

APPAREL AND ACCESSORIES

# Music turns back clock as Rimowa revives 1966 design

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*The house is continuing luxury's arts-centric advertising angle. Image credit: Rimowa*

By EMILY IRIS DEGN

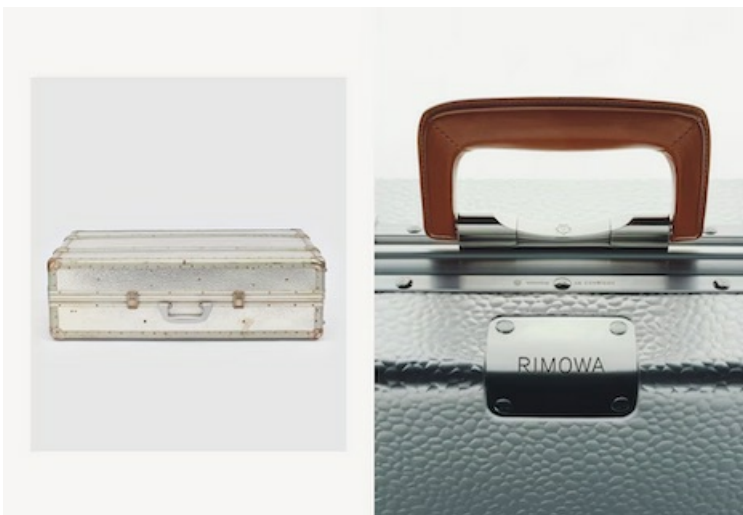
LVMH-owned German luggage brand **Rimowa** is turning to another art form to uplift its craft.

For the new Hammerschlag limited-edition collection, the label is working with German composer and musician Nils Frahm to capture the design through song. Mr. Frahm's "Hammers" piano number expresses the aluminum line's textures and process by which they were made, lending Rimowa an ear with the large swath of luxury shoppers that are favoring sensorial, arts-focused advertising.

## Hammer time

The Hammerschlag array draws upon an archival design offered by Rimowa in 1966.

Turning back the clocks, the new look brings together vintage aesthetics and modern features. The streamlined, metal look is made possible through hammered aluminum the name of the drop literally means "hammer hit" in English.



*Mirroring midcentury silhouettes, the suitcases have undergone an update via advanced features. Image credit: Rimowa*

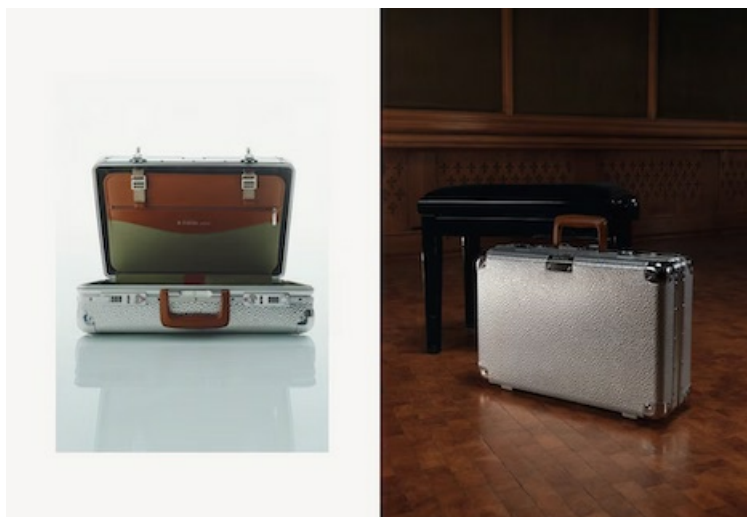
Inclusive of two designs, consumers can pick from the Cabin suitcase or the Hand-Carry Case.

The former retails for \$2,850. Limited to 1,898 numbered pieces, the total is an homage to the year that Rimowa was founded in Cologne, Germany.

A bespoke interior and leather handles emphasize the heritage leanings of the product. The move could secure the attention of the modern luxury consumer, who is increasingly opting for high-end brands that tout deep roots, passed-down know-how and all things archival.

Built to support the needs of travelers venturing out for three-to-four-day trips, the Cabin suitcase boasts Rimowa's Multiwheel System, TSA-approved locks, dual-organization interiors, and both stage free telescopic and ergonomic, leather grab handles.

The Hand-Carry Case costs \$2,360 and has some of these perks, such as the TSA-approved locks, dual-organization and leather handles.



*Imagery shows off the luggage with piano benches, speakers and musical workspaces. Image credit: Rimowa*

Good for two to three days of adventures, the comeback item looks identical to the original 1966 reveal. Only 966 numbered versions are available, each complete with a specially-designed luggage tag in Cognac leather.

Adding to the classic house codes and timeless looks are the namesake hammered textures. The shell leans into larger trends taking over prestige sectors, such as fashion and automotive, both of which are filled with brands putting out collections centering on natural textures and a polished version of ruggedness ([see story](#)).

For sale in select stores and [online](#), the latest from Rimowa does not just rely on its vintage appeal for advertising.

### **The case for music**

To market the collection, Rimowa is celebrating its design-forward spirit through a campaign that is grounded in the arts, specifically music.

Mr. Frahm is at the heart of the effort, playing "Hammers" on the piano in a half-minute-long video. The track translates the craftsmanship of Hammerschlag into song, the camera showing how the keys and interworkings of the instrument mimic the pounding of the tool used to create the luggage collection.

### *Rimowa reimagines Hammerschlag through a musical lens*

Spearheaded by Berlin-based film director Jonas Vahl and German photographer Ole Westermann, the imagery splices scenes of the composer playing and shots of the two-piece collection staged in minimalist settings. Their aluminum gleams in the light, similar to the way the polished piano shines.

This is not the first time ever, or even this month, that Rimowa has turned to the world of music to showcase its creations.

Last week, the brand sat down with German-American film score composer Hans Zimmer. The award-winning, world-renowned master played music on portable instruments from his Rimowa suitcase and shared his travel essentials.

Videos of the interview were posted on the house's social media pages, granting audiences not only an exclusive, inside look into the the mind behind many favorite blockbuster hits, but also a conversational advertisement that benefits from star power.

Hans Zimmer shows us what's inside his RIMOWA Original Twist Brown, his trusted companion on tour around the world. What are your travel essentials?#RIMOWA #NeverStill [pic.twitter.com/Q4U7inFqeg](https://pic.twitter.com/Q4U7inFqeg)

RIMOWA (@RIMOWA) [March 18, 2024](#)

Music has proven to be a favorite medium through which Rimowa markets its products, last year putting a violin case out into the world amidst a similar, musician-assisted campaign ([see story](#)). Like many in luxury, the LVMH-owned entity has also engaged with singers for brand ambassadorships and beyond ([see story](#)).

Though the arts at large have become particularly fruitful for advertising purposes ([see story](#)), music is universally boosting the work of some of affluent spenders' favorite maisons, regardless of industry.

From automotive ([see story](#)) to fashion ([see story](#)) to horology ([see story](#)), the choice is infusing branding with sensorial elements. Even sectors such as hospitality ([see story](#)) and wine ([see story](#)), which are already rooted in the experiential, are finding that songs and the presence of composers add to their appeal.

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