

APPAREL AND ACCESSORIES

## Rimowa debuts new era' of Never Still campaign

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*Rihanna stars in the new effort. Image courtesy of Rimowa*

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand has unveiled its latest global campaign starring Patti Smith, Rihanna, LeBron James and Roger Federer.

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Looking toward the future of travel with these global icons, Rimowa's newest creative effort aims to open a conversation surrounding how the world can move past this point in history together. In the "Never Still: A New Era of Travel" short film narrated by Ms. Smith, the four leaders present an optimistic perspective of how the world has changed and how they continue to shape culture beyond their individual professions.

"Inspired by the seismic global changes of the past two years, the Never Still campaign's narrative probes important questions about the new role that travel will play in all of our lives," said Hugues Bonnet-Masimbert, CEO at **Rimowa**, in a statement.

"As we look to the future, we follow the example set by our four icons, who have each used this period of pause to recalibrate their expectations and experiences of travel into something even more meaningful."

A new era

The narration by Ms. Smith is a poem she wrote for Rimowa, entitled "Never Still," as an ode to the movement forward.

With the poem, Rimowa and Ms. Smith aimed to capture human's intrinsic need to travel as well as a way to recognize how things have shifted.

*The film shows the four individuals with pieces from the Never Still collection as Patti Smith narrates with her own poem*

Accompanying the poem is a custom score composed by English musician and DJ Jamie XX. Ms. Smith shared her poem with Jamie XX prior to the campaign to inspire his creative process.

Over the course of one week, individual lines from the poem will be revealed in eight key cities: Berlin; Hong Kong;

London; Paris; New York; Los Angeles; Tokyo and Shanghai.

In addition to the main campaign film, each individual also has their own intimate film that carries a similar message about rediscovering familiar destinations and acknowledging who they are intentionally traveling with and why.

Rimowa originally debuted Never Still as a campaign concept to celebrate its 120th anniversary in 2018.

The inaugural effort featured Mr. Federer and restaurateur Nobu Matsuhisa, among others ([see story](#)). The 2019 campaign added Mr. James, fashion designer Kim Jones and pianist Yuja Wang to the Rimowa lineup ([see story](#)).

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