

APPAREL AND ACCESSORIES

Rimowa opens door on brand history with Parisian flagship

February 3, 2017



Inside Rimowa's Paris flagship

By STAFF REPORTS

LVMH-owned German luggage label Rimowa is creating a space to tell its brand story with the opening of its first flagship in Paris.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The five-level store at 73 rue du Faubourg Saint-Honor houses retail space and areas for customer assistance, repair services and exhibition within its 6,500 square feet. The flagship offers an opportunity for Rimowa to do more than sell, establishing a home for brand education and engagement.

Roll out

Located opposite the Hotel Bristol, Rimowa's flagship is an homage to its more than 115 years of craftsmanship and design. Swiss architects Atelier o incorporated Rimowa's iconic grooves into the interior, using metallic wall coverings as accents.



Rimowa's Paris flagship

Rimowa shares the early use of grooved aluminum with the Junkers F13, the first all-metal passenger aircraft. Paying homage to this six-seater plane, Rimowa constructed a replica, flying its recreation for the first time last September.

A film projection room tells the story of this aviation project in the brand's flagship.



Rimowa's Paris flagship

Within the flagship, Rimowa created a dedicated space for its Bluetooth-enabled Electronic Tags. When checking a bag with airlines Luftansa or Eva Air, the owner's boarding pass is matched with a tag on the Rimowa case using a smartphone.

In October, Dieter Morszeck, grandson of Rimowa's founder, sold a majority stake in the company to LVMH, becoming the first German house under the group's umbrella. As part of the deal, Alexandre Arnault will become co-manager of Rimowa, with Mr. Morszeck retaining his role as business manager ([see story](#)).