

APPAREL AND ACCESSORIES

## Rimowa uplifts German design solutions, backing inclusive mobility

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*The inaugural Rimowa Design Prize taps into Germany's burgeoning creative talent, providing funding and mentorship to student participants tackling global issues. Image credit: Rimowa*

By EMILY IRIS DEGN

LVMH-owned German luggage brand Rimowa is encouraging its homeland's designers of the future.

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Through the inaugural Rimowa Design Prize, the maison provides funding and mentorship to creatives, partnering with its home country's universities. Rimowa is tributing the power of design in solving global issues through a distinctly German lens the prize winners will be announced on May 15, 2023, in Berlin.

"We launched the Rimowa Design Prize as a way to champion German design, which is so integral to Rimowa through its heritage and through the iconic design of our suitcases," said Hugues Bonnet-Masimbert, CEO of **Rimowa**, in a statement.

"We want to celebrate and continue this tradition, and that happens through empowering the next generation of designers."

Getting a move on

As the prize's theme was "mobility," student participants were asked to design a solution for freedom of movement.

The solution had to incorporate the four points of the judging criteria, including creativity, globality, ingenuity and timelessness. To ensure that the entries were inclusive, Rimowa encouraged creatives to "consider what mobility to means to everyone, and not just those who are able."

*Rimowa showcases the design process of prize entries*

Together, Rimowa and those involved in the prize are working to carve out a new voice for its country's field of design.

Germany has a rich artistic heritage, and while Rimowa is proud of its part to play in it ([see story](#)), the brand has also been determined to embrace the industry's future ([see story](#)). This prize is a fusion of both values, using deeply rooted know-how to craft a more accessible future for all.

Movement is an intrinsic part of Rimowa, as a travel luggage artisan. This characteristic is often highlighted in the brand's campaigns, positioning its products as mediums for exploration ([see story](#)).

Bringing inclusivity to this conversation, students at the participating universities were asked to reimagine movement as the world knows it and offer a new way to get around.

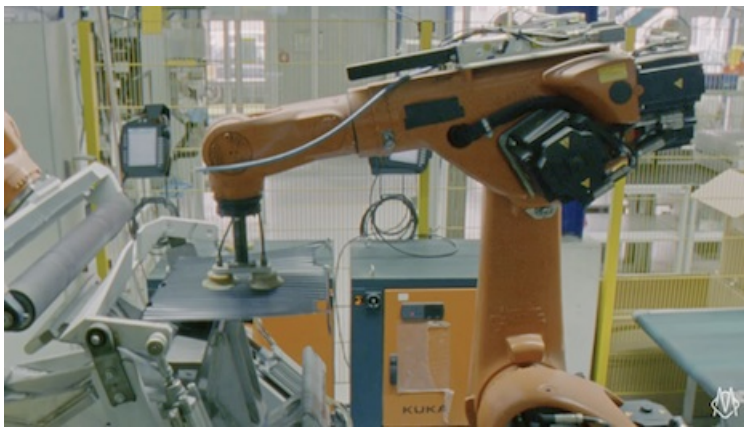


*The Alcve Shelter network was invented by a student duo, looking to make nature more accessible and remote areas safer. Image credit: Rimowa*

Submissions included ultra-comfortable and webbed prosthetic limbs, easy-to-build hiking shelters and among other inventions, interchangeable furniture pieces that can be assembled in endless combinations, meant for city squares and gathering spaces.

Artistic leads from museums, luxury automakers, publishers and of course, Rimowa, are included in the nine-person jury lineup, made up entirely of German masters of design in order to provide localized mentorship to those making it through the first round of judging.

Networking opportunities, a high-quality workspace and practical support with infrastructure were also given to every participant.



*The students were encouraged to think of original ways to get around, whether that mean making movement easier or making international travel smoother. Image credit: Rimowa*

The seven winners will each receive a cash prize, provided at the ceremony on May 15.

The first-place awardee will receive 20,000 euros, or \$21,831.70 by current exchange. Second place will be given 10,000 euros, or \$10,915.85.

Those in third, fourth and fifth place will be given 5,000 euros, or \$5,457.92 by current exchange. Sixth and seventh-place winners will receive 2,500 euros, or \$2,728.96.

### Art of luggage

Rimowa has proven to be keen to embrace art.

In December 2021, the maison teamed up with 10 brands to completely reimagine its luggage cases ([see story](#)). A collection of 27 heavily artistic versions of the baggage was released following the partnership.

Connecting functionality and art, Rimowa is positioning itself as a creative purveyor of practical goods, tapping into Germany's reputation for cutting-edge design.

This art-forward approach reaches travelers of all kinds, from business travelers wanting something durable to

leisure travelers wanting something beautiful.

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