

APPAREL AND ACCESSORIES

Rimowa debuts Never Still' unisex collection

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Group of bags from the "Never Still" collection. Image courtesy of Rimowa

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand Rimowa has introduced a unisex collection of multi-use soft bags for purposeful travelers of today.

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Focused on offering a new way to enhance and cater to its customers' travel needs, Rimowa continues its lineage of product innovation, craftsmanship and industrial expertise. The Never Still collection marks a step in evolving Rimowa's product portfolio with a new take on functional luxury.

Never Still

Defined by its construction, distinctive design and signature features, the Rimowa Never Still collection draws on the brand's history of rethinking the look and feel of travel meeting an evolving mobility landscape head on. Made in Italy, the unisex collection consists of five different products designed for a wide range of uses: a small, medium and large-sized backpack, tote and a weekender bag.



Rimowa backpack in cactus. Image courtesy of Rimowa

Each features the recognizable marks of the luggage brand, such as modern shapes, the renowned Rimowa grooved design, bespoke hardware showcasing the brand's monogram and logo, a flexible travel strap that allows customers to attach their bag onto their suitcase, a personalizable address tag and a color palette that matches Rimowa's Essential collection. Crafted out of premium materials such as durable water repellent canvas and smooth soft touch full grain leather, the new collection is built to withstand the rigors and reality of travel.

The "Never Still" collection is now available at select Rimowa stores worldwide and online at [rimowa.com](https://www.rimowa.com). The collection retails from 600 to 1200 euros, or \$729 to \$1,458 at current exchange rate.

Two weeks ago, LVMH tapped Hughes Bonnet-Masimbert as the new CEO and chairman of the German luggage brand. As part of management changes triggered by the conglomerate's recent acquisition of Tiffany & Co., Mr. Bonnet-Masimbert takes over from Alexandre Arnault at Rimowa in the wake of his departure to become executive vice president of product and communications at Tiffany ([see story](#)).

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