

TRAVEL AND HOSPITALITY

# Rimowa spotlights three cultural icons in latest marketing campaign

September 8, 2023



*The Classic Cabin suitcase is at the center of the effort. Image credit: Rimowa*

By ZACH JAMES

LVMH-owned German luggage brand Rimowa is looking toward a trio of established names to help boost its accessories.

French soccer player Kylian Mbappé, British Formula One driver Lewis Hamilton and K-pop star Rosé, a member of the girl group Blackpink, front the label's latest advertising slot. Evidenced by the diverse faces supporting the endeavor, "Never Still" seeks to engage a large swath of consumers across cultures, uniting viewers as Rimowa places emphasis on the art of travel.

"The campaign is intelligently conceived, and simply shot, focusing on legacy and moving forward with the parallel of exploring the world and travel, which ultimately leads to the progress of one's self," said Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Los Angeles.

"Using three iconic figures who are destined to leave a legacy, they embody this message Rimowa is trying to convey because legacy is never built by standing still," Mr. Joannides said. "[Never Still] ultimately shows that Rimowa is also a legacy brand that constantly moves forward."

Mr. Joannides is not affiliated with Rimowa, but agreed to comment as an industry expert.

## **Moving forward**

The marketing push takes on three distinct tones, each tied to a figurehead for the effort.

Mr. Hamilton's portion focuses on the traveling lifestyle of a professional athlete, constantly moving from city to city as a part of his work.

The racetrack champion, now in his late 30s, seems to have taken a new stance on migration, finding wisdom with age while opting to embrace the present rather than purely moving forward.

*The campaign film, scored by acclaimed composer Hans Zimmer, showcases the trio on journeys across the globe*

"The more you take in, the more you can give out," Mr. Hamilton says, in the video.

On the other hand, Mr. Mbappé speaks on the importance of travel in uplifting the next generation.

Through "Inspired by KM," his charitable organization that grants wishes to Parisian children, movement is key to meeting and

surpassing the aspirations of the lucky participants.

As a relatively young man himself, age 24, Mr. Mbapp states that he knows the impact one small act can have on a person's life, especially early on. His philanthropic contributions are a testament to this concept, upholding the ideals of the campaign.



*The soccer sensation poses with the "Classic Cabin" in silver. Image credit: Rimowa*

Ros, a frequent collaborator among luxury brands ([see story](#)), takes a completely different tone with her campaign features, focusing on her shifting definition of what "home" means. Having lived on three continents Australia, Asia and Europe the nomad views wherever her next stop may be as her abode.

This mentality aligns with the overall advertising slot, which prioritizes the road ahead of each talent in an appeal to luxury audiences. It also pairs well with a growing number of youthful individuals who wish to see the world, find where they fit and embrace the "hustle" mindset before settling in one location.

"I feel they are targeting young, affluent, stylish and successful consumers who are not willing to settle and constantly strive in becoming better and ultimately leaving a legacy of their own," Mr. Joannides said.

With the "Never Still" campaign, Rimowa is spotlighting the **Classic Cabin** suitcase model, especially the silver variant, which retails for \$1,525.

### **Athletic appearance**

The luggage brand is betting on its stars to bring in younger audiences and more eyes in general.

Mr. Hamilton, also an ambassador for Swiss watchmaker IWC Schaffhausen ([see story](#)), grants the travel company eyes from a sizable fan base, sporting a combined total of 42.5 million followers between Instagram and X, formerly known as Twitter.

Coming in a step above is Ros, with a fandom numbering nearly 74 million on the Meta-owned site alone.

For ROS, Kylian Mbapp, and Lewis Hamilton, journeys go beyond destinations reached.

Featuring a score by Hans Zimmer, RIMOWA's new campaign shares their transformational journeys as they move around the world, and move the world around them. [#RIMOWA #NeverStill](#)  
[pic.twitter.com/u7CgWN3mD2](https://pic.twitter.com/u7CgWN3mD2)

RIMOWA (@RIMOWA) [September 7, 2023](#)

Mr. Mbapp garners a significantly larger audience with over 121 million combined followers across corresponding social media channels.

Previous iterations of the ongoing "Never Still" campaign have included Barbadian singer and businesswoman Rihanna, American basketball legend LeBron James and Swiss former professional tennis player Roger Federer, each having established a high pedigree, touting the global levels of fame required to take part in this marketing exercise.

"Using global names and faces from three distinctly different professions, that are arguably on the top of their game, has an indelible impact on the campaign," Mr. Joannides said.

"If it's good enough for Lewis Hamilton or Mbappe surely it's good enough for me," he said. "Despite reaching huge success and establishing an undeniable legacy in their respective professions they are also young and still have a bright future which also plays into the target audience young, aspirational and successful consumers who never stop moving forward, whether in business or world travel."

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