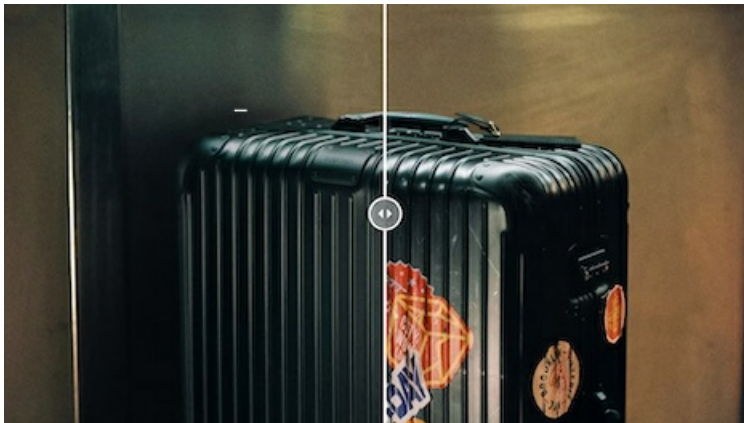


TRAVEL AND HOSPITALITY

## With Making Memories,' Rimowa proves product line stands test of time

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*A new campaign encourages world travelers to embrace the dents, scratches, lines and bruises that their suitcases may accumulate along the way. Image credit: Rimowa*

By AMIRAH KEATON

In an age of quick-turn trend cycles, selling longevity is no small feat LVMH-owned German luggage brand Rimowa's latest storytelling exercise sets out to do just that.

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A new campaign encourages world travelers to embrace the dents, scratches, lines and bruises that their suitcases may accumulate along the way. Against a mix of piano keys and an autonomous sensory meridian response soundtrack, Rimowa captures chronicles that have no end as a cast of characters showcase their very own lived-in items.

### Travel essentials

The company proves its expertly-engineered products are strong enough to stand the test of time in a series of now-live film fragments.

Herein, a group of globetrotters take on the world with crafted cases in tow, as part of the brand's latest delivery.

*Rimowa presents "A Lifetime of Memories"*

One owner uses their Essential Trunk Plus in Green as a portfolio holder for a collection of dynamic art pieces while a Black Original Check-In accompanies another through the depths of an exciting culinary adventure.

Perhaps the most easily-identifiable version of the aluminum-grooved varieties, an Original Cabin in Silver is the tool of choice for a music fan and her records.

In addition to the campaign video trio, each of Rimowa's lifetime companions is exhibited online with a transformative overlay.

Upon visiting the brand's site, users are presented with a sliding bar that, when shifted towards the right, exposes the new exterior of a Rimowa number and, when moved in the opposite direction, unveils an apparatus full of eminent imperfections.

## Business of making memories

Preserving memories has always been the name of the game for the centuries-old operation.

For the digital sequence "New Horizons," Rimowa speaks the language of travel while weaving products subtly throughout a series of road trips, altogether lensed by Los Angeles-based director, editor and fashion photographer Dustin Tan ([see story](#)).

### *Rimowa's "Sea Ranch" film*

An alternative set of vignettes from September 2021 features four global icons American singer-songwriter Patti Smith, Barbadian entertainer Rihanna, American athlete LeBron James and Swiss tennis player Roger Federer lending their respective perspectives on how globalization has impacted the intrinsic desire to travel ([see story](#)).

*American singer-songwriter Patti Smith narrates with her own poem as the four stars carry pieces from Rimowa's Never Still collection*

Clearly, a collage of proudly displayed travel scars appears sponsored by Rimowa, regardless of the subject.

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