

APPAREL AND ACCESSORIES

Rimowa explores freedom, self expression through creative marketing

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Still of Rimowa backpack by Rachel Lamb. Image credit: Rachel Lamb

By NORA HOWE

LVMH-owned German luggage brand Rimowa has been focused on the thrills and uncertainties of travel through creative digital content spotlighting various photographers and artists.

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Utilizing its social channels, the company is reaching younger consumers through pensive short video content and artistic imagery. In the past few months, it has tapped the creative prowess of photographers Bea de Giacomo, Sophie Klock and Rachel Lamb, as well as actor and model Evan Mock.

"Rimowa commissions artists to broaden horizons and celebrate our community, as all of these creators actually travel with Rimowa," said Emilie De Vitis, chief marketing officer at [Rimowa](#), Paris. "We give them free reins to create with a conscious as well as an authentic approach.

"Rimowa wants to showcase raw stories inspired by real travels while reducing carbon footprint due to producing the content with our trusted partners remotely."

Art of travel

In January, Rimowa introduced "Never Still," a unisex collection of multi-use soft bags for purposeful travelers of today. Focused on offering a new way to cater to its customers' travel needs, the collection enhanced the brand's lineage of product innovation, craftsmanship and industrial expertise.

The "Never Still" collection marked a step in evolving Rimowa's product portfolio with a new take on functional luxury ([see story](#)).

Almost one month after the launch, the German brand introduced a creative series, [#NewHorizons](#), reflecting destinations that have inspired and captured its imagination.

The first part of the series, shot and directed by Julia Ling Kelleher and Marz Miller, followed siblings Delilah Summer Parillo and Vinny Parillo on a Los Angeles road trip. Two short films show them driving through the countryside, visiting loved ones and playing cards in roadside motels, aiming to find and celebrate beauty in the mundane.

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A post shared by RIMOWA (@rimowa)

The second part of #NewHorizons featured Japanese photographer Masumi Ishida, who captured scenes during Tokyo's cherry blossom season.

German photographer Sophie Klock went on a *zugreise*, the German word to describe journeys taken by train, from Munich to Vienna for the third installment of #NewHorizons. She continued to Denmark, where she documented Trans, a small coastal village, capturing Rimowa pieces against the sand dunes.

The latest iteration of the #NewHorizons series, which debuted at the end of May, features a short film and still images from photographer Rachel Lamb, who set out to capture the freedom of leaving everyday life behind. Shot in a greenery outside of London, the series explores the overlooked beauty of destinations close to home.

Earlier this week, Rimowa released a film created by actor and model Evan Mock produced exclusively for **Dazed** and **Nowness** which unveils New York City through his eyes.

In the film, the actor recounts a time he invited a girl, who he had stayed up with the entire previous night, to Paris right before boarding his flight.

"I didn't care what the cost was, I didn't care what it would take to get there," he says in a voiceover.

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A post shared by RIMOWA (@rimowa)

Furthering its commitment to art and culture, Rimowa launched a new campaign on its social channels in celebration of Pride Month. The campaign showcases the work of three artists examining the role that travel plays within the LGBTQ+ community.

Starting the series through still imagery, Spanish photographer Gerardo Vizmanos portrays a couple anticipating a separation brought on by upcoming travels.

"Rimowa is a heritage brand that celebrates its community of discerning travelers," Ms. De Vitis said. "Inclusivity is at the core of our brand, and our artist partnerships around the globe enable partners to utilize their creativity and share their POV through our platform the same way we allow our iconic suitcases to be a blank canvas for our collaborators."

Celebrating Pride

This June, luxury brands have been promoting philanthropic efforts and creative content in solidarity with the LGBTQ+ community for Pride Month.

Department store Saks Fifth Avenue partnered with the Stonewall Inn Gives Back Initiative (SIGBI), benefiting SIGBI's Safe Spaces Initiative, a program that establishes practices and policies to create safe spaces for the LGBTQ+ community across the United States.

Launching a multichannel celebration, including special content across Saks' digital platforms and window installments at the Saks New York flagship, the department store will also be making a donation to SIGBI ([see story](#)).

U.S. jeweler Tiffany & Co. is celebrating Pride Month with a personal new campaign starring New Yorkers who are members of the LGBTQ+ community. "Stand for Love" asked individuals and couples what they stand for and how they stand for love.

The vignette encapsulates how the jeweler has closely been associated with different forms of love ([see story](#)).

"Travel celebrates diversity and culture, and that's a core part of our brand DNA," Ms. De Vitis said. "Rimow reaches a consumer who appreciates different perspectives and personal experiences."

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