

RETAIL

## Rimowa, DFS Group team for travel retail ease

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*Rimowa is the go-to luggage maker for the jet-set. Image credit: Rimowa*

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By STAFF REPORTS

German luggage manufacturer Rimowa has landed in duty free retailer DFS Group's T Galleria locations for a natural brand alliance.

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**Luxury Daily**

From December onwards, Rimowa luggage will be available at its fellow LVMH-owned retailer DFS Group's T Galleria locations in Hong Kong, Macau, Okinawa, Japan and Venice, Italy. Due to duty free consumption while abroad, having the option to purchase a high-end suitcase inside T Galleria may be attractive to consumers looking to stock up on tax-exempt luxury goods.

A perfect pair

To celebrate its partnership with Rimowa, DFS Group is rewarding consumers with special benefits.

Consumers enrolled in T Galleria's Loyal T rewards program who purchase a piece of Rimowa luggage will earn extra bonus points. The incentive to earn rewards, on top of tax-exempt purchase opportunities, may encourage consumers to spend more while at T Galleria.

If a consumer is shopping T Galleria by DFS at Hong Kong's Canton Road, an onsite craftsperson will personalize the leather tag that is affixed to each piece of Rimowa luggage.

Exclusive to the Hong Kong, Canton Road location, consumers can also enjoy door-to-door delivery service. DFS Group will either deliver the Rimowa luggage to a consumer's in-market home or the hotel at which they will be staying.

This aspect of service is an attractive piece given the amount consumers, especially those from Mainland China, spend while abroad.



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*Promotional image created by DFS Group to welcome Rimowa to its T Galleria stores. Image credit: DFS Group*

“At DFS, we believe that travel and lifestyle go together and so we continue to introduce products that are designed to enhance the experience of our discerning traveling customers,” said Christophe Chaix, senior vice president of fashion, watches, jewelry and accessories at DFS Group, in a statement.

“Rimowa is synonymous with innovation, quality and durability, making it a perfect partner for our accessories portfolio,” he said.

Rimowa’s relationship with DFS marks its second brand collaboration since joining LVMH’s portfolio.

In November, Rimowa designed an aluminum carry-on case with the sophistication of Fendi’s styling details.

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 was the first time Rimowa has collaborated directly with Fendi on a project ([see story](#)).

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