

APPAREL AND ACCESSORIES

Rimowa stresses functionality in logo, branding update

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Rimowa new typeface is a utilitarian sans serif. Image credit: Rimowa

By STAFF REPORTS

German luggage manufacturer Rimowa is launching a new brand identity as it readies to celebrate 120 years in business.

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Founded in 1898 in Cologne by Paul Morszeck, Rimowa is known for its innovations in luggage aimed at lightweight construction and ease of use. Throughout its more than a century in business, the brand remained family owned and run, until October 2016 when Dieter Morszeck, grandson of Rimowa's founder, sold a majority stake to luxury goods conglomerate LVMH ([see story](#)).

120-years new

In celebration of its 120th anniversary, Rimowa will begin rolling out its new visual identity Jan. 18. The branding effort has been led by Rimowa chief executive Alexandre Arnault and chief brand officer Hector Muelas.

Rimowa selected Munich-based concept, branding and graphic design studio Bureau Borsche as well as London design and branding consultancy Commission Studio for the rebranding project.

Collaterals to be rebranded include Rimowa's logo, monogram, visual language and packaging suite.

For its logo, Bureau Borsche, which shares Rimowa's German heritage, selected a utilitarian sans serif typeface to inform the luggage maker's new typographic language. The typeface is refined and understated to reflect the functionality of Rimowa's projects, and will also be versatile enough for the brand's future ventures.



Rimowa's new visual language includes hang tags and paper stock. Image credit: Rimowa

Rimowa's logo and monogram will be set against palettes of black, white and grey to echo the brand's belief that less is more.

A modular pattern system has also been derived from Rimowa's hallmark grooves, first introduced in 1950. The groove motif will be embossed or watermarked on Rimowa's owner's manual, hang tags and paper stock.

Rimowa's updated visual identity will also extend to a redesign of its packaging suite and retail touch points.

In the year ahead, Rimowa will incorporate the revamped visuals into all new products after a global roll out of brand communications and channels.

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