

TRAVEL AND HOSPITALITY

Rimowa bets on China's travel rebound with pop-up exhibition in Nanjing

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The pop-up exhibition was launched at Shanghai Taikoo Li Qiantan in October 2022 and has now landed in Nanjing. Image credit: Rimowa

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On March 30, [Rimowa](#)'s pop-up exhibition named "Ingenieurskunst Seit 1898" was unveiled in Nanjing Deji Plaza, showcasing the history of the German luggage brand since its establishment in 1898.

The event spotlights the manufacturing process of the brand's iconic aluminum-magnesium Classic Cabin suitcase, celebrating craftsmanship and functional excellence.

First launched at Shanghai Taikoo Li Qiantan in October, the Nanjing edition offers more interactive experiences such as a conveyor belt device, quality inspection devices and a photo booth.

The pop-up is open to the public until April 9, and visitors can make reservations via the brand's WeChat Mini Program.

Netizens' reaction

Thanks to musician Henry Lau's attendance and violin performance at the opening, Rimowa's pop-up in Nanjing has received wide attention.

The Weibo hashtag, "Rimowa The Art of Engineering," racked up more than 2.1 million views within one day a substantial number for a branded exhibition.

On WeChat, users who message "Hi Henry" to Rimowa's official account can receive a voice reply pre-recorded by Mr. Lau, which is also boosting online engagement.

Verdict

When Rimowa was acquired by luxury conglomerate LVMH for \$716 million in 2016, Alexandre Arnault was put in charge of the group's first German asset.

Under his youthful leadership, the 120-year-old heritage brand went through a series of transformations by [collaborating](#) with hype brands such as Supreme, [Off-White](#) and [Palace](#), as well as artist [Daniel Arsham](#).

Over the past few years, Rimowa has cut down its wholesale channels and invested in brand-owned channels,

including ecommerce and physical boutiques, to position itself as a luxury suitcase label.

Though the COVID-19 pandemic brought challenges to offline retail, the brand has continued to expand **in China** by elevating its in-store experience and growing its presence in high-end shopping malls and districts.

As China's tourism and retail begin to recover, Rimowa is eyeing emerging markets beyond top-tier cities such as Beijing, Shanghai and Chengdu. Its latest bet is Nanjing, the capital of Jiangsu province and the second-largest city in the eastern China region after Shanghai.

Deji Plaza, where the Rimowa exhibition is located, was ranked **the second-best performing luxury mall** in China in 2022, following Beijing's SKP.

By sharing its legacy and culture, the suitcase manufacturer looks to attract more potential clients in the promising regional market.

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