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APPAREL AND ACCESSORIES

Rimowa brings travel twist to salon pop-up

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A sketch of Rimowa's Travel n' Style pop-up salon. Image courtesy of Rimowa

By STAFF REPORTS

German luggage house Rimowa is engaging fashion and beauty lovers with a special pop-up during Paris Fashion Week.

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Rimowa is working with French celebrity hair stylist John Nollet to create a safari-themed pop-up hair salon at the brand's Paris flagship. The collaboration also includes a capsule collection, further extending its impact.

Pop-up salon

Open from Sept. 24 to Sept. 26 and Sept. 28 to Oct. 5, Mr. Nollet will be camped at the Rimowa boutique on Rue du Faubourg Saint-Honor. The Travel n' Style Salon is open to the public by appointment only, and prices and styles vary.

The styling experience, which was inspired by mid-century safari camps, includes bespoke luxury treatments such as manicures by Dior.



Rimowa's Paris flagship. Image credit: Rimowa

To celebrate the salon pop-up and collaboration, Rimowa and Mr. Nollet will display of custom cases built for the hairdresser's tools.

Additionally, shoppers can purchase pieces of a new capsule collection, Rimowa x John Nollet Classic Cabin S. The set, which is only available at the Paris flagship for a limited time, includes the brand's first titanium-colored Rimowa Classic embellished with brown Italian leather accents and a special leather luggage tag.

Rimowa has collaborated on other limited-edition luggage sets.

Last year, Rimowa became the latest LVMH-owned house to partner with streetwear label Supreme.

In an indication of luxury's increasing embrace of streetwear, Rimowa joined with Supreme on co-branded versions of its Topaz suitcase.

Rimowa and Supreme made two sizes of suitcases: a 45L carry-on and an 82L. Crafted from aluminum, the luggage came in red or black, with the Supreme logo spelled out on the body in white ([see story](#)).

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