

TRAVEL AND HOSPITALITY

## Rimowa celebrates 125th anniversary with traveling exhibit

June 8, 2023



Opening June 9, the Tokyo exhibit will feature designs from the company's past melded with modern set-piece sensibilities. Image credit: Rimowa

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand **Rimowa**'s upcoming display odes a company milestone.

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In celebration of its 125-year anniversary, the baggage label will open the first edition of a global exhibit string. "Seit 1898," meaning "since 1898" in English, opens June 9 in Tokyo, slated to feature designs from the Rimowa's past melded with modern set-piece sensibilities.

Past meets present

In the heart of the Japanese capital, the Tokyo exhibition opens in the corporate Jing Harajuku building.

The structure has housed displays for Louis Vuitton in the past. Now, it is home to Rimowa's color-splashed event for just under two weeks.

From fleets of wooden trunks to aviation-inspired aluminium grooved cases, SEIT 1898 celebrates the icons that have defined RIMOWA for 125 years. Now open in Tokyo, the touring exhibition will make its way to New York and conclude in Cologne. [#RIMOWA125](#)  
[#RIMOWAseit1898](#) [pic.twitter.com/rzM3DrMTVt](https://pic.twitter.com/rzM3DrMTVt)

RIMOWA (@RIMOWA) [June 8, 2023](#)

Open to the public and free for all, visitors can peruse the airport-inspired layout, showcasing updated renditions of classic advertisements and cases spanning from the 1950s through to the 2010s.

There is also a room on the premises spotlighting the many collaborations the brand has done over the years, such as those involving Dior, Moncler, Porsche and celebrities like American basketball player LeBron James and American singer-songwriter Patti Smith.

The exhibit will run in Tokyo until June 18 before heading to New York from September 7, 2023, to the 17th of that month, the timing aligning well with the city's Fashion Week. In the spring of 2024, the spectacle will make its way to Cologne, the birthplace of Rimowa.

The brand is no stranger to artistic offerings, recently partnering with local universities to award the inaugural Rimowa Design Prize to seven winners who solve global issues through a distinctly German lens ([see story](#)).

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