

APPAREL AND ACCESSORIES

## Rimowa puts brand's heritage into print

December 12, 2018



*Rimowa is publishing a new book. Image courtesy of Rimowa, image by Christian Hagemann*

By STAFF REPORTS

German luggage brand Rimowa is recounting its 120 years of history in a new book from publisher Assouline.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Simply titled "Rimowa," the tome details the brand's position at the intersection of fashion and function, as well as focusing on the people behind the LVMH-owned label. Despite a marketing strategy that does not include print advertising, Rimowa sees the value in sharing its story through this anniversary volume.

"Rimowa has always stood at the forefront of innovation, from the launch of the first aluminum suitcase in 1937 to the most recent collaborations with brands like Supreme, Off-White and Fendi," said Hector Muelas, chief brand officer, in a statement. "This compilation chronicles the stories that make our luggage the tool of those who want to see and shape the world."

Rimowa reading

Weighing in at 192 pages, Rimowa's book includes more than 100 illustrations and text by journalist and writer Dan Thawley. Since 2010, the author has been the editor in chief of *A Magazine Curated By*, which has collaborated with creatives such as Alessandro Michele, Thom Browne and Giambattista Valli, and he also serves as the Paris editor of *Vogue Italia*.

Priced at \$175, the book traces Rimowa's origins in Cologne, Germany to milestones such as the launch of its first aluminum suitcase in 1937.

"As our 120-year anniversary draws to a close, Rimowa honors our mission, legacy and craftsmanship," said Alexandre Arnault, CEO of Rimowa, in a statement. "We're thrilled to partner with a like-minded publisher such as Assouline to compile over a century of products and stories that have helped shape us as a distinctly unique brand."



*Rimowa. Image courtesy of Rimowa*

Rimowa is aiming to become a brand that is more globally and culturally relevant through a marketing and design strategy that leans on community and collaborations.

Since joining conglomerate LVMH Mot Hennessy Louis Vuitton in 2016, Rimowa has been undergoing a transformation to make the 120-year-old house's heritage and craftsmanship resonate more with modern travelers. Along with changes throughout the organization, such as retail and development strategy, Rimowa is updating its branding to reflect contemporary values and channels ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.