

FOOD AND BEVERAGE

Espresso colors latest product, pop-up from Rimowa

April 12, 2024



The product is called the Rimowa x La Marzocco Linea Mini espresso machine. Image credit: Rimowa/Ohlman Consorti

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand **Rimowa** is entering into a new arena with its latest activation.

Partnering with Italian high-end home goods company La Marzocco, the travel label is venturing into the world of food, unveiling an espresso machine. Announced at the same time, the duo will debut a pop-up centered around the beverage maker during Milan Design Week, set to run from April 16 to 21.

Hot and ready

The Rimowa x La Marzocco Linea Mini espresso machine is handcrafted by the skilled and experienced artisans at the latter company.

La Marzocco, founded nearly a century ago, is recognized as one of the global leaders in “handmade espresso machinery.” Forged from Rimowa’s signature grooved-aluminum material, each unit takes 40 hours of “dedicated craftsmanship” to manufacture.

Introducing the RIMOWA x La Marzocco Linea Mini, where timeless design and engineering meet.

Hand-crafted and featuring RIMOWA’s grooved aluminium and an array of bespoke elements, the limited-edition espresso (cont) <https://t.co/Jj5XJJMkq3> pic.twitter.com/aHLiC8Ze39

RIMOWA (@RIMOWA) April 10, 2024

Constructed in Florence, Italy the home of La Marzocco each espresso machine is said to uphold the meticulous attention to detail both brands are known for. Details on pricing have yet to be revealed, but pre-orders will go live on April 15, with each unit being made to order.

To uplift the launch, Caff Rimowa will be available for the entirety of Milan Design Week, treating customers to espresso made from a bespoke coffee blend created specifically for the activation.

With this pop-up, Rimowa joins Italian fashion house Dolce & Gabbana ([see story](#)) in releasing limited-time food and beverage products, as luxury brands continually embrace gastronomy from multiple angles.

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