

APPAREL AND ACCESSORIES

Rimowa teams with Supreme for logo luggage

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Rimowa x Supreme luggage. Image credit: LVMH

By STAFF REPORTS

German luggage label Rimowa has become the latest LVMH-owned house to partner with streetwear label Supreme.

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In an indication of luxury's increasing embrace of streetwear, Rimowa joined with Supreme on co-branded versions of its Topaz suitcase. Combining Rimowa's craftsmanship with Supreme's buzzy branding, the cases reflect both of their appeals.

Skating into travel

Rimowa and Supreme made two sizes of suitcases: a 45L carry-on and an 82L. Crafted from aluminum, the luggage comes in red or black, with the Supreme logo spelled out on the body in white.

The cases also feature TSA locks and four rolling wheels. Demonstrating the easy transport of the luggage, Rimowa created a short film in which a man trails behind a motorcyclist while sitting atop an upright suitcase.

Supreme /RIMOWA. 04/14/2018 pic.twitter.com/3K0R0FbChk

RIMOWA (@RIMOWA) [April 10, 2018](#)

From April 12, the suitcases will be carried in Supreme stores in New York, Brooklyn, Los Angeles, London and Paris, as well as its ecommerce site.

Rimowa will also retail the carry-on at its stores in New York, Los Angeles, Paris and London, along with its pop-ups at Landmark Hong Kong and Tokyo's Isetan from April 14. From April 14, LVMH-owned ecommerce site 24 Sevres will also retail the carry-on size.

French fashion house Louis Vuitton is skating into streetwear through a collaboration with New York-based label Supreme.

In less than two decades, Louis Vuitton has gone from taking legal action against Supreme for allegedly using a pattern that resembled its logo to designing a menswear collection alongside the label ([see story](#)). This collaboration contributed to LVMH's 13 percent organic growth in 2017 ([see story](#)).

Since joining the LVMH family, Rimowa has also collaborated within the group.

Last fall, 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 partnered with fellow LVMH house Fendi for an exclusive collaboration. The limited-edition carry-on case marked the first time Rimowa collaborated directly with Fendi on a project ([see story](#)).

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