars which are simple to release for both right-handers and left-handers, as well as numerous outside and inside compartments. The exterior is adorned with various BMW logos, either engraved or as plaques.

Dimensions (LxWxD): 51x36x23 cm.

Black

80 22 2 357 708



PREMIUM DOESN'T JUST STAND OUT. IT BRINGS CONTRASTS TOGETHER.

Precision can be timeless and an understatement can be striking. Apparent contradictions are combined to optimum effect in the BMW Lifestyle Iconic Collection.



BMW Chrono Men's Watch.

Exclusive men's chronograph watch with 40 mm brushed stainless steel case. The Swiss movement has a date, second and 30-minute display, as well as a timer and stopwatch function. In addition to the classic brown leather strap with sophisticated crocodile skin embossing, the chronograph watch has a silver-tone watch face with a BMW logo and a laser-engraved BMW logo on the back. Waterproof up to 10 ATM.

Leather, black, Ø 40 mm
Leather, brown, Ø 40 mm

80 26 2 365 451
80 26 2 365 452



BMW Men's/Ladies' Watch.

Elegant watch with brushed stainless steel case, Swiss precision movement and stainless steel strap. The two dials built into the main watch face with the BMW logo display the time and the day of the week. The back features two decorative BMW logos, one of which is laser-engraved and the other is metallic (silver/plain). Waterproof up to 10 ATM.

Men's, Ø 42 mm

Stainless steel with light watch face

Stainless steel with black watch face

80 26 2 365 445

80 26 2 365 446

Women's, Ø 35 mm

Stainless steel with light watch face

Stainless steel with black watch face

80 26 2 365 450

80 26 2 365 449



BMW Men's Watch Sports Chrono.

Sizeable, sporty chronograph with a 44 mm stainless steel case and stainless steel strap. Features include precise Swiss quartz movement, mineral glass for scratch resistance, a stop function and a small second display. A laser-engraved BMW logo adorns the back. Water-resistant up to 10 ATM.

Stainless steel, black, Ø 44 mm

80 26 2 365 456

BMW Classic Watch.

Classic watch with Swiss quartz movement, date display and a second display. The leather strap and the watch face are black. Luminous hands, a blue and white BMW logo and a BMW laser engraving on the back provide the finishing touches for the design. Waterproof up to 10 ATM.

Men's: leather, black, Ø 41 mm

80 26 2 365 447

Ladies': leather, black, Ø 32 mm

80 26 2 365 448

BMW Lifestyle



Sheer
Driving Pleasure

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