



BMW EYEWEAR
SPRING / SUMMER 2021 COLLECTION

The BMW Eyewear Spring / Summer 2021 collection consists of three lines.

The **BMW** line is a great compromise of modern and easy-to-wear men's and unisex sunglasses and eyeglasses. Precision, attention to detail and harmonious contrasts define the collection and each style is carefully crafted to reflect these elements. Suitable for driving, all BMW sunglasses have one sku conceived with Vi/ON lenses that allow seeing clearly LCD screens set in the cockpit and they permit a better reading of the global environment (reliefs, bumps, etc.), thanks to a reduced polarizing filter produced by Dalloz Creations (Optimized collection) which protects also from the most intense forms of glare. A better standard born for drivers.

For those looking for high-performance glasses without sacrificing high-tech details made by a meticulous craftsmanship, **BMW M** sunglasses are the perfect solution. The collection combines excellence in materials and production with exclusive aesthetics, strong lines and contemporary silhouettes.

Created with the BMW community and followers in mind, sporty and youthful design takes shape in the **BMW M Motorsport** segment. Lightweight, BMW M Motorsport sunglasses and eyeglasses stand out with racing-inspired colour-block combinations and dynamic profiles.

Together, the three eyewear collections capture the spirit of the brand through innovative technical solutions, sophisticated design and modern aesthetics.

The collections will be available starting from September 2020 in selected retail stores.

BMW SUNGLASSES COLLECTION:

BW0001

A heritage, masculine navigator, the style features an acetate front and sleek metal temples for a mixed material look. Steptronic-inspired hinges reference the brand's advanced driving

systems and earn the frame an elite feel. The rectangular sunglasses, in the 02D colorway boast Vi/ON lenses, which feature a reduced polarizing filter LCD-friendly.

BW0003

A classic square shape made with ultra-lightweight injection plastic for improved comfort and extended wear. The frame's thick temple profile creates a bold look and proudly bears the BMW name. Colourway 02D presents BMW Vi/ON lenses, which feature a reduced polarizing filter LCD-friendly that reduces glare through polarisation while maintain clear vision of your vehicle's digital dashboard.

BW0005

A winning metal silhouette, the navigator frame consists of sleek lines and a double bridge inspired by the brand's automotive front grill. A discreet, round BMW logo sits at each temple hinge. The brand's Vi/ON lenses, which feature a reduced polarizing filter LCD-friendly, can be found on colourway 14D, making it a leading option in driving eyewear.

BW0007

A nod to BMW vehicle's athletic lines, the sunglass boasts a sporty, curved silhouette. Slender shaded metal temples secured with a subtle frame front screw add a modern, stylistic touch. 02D colour variant presents Vi/ON lenses, which feature a reduced polarizing filter LCD-friendly designed to minimize glare while allowing ease in reading LCD screens, namely your vehicle's navigation panel.

BMW M MOTORSPORT SUNGLASSES COLLECTION:

BS0001

A staple pilot silhouette, the metal frame features a universally-flattering teardrop lens and adjustable nose pads. With BMW M Motorsport splashed across the temples, the frame recalls the adrenaline-fuelled world of BMW racing.

BS0002

Designed with BMW performance in mind, the sporty navigator gains a fast-feel from it's wrapped lens and metal frame. Temples are branded with the BMW M Motorsport and feature a contrasting interior colour just like the brand's vehicles.

BS0003-H

Inspired by the world of BMW racing, the sporty injection style features a fast blue and red stripe across the left frame front. A bold BMW M Motorsport logo across the temples completes the square shaped frame.

BS0005

A true sports wrap, the lightweight mask offers comfort and maximum light protection. An angular profile and colour-block temples featuring the BMW M Motorsport logo give the frame a strong, performance feel.

BMW EYEGLASSES COLLECTION:

BW5001-H

A flat-metal optical frame, the styles Steptronic-inspired hinges reference the brand's advanced driving systems and earn the frame an elite feel. Two-tone temples offer a stylistic touch and are complimented by a sleek logo placement.

BM5006-H

A universally-flattering square silhouette, the optical frames stand out for their dual-functionality thanks to a magnetic clip-on sun lens. The sun lens instantly and effortlessly attaches unnoticeably transforming into a sun style. Colour variant 001 is the ultimate optical sunglass in the world of driving eyewear thanks to its LCD-friendly polarised lens. Prescription frame users can now seamlessly switch between low and bright light moments with minimal fuss behind the wheel.

BM5009

Minimal and contemporary, the round metal optical style features a slim profile and temples marked with a subtle round BMW logo. The frames sleek metal lines are a reference to the brand's automotive front grill.

BM5013

An eye-catching square frame, the optical style stands out for its mix of acetate and metal. Sleek metal temples, marked with the brand logo, and adjustable nose pads offer versatility of fit.

BMW M MOTORSPORT EYEGLASSES COLLECTION:

BS5002

Designed for the BMW community, the racing-inspired rectangular frames features the BMW M Motorsport logo and a bold red splash of colour on the inner temples. The semi-rimless silhouette plays with weight, while the flat metal offers a technical look.

BS5003

The classic rectangular silhouette features subtle, refined geometries noticeable on its sculpted bridge and temples. Temples show off the BMW M Motorsport logo, while the tips feature in contrasting interior colour just like the brand's vehicles.

BS5004-H

The modern, chunky optical style is made of injection material for ultra-lightweight comfort. Strong, yet balanced temple proudly announces the BMW M Motorsport logo and are complimented by a temple interior stripe of colour.