

APPAREL AND ACCESSORIES

Berluti takes to the road with vintage visions, new trunks

September 20, 2023



A custom vintage model from German automaker Porsche appears front-and-center in Berluti's new fall/winter 2023 campaign. Image credit: Berluti

By ZACH JAMES

French leather maker Berluti is focusing on travelers for its latest drop.

As a part of its fall/winter 2023 collection, the brand is launching a new luggage line, called "Toile Marbeuf." Taking inspiration and its name from the Berluti Paris Mareuf store, the assemblage is comprised of multiple types of bags, each sporting a unique design.

On the move

Situated in the Rue Marbeuf neighborhood of Paris, the original French Berluti marketplace is now the marquee location for its new release, as it bears the inspiration for it.

The "Toile Marbeuf" design is encoded within the historic storefront's codes, taking notes of its interior, notably the metallic fixtures, and translating them to its latest travel-centric pieces. A grid pattern, paying homage to the materials within its namesake retail offering, is the central piece of the motif, which is surrounded by finely crafted Venezia Palmelato detailed leather straps and features, some embossed with the maison's branding.

Subtly placed, the logo marks the latest entry in the quiet luxury trend, recently seen in Givenchy's fall/winter drop ([see story](#)).

Road trips abound in the campaign film for the fall/winter release

Said to be urban-oriented due to resistant materials used in production, the six new luggage pieces which include messenger bags, backpacks, totes, travel bags, and rolling suitcases beg to be taken down the road less traveled, according to the brand. This theme is carried forward in the video released alongside the collection.

The film follows a sleek and chic traveler as he road trips through rural French landscapes, eventually reaching his destination, the Mot & Chandon estate located within the Chteau de Saran.

In his back seat and trunk are the "Cabas tote," "Cartable backpack," "Musette messenger," "cross-body Bourse," "Bagage weekender" and the "iconic rolling luggage Formula 1005," each designed for different occasions.



The pieces range in size from small satchels to full suitcases. Image credit: Berluti

Available now on the brand's [website](#) and in stores around the globe, the luggage line ranges in price from \$1,270 for the "[Bourse Toile Marbeuf Messenger](#)" to \$7,650 for the "[Formula 1005 Toile Marbeuf Rolling Suitcase](#)."

A trunk in the "Toile Marbeuf" motif is also open to special orders.

To celebrate the launch of the new items, the LVMH-owned looked to a trend seeing a recent uptick in luxury marketing.

Automobile affiliation

Included in the promotional campaign for the new luggage line is a custom, one-of-one Porsche 356 Cabriolet model outfitted with Berluti branding, bespoke leather embellishments and a baggage rack for travel, marking a new entry in a growing trend.

The vehicle first designed in 1948 marks the latest in a recent string of luxury collaborations with automakers, Porsche being at the forefront of the phenomenon. The 356 Cabriolet was chosen specifically for its legacy of road-tripping.

[View this post on Instagram](#)

A post shared by BERLUTI (@berluti)

Throughout the summer, the German automaker has partnered with German sportswear brand Puma ([see story](#)),

private members' club Soho House ([see story](#)), online paint brand Backdrop ([see story](#)) and Microsoft-owned video gaming company Xbox ([see story](#)) on a variety of activations ranging from consumer products to exclusive experiences.

Alongside Porsche's contributions to the trend, British automaker Rolls-Royce and Swiss watchmaker Vacheron Constantin teamed for a one-of-a-kind release ([see story](#)) and Italian automaker Lamborghini working with Italian luxury manufacturing company Montegrappa for a line of limited-edition writing utensils ([see story](#)).

Luxury collaborations are far from an uncommon occurrence, but there has been a clear uptick in car brands partnering with other labels, potentially signaling a long-term trend.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.