

APPAREL AND ACCESSORIES

## Moncler bids consumers bon voyage via luggage collaboration

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*Moncler x Rimowa luggage*

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By STAFF REPORTS

French-Italian apparel brand Moncler has teamed with Rimowa to create a luggage capsule ideal for discerning, adventurous travelers.

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Moncler is known for its high-end outerwear, meant for the harshest conditions but designed to not compromise style. The collaboration between Rimowa, a German luggage maker established in 1898, and Moncler is likely to appeal to the outerwear brand's affluent clientele, who are bound to frequently travel.

### Pack'n'play

Moncler sent its email list a blast announcing the collaboration. The email has limited text besides the two brands' names and "Bon Voyage" along with an image of three of the suitcases created for the collaboration.

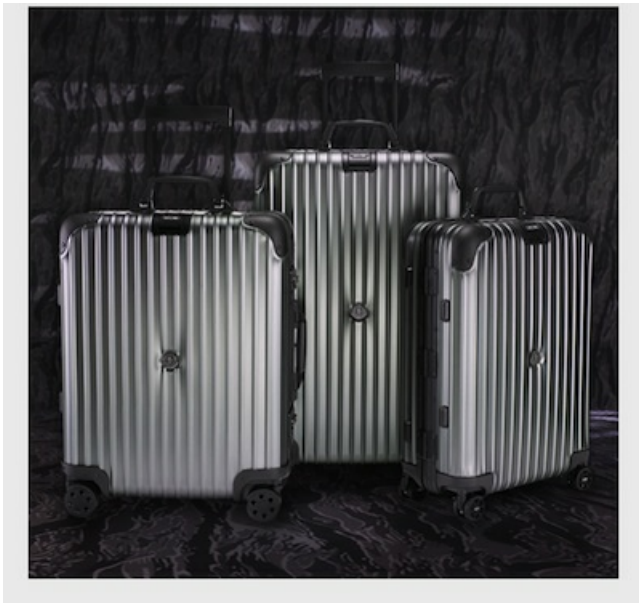
A click-through lands on Moncler's Web site, bringing consumers directly to the product landing page.

The Moncler x Rimowa capsule includes three hard-case luggage sizes, available in two colors: a grey or black aluminum-magnesium.

Each suitcase includes Rimowa's Cabin Multiwheel system, allowing for easy maneuverability and lightness. The cases also include a TSA combination lock for security.

The luggage is marked with a serial number that can be registered, a safeguard in the event of a lost or stolen bag. Inside the suitcase are two accessory cases for toiletries and two more for footwear in an exclusive camouflage pattern also used as an interior lining.

Prices for the Moncler x Rimowa collection range from \$1,700 to \$2,200.



### *Moncler x Rimowa luggage collaboration*

Other brands are returning to their historical roots by designing luggage for today's modern traveler.

French leather goods maker Louis Vuitton, for instance, has introduced an innovative range of rolling trunks for the 21st-century traveler.

Louis Vuitton made its mark as a steamer trunk and luggage manufacturer, a heritage that is often explored by the brand in its advertisements and collections. The luggage collection, "The Spirit of Travel," aligns with Louis Vuitton's travel narrative as this is also the title of its biannual campaign.

For the creation of the luggage collection, Louis Vuitton worked with industrial designer Marc Newson. Mr. Newson is well-known in the luxury space having designed goods for Montblanc, Jaeger-LeCoultre and Apple Watch ([see story](#)).

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