

TRAVEL AND HOSPITALITY

UK's Globe-Trotter rolls out "No Time To Die" luggage set even as movie release is pushed

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Globe-Trotter is the official luggage of James Bond in No Time To Die, marking the third outing for the brand in the 007 franchise since Skyfall. Image credit: Globe-Trotter

By LUXURY DAILY NEWS SERVICE

Even though the cinematic release of the latest James Bond flick has been pushed back to November, British luggage maker Globe-Trotter is debuting its co-branded "No Time To Die" collection.

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The third collaboration with the makers of James Bond movies since *Skyfall*, the new range includes a classic vulcanized fiberboard trolley case in both carry-on and check-in sizes with a new four-wheel design.

"I was thrilled to have the opportunity to work on *No Time To Die*," said Charlotte Seddon, designer at Globe-Trotter, in a statement.

"I really feel that we've struck a balance that keeps Globe-Trotter in a league of its own when it comes to luggage design," she said. "It's so important that a Globe-Trotter case remains true to its roots by keeping its iconic identity: it must remain stylish, elegant and simple in design."

The 007 set comes two months after Italian footwear and leather goods brand Berluti partnered with Globe-Trotter to launch a capsule luggage collection as both marketers seek to tap each other's audiences. The capsule collection will feature for the first time Berluti's signature canvas ([see story](#)).



Looks from No Time To Die promo with Globe-Trotter luggage. Image credit: Globe-Trotter

Continuing the journey

No Time To Die costume designer Suttirat Anne Larlarb picked the Ocean Green shade as part of her collaboration with the Globe-Trotter team.

The U.S. costume designer has experience working in Hollywood, partnering with Oscar-winning director Danny Boyle on *Slumdog Millionaire*, *127 Hours* and the visionary 2012 Olympic opening ceremony.

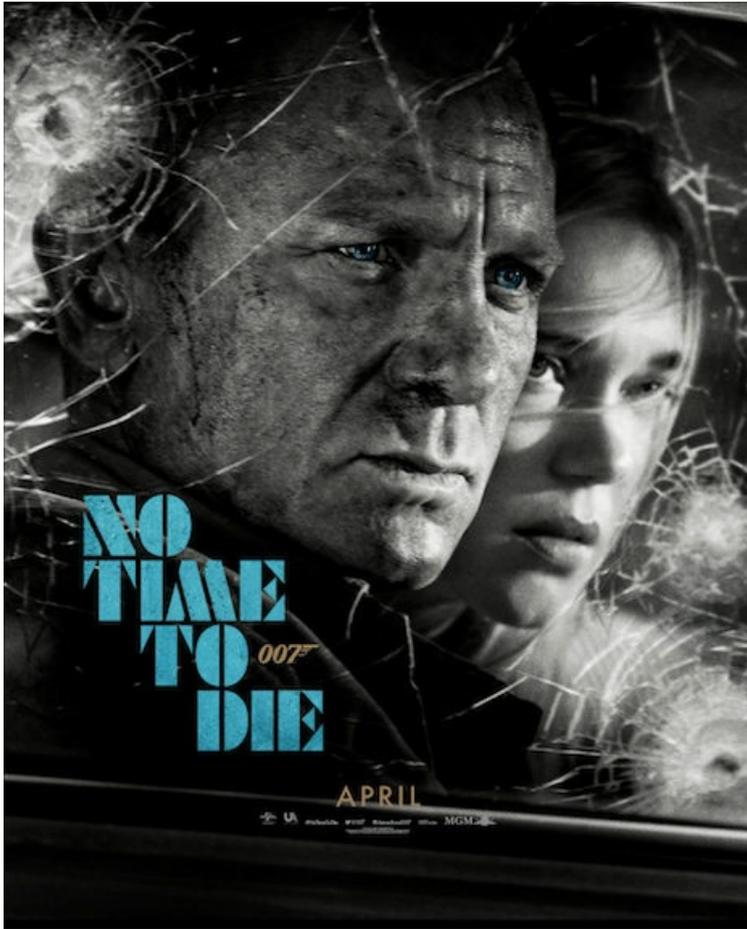


Globe-Trotter bags fitting into the trunk of James Bond's vintage Aston Martin. Image credit: Globe-Trotter

The trolley costs \$2,340, check-in bag \$2,730 and the luggage tag \$135. The **collection** is available for sale in stores and online.

The 25th James Bond film's release in movie theaters was pushed from next month to Nov. 12 because of the

coronavirus outbreak. It is British actor Daniel Craig's final outing as 007.



Poster for James Bond's No Time To Die outing. Image credit: Eon Productions

Bond marketing and tie-in partners have been given the go-ahead to proceed with their product launches.

"We gave Suttirat the option of choosing from a rainbow of colors in upholstery leather," Ms. Seddon said.

"Ocean Green was the chosen color for the luggage, which went on to feature in the movie," she said. "It was only natural that we added this beautiful colourway of Ocean Green and black to our collection."



No Time To Die costume designer Suttirat Anne Larlarb. Image credit: Globe-Trotter

Here in its entirety is an interview Globe-Trotter conducted with *No Time To Die* costume designer Suttirat Anne Larlarb:

How does Globe-Trotter suit the Bond aesthetic?

There's an unquestionable essentiality of elegance, luxury, worldliness that is inherent in Globe-Trotter pieces. It is precisely that essentiality that makes Globe-Trotter the intuitive choice for Bond's aesthetic and character.

What do you like about the *No Time To Die* collection?

It is everything that represents Bond: the color choice and materials are modern and elegant, perhaps slightly unexpected, and respectful of tradition.

James Bond is a character who makes quick, intuitive decisions in order to navigate his immediate circumstances. He always stays ahead of whatever game is in play all the while retaining his fundamental edge and an inherent elegance.

On this journey in *No Time To Die*, it makes sense that he would continue to travel with Globe-Trotter as his luggage of choice a result of all his best instincts, like everything else in his life.



All dressed up and everywhere to go: Globe-Trotter luggage promo for No Time to Die. Image credit: Globe-Trotter

What is the overall mood of *No Time To Die* from a costume perspective?

I definitely wanted to pay homage and give due respect to what came before, as the aesthetic heritage of Bond is steadfast and unassailable.

Each successive version of Bond has inevitably come to define a certain sophistication and apex of contemporary men's style in its time so I knew we had to push Bond's look in *No Time To Die* a bit further, but simultaneously retain a certain spirit from the previous costumes.

In the story of this particular film, there's a seriousness of tone in each character's emotional journey, so I wanted to make sure this was supported in the costume choices.

Each and every costume had to feel authentic to the specific requirements of plot, action, time and place while the costume design as a whole needed to add up to something aspirational, iconic and almost operatic.

How has Bond's style evolved since Daniel Craig has been in the role?

Over the six decades of these films, Bond has always maintained his position as a definitive icon of style. It's a position he meets effortlessly, whereas other men aspire to it but can only come somewhat close.

Naturally this means that Bond has to soak up whatever the changes of time and place require, but he's always done this in the most imperceptible, instinctual way.

The costume design has to always obey the needs of the script and character in any film, but with Bond there's an added layer of respecting the "Bondness" of Bond.

Daniel plays what, I think, is a more emotionally rich, more pensive Bond than previous Bonds. It would be easy to follow a rule of style over substance when it comes to such an iconically stylish franchise character; but with Daniel's Bond, there has to be a significant dose of substance along with the inarguable style, and I wanted his clothes to reflect that.



Late James Bond actor Roger Moore and Swedish actress Maud Adams in "The Man With the Golden Gun." Image credit: Eon Productions, Globe-Trotter

What is your favourite ever Bond look?

I do love the linen safari shirt looks in *The Man With The Golden Gun*. Such an icon of the period, a symbol of international elegance and always ready for action.

Has Bond met his match? [#NoTimeToDie](#) [#JamesBond](#) pic.twitter.com/ppUzyv3kCO

James Bond (@007) [February 29, 2020](#)

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