

CONSUMER ELECTRONICS

Rimowa, Bang & Olufsen tap into sound, travel relationship

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Bang & Olufsen's Rimowa collaboration product. Image credit: Bang & Olufsen

By STAFF REPORTS

High-end luggage brand Rimowa is highlighting the connection between travel and audio through a collaboration with luxury audio equipment manufacturer Bang & Olufsen.

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The two are releasing a limited-edition pair of wireless Beoplay H9i headphones anodized aluminum and genuine leather that embodies the two brands. The high-tech product comes in a warm light gray color and features an innovative touch interface, along with active noise cancellation and is packaged in an aluminum case in Rimowa's luggage style.

Sound and travel

To promote the collaboration, Rimowa and Bang & Olufsen are working with another participant, composer and music producer Ludwig Gransson. The artist is a frequent traveler and talks with the brands about his relationship to sound and travel, as well as touching on important parts of his work such as collaborating with artist Childish Gambino and working on the film "Black Panther."

A video will be shared on both Rimowa and Bang & Olufsen's digital outlets.

The limited-edition headphones will be available on April 15 for 800 euros, or \$900 at current exchange.



The limited-edition headphones come in a Rimowa case. Image credit: Bang & Olufsen

"For over 90 years, Bang & Olufsen has striven to be more than an audio company, a brand that stimulates people's lives through a passion for sound, design and craftsmanship," said John Mollanger, executive vice president, president of brand and markets at Bang & Olufsen, in a statement. "With Rimowa being much more than a luggage company, but a brand that makes travel an art and that disrupts its own marketplace, we are honored and proud to have an ideal partner.

"The first materialization of our collaboration, the Rimowa edition of our flagship Beoplay H9i headphones and exclusive Rimowa carrying case, will make the world travel at the speed of sound," he said.

Rimowa is often 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 recently updated its branding to reflect contemporary values and channels ([see story](#)).

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