

APPAREL AND ACCESSORIES

Rimowa takes animated approach to holiday ads

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The campaign is out alongside a gifting guide that features the pictured products from core collections. Image credit: Rimowa

By EMILY IRIS DEGN

LVMH-owned German luggage brand Rimowa is out with a festive slot.

As December draws closer and the world begins making annual wishlists, the “Gifts for the Journey Ahead” 2023 holiday campaign positions the company’s classic products as presents that will stand the test of time. The advertisement is animated, bringing a sense of play to the table in what could be an intergenerational appeal that reaches two of Rimowa’s key customer bases: rising luxury consumers and the established core that is shopping for them this season.

“This will appeal to luxury travelers of all ages who are looking for a brand with a story and personality, not just a luxury label,” said Alessandro Bogliari, cofounder and CEO of [The Influencer Marketing Factory](#), New York.

“Millennials often appreciate nostalgia and may have an affinity for the artistic style of the animation, and Gen Z might find the uniqueness and artistic nature of the campaign appealing, especially if they see it as a deviation from traditional luxury marketing,” Mr. Bogliari said. “It demonstrates Rimowa’s commitment to artistry and quality, not just through their products but also through their marketing, potentially resonating with consumers who value creativity and originality.

“This can create a strong brand identity that customers feel connected to, which is a key component of loyalty.”

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

Making the case

Completely animated, the holiday campaign features gift exchanges around the world.

Seeming to suggest that Rimowa’s travel items are well-suited for many lifestyles, settings and personalities, the contexts vary widely, from a wedding to a couple’s globetrotting adventure to a solo journey. Published alongside a [gift guide](#) of core Rimowa pieces, the animated shots include these spotlighted items.

Rimowa presents the 2023 holiday campaign

“Luxury brands traditionally use high-resolution photography in their campaigns,” Mr. Bogliari said.

“Using animation is an unconventional choice that can make the campaign more memorable,” he said. “Also, the style is at the

same time flat with a limited color palette, which gives it a somewhat retro and minimalist aesthetic, but also warm, giving a sense of comfort.”

An upbeat piano plays throughout while a central line of text provides silent narration by saying, among other things, “A Rimowa gift invites those with a curious mind to explore something bigger.”

At one point, a man gives his female partner one of the brand’s backpacks in their kitchen, which is aptly decorated for the holiday season.



Rimowa shows a range of contexts for gifting a loved one the brand’s luggage. Image credit: Rimowa

This duo is then shown eating heaping portions of pasta, olives and bread in Italy. The gifted Rimowa backpack sits beside them.

Scenes ensue of them eating edamame, tofu and a huge bowl of soba on a tatami floor in Japan. Later, they feast on tagine-cooked Berber meals as Arabic lanterns glow in what looks like Morocco.

A single traveler also appears, the animation only revealing them from the legs down. They walk with a green rolling suitcase decorated with three stickers.

The owner dons pants and shoes that suit where they are exploring, like the golden desert sands that Rimowa has embraced before ([see story](#)) and lush islands filled with over-water bungalows, the luggage sporting an additional sticker as travel continues.



Rimowa enables consumers to envision its products in their most desired vacation spots, all through the magic of animation. Image credit: Rimowa

The apparent destinations align well with the most on-trend travel destinations of 2023 and looking forward into 2024, from Italy ([see story](#)) to Japan to French Polynesia ([see story](#)). Their appearances nod directly to the vacation spots that customers are eyeing, perhaps granting them a preview of how these Rimowa pieces will fit into their lives and directly tying the products to memorable moments.

“The campaign does a nice job of bridging this heritage brand from its roots 125 years ago to today,” said David Doze, founder and CEO of [Pilot PMR](#), Ontario.

“The approach is contemporary and classic, rather than trendy and of the moment,” Mr. Doze said. “It will appeal to those in their late 20s to mid-forties who are affluent, educated, urban dwellers who live on their phones but still enjoy books and magazines.

“It is a lovely, gentle approach designed for those in the know.”

Animate objects

Despite the diversity of people, locations and purposes in the campaign, the portable Rimowa pieces fit into every scene, their owners mobilizing effortlessly.

All of this is captured in animated fashion, playing into a lesser-used art form among maisons. However, fellow prestige labels like French fashion house Dior ([see story](#)) and Swiss watchmaker Vacheron Constantin ([see story](#)) have dipped their toes into this style of campaigning in years past, the artistic touch coming with certain benefits.



The brand embracing animation exhibits creativity, a value that many modern consumers hold. Image credit: Rimowa

“The animated format allows for a narrative to unfold, which can engage viewers emotionally and create a connection with the brand,” Mr. Bogliari said.

“This goes together with a mid-century modern aesthetic that evokes a sense of nostalgia, which can be appealing to consumers looking for authenticity and a connection to the past,” he said. “Animation can also be easily adapted to different markets and languages, making the campaign more flexible.

“It can position Rimowa as a creative, innovative brand that’s not afraid to break from tradition.”

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