

"Beat the street" with MINI

The latest clothing collection is worthy of the catwalk and the sidewalk alike

For ten years, MINI has been wowing the public not just with its legendary cars, but with its authentic fashion, accessories and luggage collections as well. The brand delivers its own interpretation of the latest trends while simultaneously celebrating its passion for British fashion.

MINI creates fashion for all those whose heart beats to the rhythm of the street. This anything but run-of-the-mill collection bristles with hallmark British details like the Union Jack and badges and offers unconventional outfits that lend themselves to casual, business or clubbing wear.

Scarves are indispensable trend accessories and bestow any outfit with an individual touch. The light Union Jack Scarf from MINI appeals with its fashionable rendition of the British Union Jack, and is open to a wide range of combinations. This artistic design in red, blue and white makes this unisex scarf a colourful eye-catcher.

When it came to the Beat the Street Belt, MINI took inspiration from its automotive competence. This belt has a surprise element in the shape of a silver fastening designed like seatbelt buckle. Other details include the lettering "Beat the Street" embossed on the buckle and the MINI logo on the belt itself.

The MINI Lifestyle Collection presents numerous other outfits and accessories. The complete collection will be available in South Africa as from October 2011 and items can be ordered from MINI dealers countrywide.

