

APPAREL AND ACCESSORIES

Rimowa highlights heritage in alphabet-themed campaign

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Rimowa dedicated the letter *K* to *Aus Kln*, the brand's historic home and headquarters. Image credit: Rimowa

By KATIE TAMOLA

LVMH-owned German luggage brand Rimowa is using the alphabet to illustrate its ethos in its latest campaign.

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In a sleek vignette, the brand highlights its meaningful collaborations and thoughtful materials that sets its products apart. The short film provides the 26 words that best reflect Rimowa's brand journey while highlighting its core values and hinting at what is to come next.

"This ad covers so much territory from the brand's heritage, durability, a plethora of iconic collaborations the one they did with Moncler with the LED lights which was amazing," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Seeing LeBron James using the luggage, showing the care that is put into making them and more really lets those who may not think of luggage beyond taking it on a flight," she said. "I love that this is a brand that I am very familiar with, but there will still be things about them that I can learn, or see facets of their manufacturing which are key to me when I am picking out luggage."

A-Z luggage

To build anticipation for the campaign, Rimowa posted a snippet of the full-length video on its Instagram page, revealing the first four words on Feb. 9.

Set to a futuristic, dramatic soundtrack, the preview began with *aluminum*, which Rimowa often says is built to last a lifetime. Then comes *business traveler*, as Rimowa offers a wide selection of luggage for any consumer who may be traveling to seal a deal.

There is a letter for every aspect of Rimowa's brand journey in this new spot

Next comes *collaboration*, with a scene recalling Rimowa's entertaining and meaningful partnerships with several brands including Moncler, Off-White and Supreme.

D is for *Der Dom*, the cathedral. Rimowa was founded in Cologne, Germany, in 1898 and its monogram is an ode to

the hometown with the spires of the "Dom" cathedral in its design.

The full-length video follows suit for the rest of the alphabet, revealing what the specific letters stand for while projecting an image to represent them.

Other notable letters include F for *Die Fabrik*, the German factory that is still in operation after more than 120 years. The shot cuts to a prototype of the processing part of the factory where a suitcase is being tested.

M is dedicated to *Morszeck*, as three generations of the family have led the brand's business. First was founder, Paul Morszeck, who was succeeded by his son, Richard, who then passed the business onto his son, Dieter.

[View this post on Instagram](#)

A post shared by RIMOWA (@rimowa)

The alphabetical series is an engaging look at the Rimowa DNA

Three generations of Morszecks have led our family-run business. Founder Paul was succeeded by his son Richard, who then passed the business on to his own son, Dieter.

The M is an ode to the brand's history, while the letter N looks forward, with Rimowa's "Never Still" mantra. The saying has formed the brand's mindset and drive for excellence in providing luggage that also helps consumers seek excellence in their own lives.

Rimowa artistry

The LVMH-owned luggage brand enjoys homing in on artistic feels and partnerships for its campaigns. After all, the pieces of luggage are works of art from the heart of the brand.

Last December, Rimowa teamed up with designers from 10 brands to launch a collection of 27 reimagined versions of its suitcases and bags.

With the "Vol.1" collaboration, items from the Original, Classic, Personal and Never Still collections were reimagined with a diverse range of ideas, techniques and materials. The famous grooved aluminum suitcase was revisited with intricate embroidery, white locks, a denim cover, a blond hair wrap and a hoodie, among other unique interpretations ([see story](#)).

Rimowa has also collaborated with world-renowned artists in promoting its offerings.

Last September, Rimowa unveiled a global campaign starring a diverse cast of ambassadors. In the "Never Still: A New Era of Travel" short film narrated by Patti Smith, four global icons present an optimistic perspective of how the

world has changed and how they continue to shape culture beyond their individual professions ([see story](#)).

"An element to LVMH as well as Rimowa is that they are committed to taking their classic brand and elevating it by pushing boundaries in innovation as well as collaborating with others who will continue to increase their visibility beyond the platform that they currently operate in," Ms. Smith said.

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