

Fancy footwear from MINI

Want to step out in the latest and coolest rage in funky footwear? Why not try the new Union Jack sneakers from the MINI Lifestyle Collection?

These sports shoes come with an unmistakable MINI signature and were first shown to sports shoe enthusiasts in May, at the SNEAKERNESS in Cologne, Europe's biggest sneaker convention.

The MINI Union Jack hi-top sneakers come in classic blue, with soles and laces in contrasting white. Fashionable Union Jack details add attractive highlights, with the flag printed on the heel cap and along the shoelace eyelets.

The upper material is water-repellent canvas, guaranteeing dry feet should the weather put a damper on things, while the silver eyelets for the laces lend the sneakers a retro look.

Discreet branding reflects the hallmark MINI understatement, with MINI logos on the outside of the left shoe, the back of the sole and the inside of the tongue.

The MINI Union Jack Sneakers will be available from September 2011 on the internet at www.MINI.de/shop and from select MINI Dealers. Those keen to size up the shoes before then will have an opportunity to do so at the upcoming SNEAKERNESS conventions in Zurich on 18 June and in Amsterdam on 27 August. Availability in South Africa would be November 2011 and the sneakers can be ordered from your nearest MINI Dealership.

