

APPAREL AND ACCESSORIES

Rimowa reimagines luggage in art project

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A Rimowa suitcase has been reimagined as a scene of freedom. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand Rimowa has teamed up with designers from 10 brands to launch a collection of 27 reimagined versions of its suitcases and bags.

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With the "Vol.1" collaboration, items from the Original, Classic, Personal and Never Still collections are reimagined with a diverse range of ideas, techniques and materials. The famous grooved aluminum suitcase has been revisited with intricate embroidery, white locks, a denim cover, a blond hair wrap and a hoodie, among other unique interpretations.

Rimowa reimagined

The brands involved in this artistic project include 3. Paradis, About Dreams, Ashley Williams, Clot, doublet, Enfants Riches Deprimes, Hood By Air, Ma KET, Pizzaslime and Pleasures.

Designers from each brand were given complete creative freedom, with the only requirement being that the pieces still be able to function as intended.



Gallery of the 27 unique pieces. Image credit: LVMH

The idea for "Vol.1" was conceived during the COVID-19 pandemic when travel restrictions prompted Rimowa

luggage owners to share photos of their pieces at home.

Inspired by this, the brand commissioned designers to bring their distinctive aesthetic to a selection of its products.

Proceeds from an auction of the 27 pieces on Nov. 22 were donated to the COVAX Facility, a UNICEF partner that aims to ensure equitable distribution of vaccines in the fight against COVID-19.

In August, the luggage brand partnered with Italian fashion house Fendi for a one-of-a-kind travel addition. The unique suitcase was crafted with Rimowa's signature aluminum and poignant Fendi details, bringing together codes of two LVMH houses.

The piece became available in Fendi stores in September ([see story](#)).

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