

APPAREL AND ACCESSORIES

Betting on beauty, Tumi debuts next-season styles

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Out now, the first installment of "Essentially Beautiful" taps three returning crew members to showcase the appeal of a well-made product. Image credit: Tumi

By AMIRAH KEATON

Boosting a new collection, U.S.-based lifestyle brand Tumi is out with a new campaign.

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To showcase an assortment of performance luxury essentials designed for those on the move, the company is once again enlisting the talents of returning crew members. Together, Tumi's strategic ambassador group, of which Formula 1 driver Lando Norris and South Korean soccer player Son Heung-min are a part, help plug fall styles for the first installment of "Essentially Beautiful," now live.

"At Tumi, we find beauty in elements that aren't typically thought of as beautiful, from the smooth glide of the wheels to the resilience of 19 Degree's aluminum," said Victor Sanz, creative director at **Tumi**, in a statement.

"Through the 'Essentially Beautiful' campaign we see these moments shine through in a way that is effortless and technical while remaining beautiful at the same time."

Tumi takes flight

At the core of Tumi's latest expression lies the desire to enhance the brand's appeal to a wider customer base. Mr. Norris, Mr. Heung-min and American entertainer Rene Rapp make for strong aids in the objective.

Each commanding a distinct fan base, Tumi's representatives are stronger as a collective, holding the ability to capture the attention of a global audience on the brand's behalf.

Characters featured across the first installment of the multipart marketing effort a second and final campaign drop is due in August have the brand's carry-ons in tow, while imagery features Tumi's full-sized suitcases.

All assets double down on the appeal of a well-made product.

South Korean soccer player Son Heung-min is the first to appear in Tumi's digital excerpt

Selects from Tumi's new **19 Degree Aluminum** collection accompany the campaign leads in a video titled "Tumi

Essentially Beautiful Campaign Fall 2023," wherein the duo reinforces the label's reputation as a maker of functional luggage framed by detailed designs.

The clip begins with a glimpse of Mr. Heung-min traversing a bustling airport, his confident presence and determined demeanor epitomizing the spirit of the brand's target consumer.

The following frame introduces Mr. Norris, who is situated in a more private warehouse setting, opting for private transport. The racer's belongings swivel in place, exhibiting versatility against the backdrop of an aesthetically-pleasing landscape view.

As the two navigate through their respective scenarios, the digital excerpt seamlessly transitions to highlight Tumi's meticulously-crafted travel accessories.

One half of a campaign tagline, the words "Effortless Motion" flash before viewers. Shortly thereafter, Tumi's partners themselves take off.



With a starting price point of \$1,195, the luggage line title takes its name after each unit's 19-degree sculpted contours and aircraft-grade aluminum. Image credit: Tumi

Mr. Norris and Mr. Heung-min's fluid figures are suddenly shown floating midair. The special effects are paired with a captivating soundtrack, enhancing the overall cinematic experience.

The video relies on the visual element to convey the idea of effortless motion inherent to Tumi's latest product line, creating an immersive narrative that could resonate with new audiences.

Tumi's trio attracts next-gen

By partnering with a celebrated Formula 1 driver, world-renowned footballer ([see story](#)) and talented Broadway actress though missing from this installment, Ms. Rapp appeared in an earlier brand iteration, and will return in the second part of the "Essentially Beautiful" series launching Aug. 16 Tumi seeks to leverage their influence and reach.

Be ready for whennot ifwith a bag that will keep everything you need by your side. UNPACK TOMORROW.

Starring singer-songwriter and actress [@reneerapp](#) with Voyageur & 19 Degree Aluminum. [#TUMI pic.twitter.com/MYJ5CiwsUy](#)

tumitravel (@tumitravel) [March 15, 2023](#)

Alliances with the trio of internationally recognized personalities allow Tumi to tap into new markets. Demographic alignment seems to have been carefully considered as well.

Two of Tumi's three crew members are under the age of 25 and, at 31, Mr. Heung-min is the campaign's oldest participant. Engaging a range of clients while keeping an eye on millennials and Gen Zers to expand an existing customer base beyond more experienced luxury travelers.

Catching these globetrotters at the beginning of their journeys in the hopes of building affinity could prove salient, especially as younger populations embrace experiences over all else at a greater rate than other age groups ([see story](#)).

Tumi's position at the intersection of travel and personal luxury goods makes the brand one to watch.

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