

APPAREL AND ACCESSORIES

Rimowa unveils jury for third-edition design competition

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The Rimowa Design Prize is an annual competition celebrating Germany's design heritage while nurturing young talent. Image credit: Rimowa

By LUXURY DAILY NEWS SERVICE

LVMH-owned German luggage brand **Rimowa** is empowering a new generation of designers.

The third edition of the Rimowa Design Prize, which celebrates Germany's rich design heritage while nurturing emerging talent, runs through May 2025. The competition invites students from more than 30 partner universities to submit proposals with creative and forward-facing visions of mobility; a grand prize winner and several finalists will be celebrated this spring in Berlin.

Designers of the future

The 2025 jury includes the following avant-garde professionals: Berlin-based creative director Niklas Bildstein Zaar, British-born designer Nic Galway, German professor and curator Dr. Mahret Ifeoma Kupka, Paris-born designer Pierre Jorge Gonzalez, Berlin-based architect Judith Haase, German curator Ute Meta Bauer, German CEO Katharina Janku and German-based creative director Moritz Krger.

The prize will honor seven finalists with monetary awards and mentorship from panelists. One grand prize winner will receive mentorship, networking opportunities and a cash prize of 20,000 euros, or \$20,600.

Choosing a winner in the spring, students were invited to submit proposals through Dec. 10, 2024.

Rimowa collaborated with 39 universities to encourage a wide pool of applications. Last year, Janne Kreimer from Anhalt University won the top prize with her project "RO," a wearable product that activates acupressure points to alleviate stress and anxiety.

In September 2024, Rimowa launched the Original Bag, a new product category ([see story](#)).
