

APPAREL AND ACCESSORIES

Rimowa campaign series explores the path to success

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Rimowa's Never Still campaign features LeBron James. Image courtesy of Rimowa

By STAFF REPORTS

German luggage label Rimowa is paralleling the journey towards mastering skills with physical travel in a campaign featuring talents from across industries.

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Rimowa is evolving its "Never Still" campaign concept with a new cast, including basketball player LeBron James, fashion designer Kim Jones and pianist Yuja Wang. Throughout a series of shorts, Rimowa puts the focus on "purposeful travel," pointing to the idea that success comes to those who keep moving.

"Rimowa's Never Still is not a concept that loses steam after one campaign it's an idea on which to build," said Alexandre Arnault, CEO of Rimowa, in a statement. "As a brand dedicated to the heritage of consumer-focused craftsmanship, longevity and innovation, Rimowa is committed to participating in the conversation by adding meaningful cultural context to our products.

"Together with this group of diverse global icons, we continue to open up a conversation beyond travel to explore what it means and takes to move forward," he said.

On the move

Rimowa originally debuted Never Still as a campaign concept to celebrate its 120th anniversary. The inaugural effort featured talents such as tennis star Roger Federer and restaurateur Nobu Matsuhisa ([see story](#)).

Now, Rimowa is continuing the conversation with a new campaign developed by an in-house creative team along with agency Anomaly Berlin.

This new chapter in Never Still was filmed by three different directors. The films take place across four countries.

"In our second year of Rimowa's Never Still campaign we are not falling short of inspirational stories with a new line up of long-time Rimowa owners that live this philosophy," said Frank Hahn, executive creative director at Anomaly Berlin, in a statement. "These extraordinary personalities shape our world and culture beyond their profession.

"Shot in Tokyo, India, Los Angeles and Toronto we again paired each icon with a unique director and had them bring to life their genuine stories as meaningful life lessons and inspiration to travel," he said. "No one builds a legacy by standing still' is a concept that will never lose its inspirational power."

Rimowa's campaign is launching with Mr. Jones' profile. The designer, who is the artistic director of Dior Homme, is shown exploring India and Japan.

Rimowa's Never Still campaign featuring Kim Jones

Along with realistic scenes, there are also touches of the surreal in the film courtesy of film editing.

"I think if you don't go into the unfamiliar, you never feel uncomfortable," Mr. Jones says in voiceover.

The films featuring Mr. James and Mr. Wang will debut in June.

For the effort's launch, Rimowa is focusing its attention towards its key markets of the United States, China, Hong Kong, Japan, Germany, United Kingdom and France.

Rimowa's campaign is running across its owned channels as well as paid digital placements. Fittingly, the travel-themed content is also being featured on in-flight entertainment channels on Air France, British Airways and Cathay Pacific, as well as in airports in markets such as New York, Los Angeles, London, Paris, Nice, Shanghai and Hong Kong.

Rounding out the multichannel placements are cinema advertisements in the United States and Europe and out of home ads in cities such as New York, Los Angeles, Paris, London, Hong Kong, Seoul and Tokyo.

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](#)).

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