

APPAREL AND ACCESSORIES

## Rimowa partners with Garrett Leight for first eyewear collab

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*Rimowa seeks the California hip vibe with the Garrett Leight eyewear collaboration. Image courtesy of Garrett Leight*

By LUXURY DAILY NEWS SERVICE

German luggage brand Rimowa has launched its first eyewear collaboration in a deal with cult-status Garrett Leight California Optical to coincide with the U.S. partner's 10<sup>th</sup> anniversary.

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The special-edition collection pays homage to the sun-soaked surf culture and psychedelic art scene of the Californian coast. The Rimowa cobranded eyewear was designed in Garrett Leight's studio in downtown Los Angeles' arts district.

"Sunglasses are an important accessory for any traveller, so partnering with them to create this experiential package for our consumers felt very organic," said Garrett Leight, founder/CEO of his eponymous firm, in a statement.

"Paying homage to our California heritage and the legendary eras that inspired this collaboration is a perfect way to celebrate our 10 years in business," he said.

Rimowa is an LVMH brand.



*Rimowa x GLCO: Eyes on the prize. Image courtesy of Rimowa*

#### In the frame

The collection includes six pairs of sunglasses, two luggage sticker sets and a limited-edition Rimowa x Garrett Leight California Optical Essential Cabin Suitcase in white gloss.

Inside the suitcase is a pair of Rimowa x Garrett Leight California Optical Gold sunglasses and a complete line of beach-ready accessories, including a beach towel, surf wax, the limited-edition luggage sticker sets, and a luggage tag specially crafted for this partnership.

The items will be available starting March 12 at select retail stores, [rimowa.com](https://www.rimowa.com) and [garrettleight.com](https://www.garrettleight.com). They are priced at \$470 for the sunglasses and \$1,100 for the Essential Suitcase.

A photo-and-video campaign crafted and directed by Dave Franco will promote the cobranded products with a theme celebrating the lifestyle and culture of Venice Beach.

*Le Pionnier: A Rimowa x GLCO film by Dave Franco*

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