

APPAREL AND ACCESSORIES

Rimowa marks milestone by focusing on the journey

September 10, 2018



Model and activist Adwoa Aboah is one of the icons in the new campaign. Image courtesy of Rimowa

By SARAH RAMIREZ

German luggage label Rimowa is celebrating its 120th birthday with help from a diverse group of brand ambassadors as it rolls out its first global integrated campaign.

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Featured in the campaign are leaders in sport, design and food who are known for continuing to push forward in their careers. Their individual journeys tie into the heritage brand's reputation as a valuable tool for travelers.

Never still

For its campaign, Rimowa enlisted tennis great Roger Federer; Louis Vuitton men's artistic director, Virgil Abloh; model and activist Adwoa Aboah; chef and restaurateur Nobu Matsuhisa and Dior Men's jewelry designer Yoon Ahn. Together, this group represents different genders, ethnicities and ages.

To launch the global campaign, the LVMH-owned luggage company has released a short film, "Never Still," that includes snippets of each ambassador's forthcoming shorts. The individual vignettes, which were filmed on three continents by five different directors, will be released in the coming weeks.

Rimowa's first global integrated campaign follows a diverse group of icons

The film begins with quick glances at each individual before they each start packing in their Rimowa luggage. While they each depart their homes, a variety of surroundings are pictured, from urban to natural landscapes.

"Mastery is a moving target," a voiceover says. "There are those determined to chase it, those are who aren't defined by where they've gone, but by where they have yet to go."



Tennis icon Roger Federer for Rimowa. Image courtesy of Rimowa

While the anthem film proclaims that the most ambitious people do not have comfort zones, the forthcoming films will delve more into these individuals' personal journeys.

Mr. Federer, whose partnership with Rimowa will continue for at least two years, appears in a film in his native Switzerland that features a childhood conversation with his father. Ms. Aboah's vignette will examine how travel helped her overcome her battle with depression.

More artistic interpretations will be seen in Ms. Ahn's film, which uses quotes from her travel diary as inspiration, while Mr. Abloh's vignette includes an artistic interpretation of his travel observations.

Aside from serving as a campaign face, Mr. Abloh worked with Rimowa on a collaborative luggage set from his label Off-White earlier this year.

Rimowa on the move

Part of the luggage brand's philosophy is embracing the experience and memories that come with luxury goods.

This spring, the co-CEO of Rimowa said he believes that while millennials are interested in experiences, it is not the only value that drives them. The pull of a luxury product, which has a story and experience itself, could be enough to attract the aging millennial group ([see story](#)).

Rimowa also recently continued its collaboration with Italian fashion house Fendi for specialty luggage.

After debuting a joint luggage line last fall, the collaborative designs are now available in blue and red, and the luggage now boasts a paper-airplane-shaped leather Airbag charm. Owners can customize the bags with stickers and a leather name tag ([see story](#)).