Retail Innovation Shout Out: Reinventing Urban Life - The Mini Way

by Anasuya Biswas

What happens when a brand uses its successful image and ventures into a totally different segment? Can it live up to the same reputation, or will it fall flat? Is a successful brand name the perfect launchpad? Will the new consumers connect at the same level and have the same brand loyalty?

Mini Cooper, an icon of 1960s British popular culture is venturing into other segments like Living, Fashion, Design and Start-ups. Mini Cooper car has energized peoples’ lives with maximal experiences and a minimal footprint. Small in size and iconic in design, the first mini, built in 1959, delivered a thrill all its own.

Out of the many segments it has ventured, their target area is Fashion. The ideology is same. They want to create the same icon on the design ambitions of their heritage, present and future. They are collaborating with international designers to re-interpret classic fashion. Their Capsule Collection is a mix of Modern designs with an eye on tradition for urban travelers. The Beyond Native collection is using Yoruban dyeing from ancient southwestern Africa with luxurious silk, and the result is a tribute to cultural heritage. Their mantra isn't just about products though, it’s about possibility. Mini Fashion celebrates individuality, knowing that, when unique perspectives, ideas and passions come together, an icon is born.

Only time will tell, but consumers hope that Mini will create the same magic in other segments as it did with the Mini Cooper.

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About the Author

Anasuya Biswas
Anasuya.Biswas@kalypso.com
Anasuya is a Technical Consultant with Kalypso who loves meeting new people while traveling the world.