

APPAREL AND ACCESSORIES

## Rimowa tackles subway travel in branded effort

August 5, 2019



Rimowa is releasing 250,000 branded MetroCards in New York. Image courtesy of Rimowa

By STAFF REPORTS

German luggage label Rimowa has teamed with an unlikely partner in an effort to further conceptualize its newest campaign slogan.

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Through a collaboration with New York's Metropolitan Transit Authority, Rimowa has issued limited-edition branded MetroCards at select subway stations. The effort further connects the luggage brand to contemporary travel and mobility.

Moving forward

Launched on Aug. 5, 250,000 Rimowa-branded MetroCards will be sold in New York.

These branded MetroCards will be available at limited subway stations in Manhattan and Brooklyn, including the 59th Avenue station by the brand's New York flagship.

"Through our partnership with the MTA, Rimowa-branded MetroCards will appear all throughout the city," said Alexandre Arnault, CEO of Rimowa, in a statement to *Women's Wear Daily*. "New York is a city our brand has a strong tie with, and we are excited for the MetroCard and the commuters of New York to embody our campaign's concept that, No one builds a legacy by standing still."

[View this post on Instagram](#)

A post shared by RIMOWA (@rimowa) on Aug 5, 2019 at 7:11am PDT

*Instagram post from Rimowa*

The exclusive subway passes feature artwork by Jun Cen, Jee Ook, Neomo Mao and Tess Smith Roberts.

Each card features the artists' interpretations of travelers with Rimowa luggage, along with the campaign motto. On the flip side of the cards is a photo of the brand's iconic silver suitcase.

This effort is part of Rimowa's "Never Still" campaign, which originally debuted as a concept to celebrate its 120th anniversary.

In May, Rimowa retooled 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 ([see story](#)).

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