

AUTOMOTIVE

McLaren taps Tumi as luggage partner in lifestyle push

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McLaren is partnering with Tumi. Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren has named Tumi its official luggage partner for its racing team and consumer cars brand, leveraging a shared focus on technical innovation and design.

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The new collaboration will kick off with a line of luggage that will debut late next year. This new alliance is McLaren's latest foray into categories including fashion and eyewear as the automaker seeks to build a lifestyle around its brand.

"Travel and lifestyle are central to the sport of Formula 1, so our new partnership with Tumi is perfect," said Zak Brown, CEO of McLaren Racing, in a statement. "Like McLaren, Tumi is constantly pursuing better in everything it does through optimization and innovation.

"We're delighted to welcome Tumi into our family of partners and to proudly represent the brand and its products around the globe," he said.

Brand alliance

McLaren launched its first bespoke luggage collection earlier this year. Designed by McLaren Special Operations, the four-piece collection was inspired by the McLaren GT ([see story](#)).



McLaren introduced a bespoke luggage collection for its GT. Image credit: McLaren

Now, McLaren is bringing in a luggage label to create co-branded bags.

Founded in 1975 in the United States, Tumi is often inspired by fields including aeronautics and automotive design, as well as sports. The brand is known for its functionality and durability, using technical materials such as an exclusive nylon and a zipper system that are designed to last through long-term use.

"McLaren supercar owners the world-over value the experience of travel with a clear emphasis on performance, luxury and style," said Mike Flewitt, CEO of McLaren Automotive, in a statement. "We see that echoed by Tumi who, like McLaren, pursue a like-minded focus on the innovative use of lightweight materials and optimized performance all brought together by a holistic design-led approach."

Luggage partnerships are a natural fit for automakers. By developing products in house or by working with brands in the category, marques are able to offer cases and bags that are designed to fit into the trunks of their cars.

For instance, Montblanc made a \$17,000 luggage set for BMW, while Rolls-Royce offered a \$46,000 luggage set as an option for its Wraith.

Luggage is the latest move from McLaren as it extends its brand. Last year, the automaker worked with Belstaff to create an apparel capsule collection.

In 2019, McLaren also made its first foray into eyewear with licensee L'Amy. The debut McLaren Vision Collection to come from the partnership features sunglasses and optical frames that leverage advanced materials and design, reflecting McLaren's technical DNA ([see story](#)).

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