

AUTOMOTIVE

McLaren launches luggage capsule with longtime partner as automaker turns 60

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The McLaren 60th Anniversary Collection includes a range of limited-edition luggage styles in McLaren's signature papaya shade. Image credit: Tumi

By LUXURY DAILY NEWS SERVICE

Travel and lifestyle brand Tumi is lending British automaker McLaren a hand in a stylish anniversary celebration.

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The pair have today launched the McLaren 60th Anniversary Collection, inclusive of a range of limited-edition luggage styles in McLaren's signature papaya shade. Honoring six decades since the elite motorsports team and luxury super sports carmaker's founding, the collection's debut concludes "Unpack Tomorrow," a spring 2023 campaign installment series from Tumi the final part sees McLaren Formula 1 driver Lando Norris make a return.

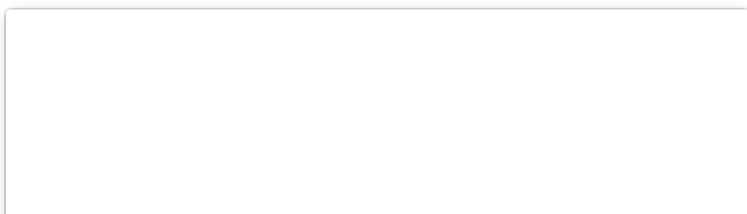
"Together with TUMI, we wanted to build on the success of our core and carbon fiber collections with a bespoke capsule edit to celebrate sixty years of McLaren," said Goran Ozbolt, chief designer of [McLaren Automotive](#), in a statement.

"This edition of luxury travel pieces also celebrates our founder Bruce McLaren's passion for looking to the future, pushing the boundaries, and matching effortless functionality with a modern design language that reflects the ethos of both companies."

Travel formula

Designed for globetrotters on the go, Mr. Norris promotes the pair's latest delivery in a new round of campaign content.

McLaren's birthday capsule includes the Velocity Backpack, Aero International Expandable 4-Wheeled Carry-On and Torque Sling, now available for purchase online and in-store at Tumi locations.



[View this post on Instagram](#)

A post shared by McLaren (@mclaren)

McLaren's milestone will continue to receive special treatment throughout the year.

The automaker's longtime partner ([see story](#)) has shared plans to amplify joint efforts via a global content series taking place at key Grand Prix races.

Community engagement tactics, influencer talent and exclusive giveaway prizes are also to come.

"As two brands rooted in the creation of world-class, performance luxury products with a true understanding of how technology and functionality coincide, the synergies between TUMI and McLaren are undeniable," said Victor Sanz, creative director at Tumi, in a statement.

"We are thrilled to have collaborated on this collection with McLaren, utilizing their famous papaya color and combining modern, lightweight materials to create luggage, bags and accessories that celebrate their 60th anniversary."

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