

SPORTS

Rimowa enters into three-year partnership with German Football Association

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Both the Silver and Black Gloss colored suitcases provided to the German national teams feature Rimowa's signature grooved shell. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand Rimowa is championing countrywide excellence, teaming up with the German National Football Association (DFB) to do so.

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The brand has become the official luggage provider of the association's men's, women's and U21, or under 21, teams, having entered into a multiyear partnership with the athletic organization. Suitcases will feature the black eagle logo, the official emblem of the DFB and Germany's national crest.

"We are excited and extremely proud of this partnership with DFB," said Hugues Bonnet-Masimbert, CEO of **Rimowa**, in a statement.

"Our German heritage is something we deeply cherish at RIMOWA so it's very meaningful to see the national teams carrying our suitcases," he said. "This, and our history together, makes this partnership particularly special."

Shared goals

The luggage brand, which was founded in Cologne in 1898, sees this official partnership as an opportunity to join forces and bolster German heritage.

With this new partnership, Rimowa will provide both men's and women's teams with its "Check-In L" and "Original Cabin" suitcase models, all of which will be silver-toned.

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Rimowa continues to attract fans of soccer and luxury luggage alike

The U21 team, with whom Rimowa has had a relationship since the team competed in its category at the 2007 European Championships, will be supplied with Black Gloss "Essential Cabin Check-In L" cargo.

Germany's most recent of four FIFA World Cup wins occurred in 2014 Rimowa provided the team with a specialized luggage collection for travel to and from the competition.

When the nation's women's team won a corresponding FIFA World Cup for the first time in 2003, Germany earned the distinction of being the only country to have champion teams in both leagues.

More recently, Rimowa shone a spotlight on Germany's famous craftsmanship as well as its musical lineage when it partnered with Gewa, a leading distributor of fine musical instruments and accessories founded in the country's Vogtland region in 1925.

The two produced the special-edition Rimowa x Gewa Violin Case Silver, which violin virtuoso Renaud Capuon used to carry his 300-year-old instrument to a recent performance in New York ([see story](#)).

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