

APPAREL AND ACCESSORIES

Fendi is first Rimowa collaborator within LVMH's stable

November 30, 2017



Fendi is the brand to partner with Rimowa since it was acquired by LVMH. Image credit: LVMH

By STAFF REPORTS

German luggage manufacturer Rimowa has designed an aluminum carry-on case with the sophistication of Fendi's styling details.

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Included in part of its Topas luggage line's 80th anniversary celebrations, Rimowa has partnered with fellow LVMH house Fendi for an exclusive collaboration. The limited-edition carry-on case is the first time Rimowa has collaborated directly with Fendi on a project.

"We are thrilled to be the first maison in the LVMH group to work with Rimowa, a world leader in premium luggage," said Pietro Beccari, president and CEO of Fendi, in a statement.

"This case expresses the distinctive DNA of both maisons, resulting in a superb quality contemporary piece for women and men," he said.

Traveling in pairs

Since 1937, Rimowa has produced the lightweight aluminum Topas luggage line, updating its design with a grooved structure in 1950, a move that put its suitcases on the map as part of the exclusive travel culture.

Rimowa is of the position that over the course of a case's life, every dent, scratch and sticker placed on its surface by a traveler is part of a shared history.

Given the importance of the Topas luggage line, Rimowa also orchestrated its first digital campaign around the anniversary. Kicked off in October, the campaign focuses on famous travelers who rely on their aluminum cases to get from point a to point b.

Participants in the digital series include fashion designer Karl Lagerfeld, who personally photographed his Rimowa Topas for the effort ([see story](#)). Mr. Lagerfeld is also the creative director of Fendi.



Karl Lagerfeld's Rimowa Topas case. Image credit: Rimowa

For the collaboration between Fendi and Rimowa, the carry-on case is styled with the details of the Roman fashion house.

For example, the case includes a brushed aluminum Fendi double F logo as well as a web belt that runs across the case's exterior and interior compartments. In a nod to travel stickers, Fendi has also included its brand name and Fendi bag bug motif on the case's front panel.

Fendi's Cuoio Romano leather was also used for the luggage's handles, while the black neoprene interior lining was embossed with the double F logo.

The case also features Rimowa innovations such as its silent Multiwheel system and its Flex-Dividers for efficient packing.



Rimowa x Fendi Topas case. Image credit: Fendi

"Rimowa stands for design, durability and craftsmanship, and Fendi is the perfect partner with their distinctive DNA and bold creativity," said Alexandre Arnault, co-CEO of Rimowa, in a statement.

The limited-edition Rimowa x Fendi Topas is available at select Fendi and Rimowa boutiques and on Fendi.com since Nov. 27. The case retails for \$2,350.

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