

RIMOWA



Brand Collaboration Assignment

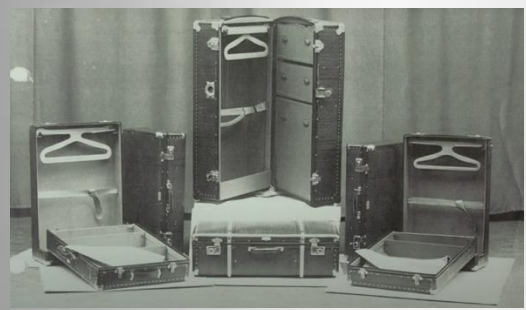
Reet Latta
LXMT730
Prof. Roop Virk

Function X Status

RIMOWA is a luxury luggage brand born in Cologne, Germany known for its high-end suitcases, particularly its signature grooved aluminium design. The brand's rich legacy of craftsmanship and innovation spans over 125 years and across generations.

Art of Engineering





1950

1898

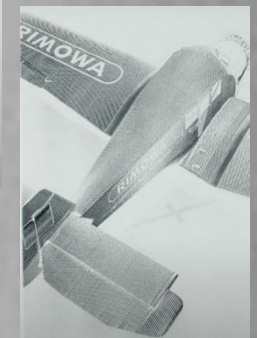
RIMOWA founder, Paul Morszeck opened his first workshop in Cologne's Bechergasse 16 near the Cathedral.

Crafted custom suitcases for traveling professionals made of leather - coated plywood and cardboard, gradually specializing in smaller and more durable boxes and cases.

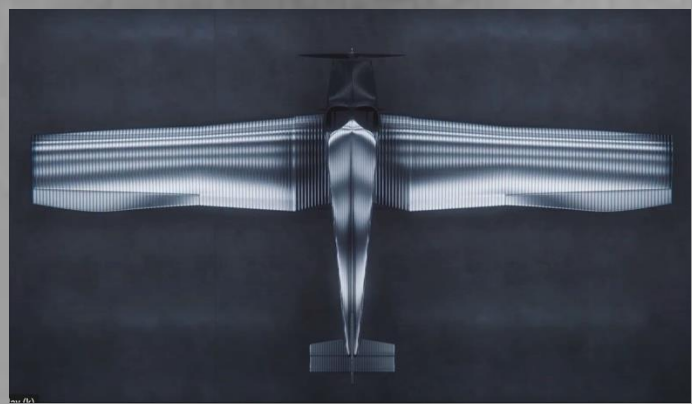


Paul's son, Richard Morszeck, inspired by the early days of aviation (specifically the Junkers F13 airplane) recognized aluminium as the ideal choice for crafting lightweight suitcases.

1920s



RIMOWA adds the now-iconic grooves to its aluminium shell, establishing a design element that remains a hallmark of the brand.





2017

Sharing common values of craftsmanship, character, excellence, expertise, and quality, RIMOWA joins the LVMH Group.

LVMH



He develops polycarbonate suitcases further reducing weight while offering maximum strength and resilience.



2000



1970s

Dieter Morszeck develops the first waterproof camera case in 1978, revolutionizing equipment for filmmaking and photography professionals.



QUALITY TESTED
EACH SUITCASE IS INDIVIDUALLY
INSPECTED



LIFETIME GUARANTEE
REPAIRS ON ALL FUNCTIONAL
DAMAGE TO YOUR SUITCASE



CUSTOMER SERVICE
A DEDICATED NETWORK OF EXPERTS
AT YOUR SERVICE



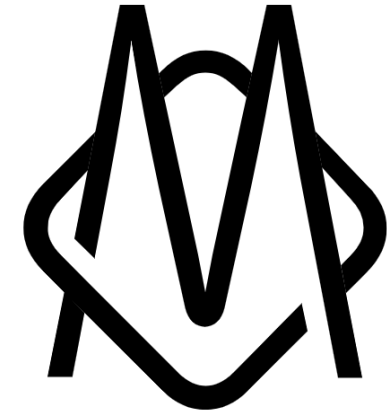


The monogram reflects RIMOWA's design philosophy, drawing inspiration from the **soft radial shapes** of the suitcases.



The company abbreviates its name to adopt its current brand name, **RIMOWA**.

Richard **MO**rszeck **WA**renzeichen



The two vertices within the mark reflect the iconic spires of **Köln**er Dom, a nod to the brand's German origins.

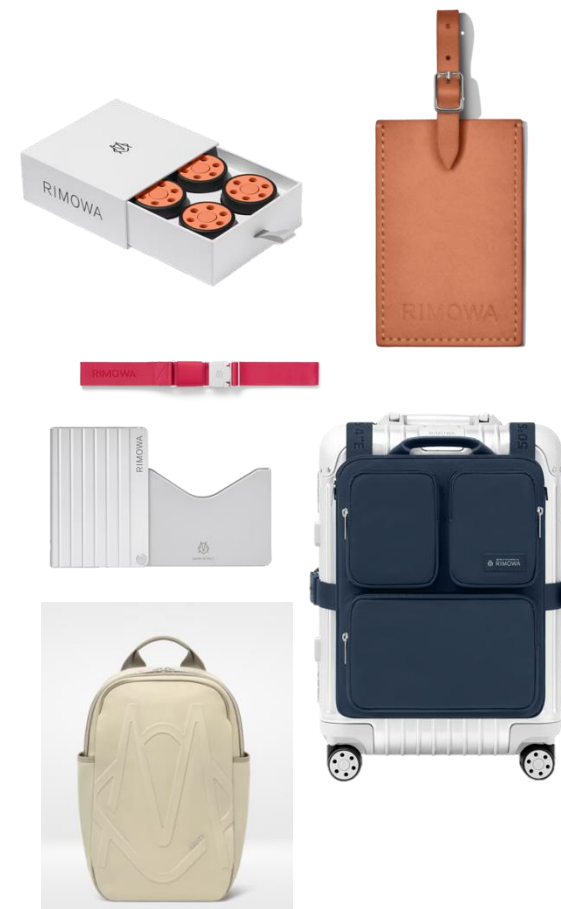


Aluminium Collection *(Classic RIMOWA)*

Polycarbonate Collection

Limited Edition & Collaborations

Accessories & Travel Goods



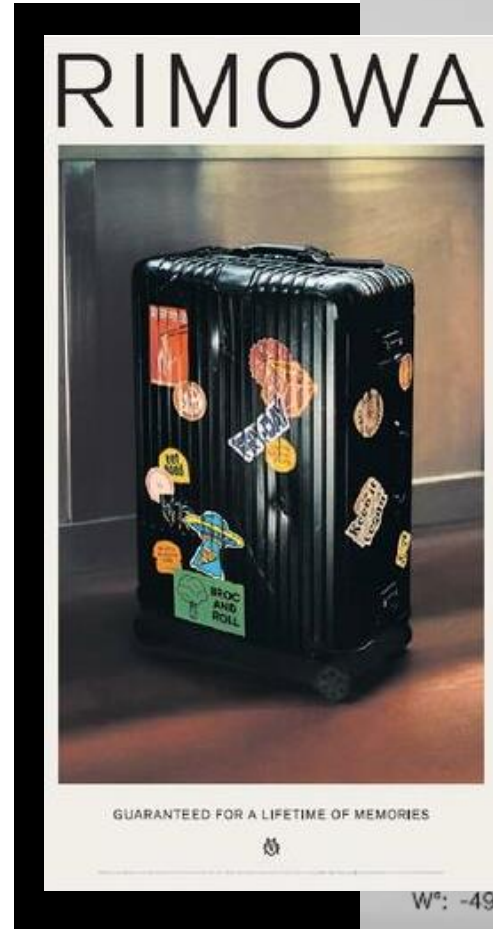
\$1,100 – \$2,800+

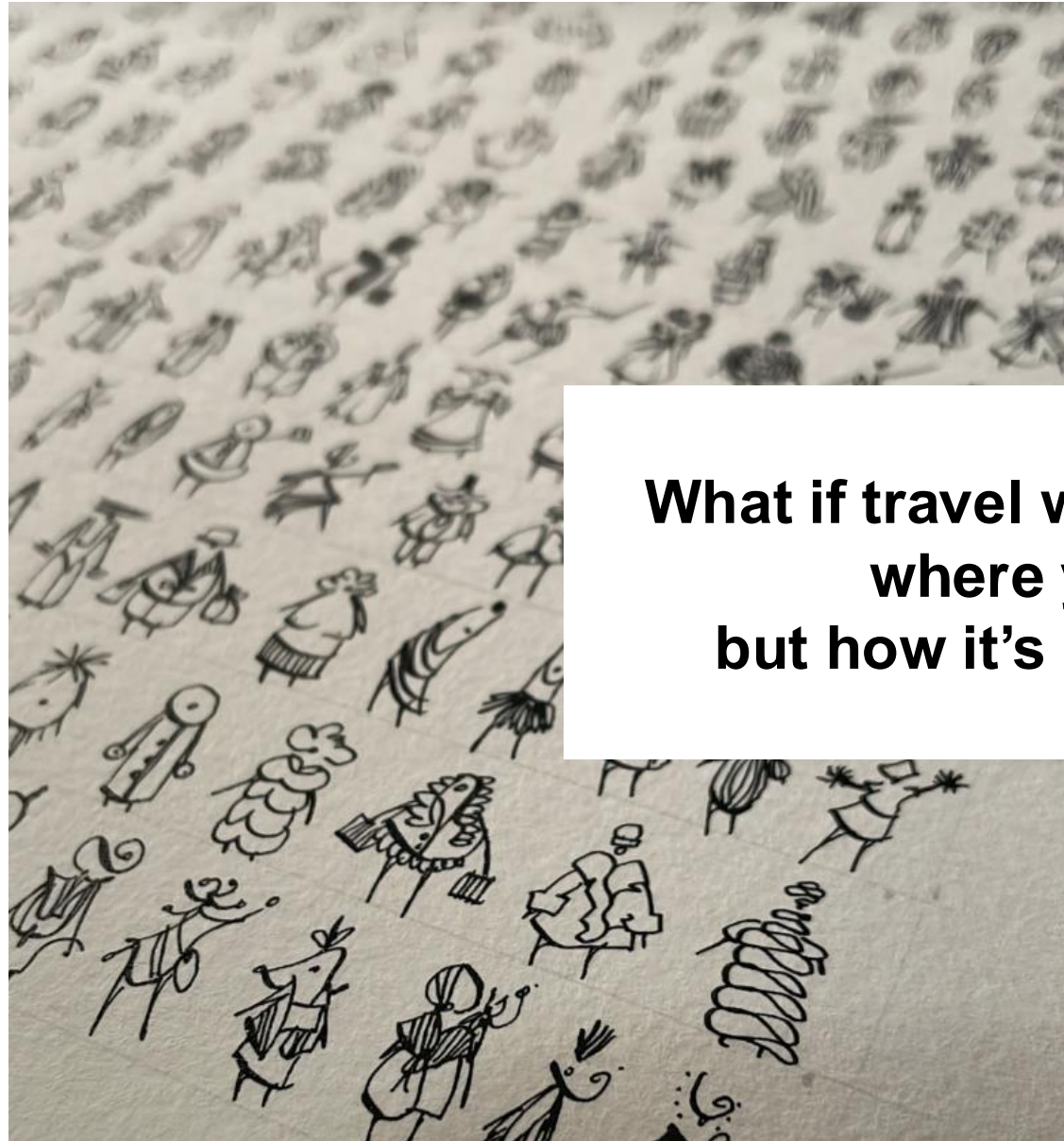
\$600 – \$1,200

\$1,700 – \$4,000+

\$100 – \$1,800

EVERY RIMOWA IS A STORY.
A BLANK PAGE
AWAITING THE NEXT ADVENTURE.
EVERY DENT, SCRATCH, AND STICKER
TELLS A STORY,
THE MEMORY OF EVERY MOMENT PROUDLY
DISPLAYED.
AND CARRIED FOR A LIFETIME.
GUARANTEED FOR A LIFETIME OF
MEMORIES.

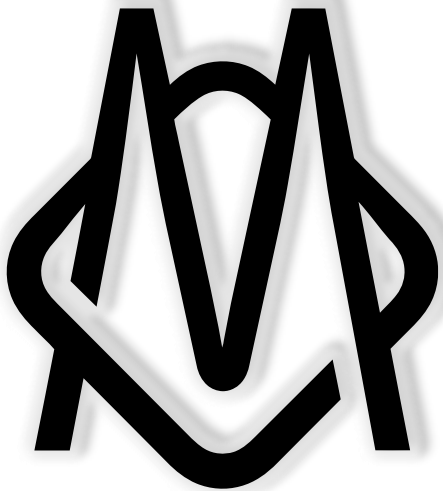




**What if travel wasn't just about
where you go –
but how it's remembered?**



"Every Journey, Every Face - RIMOWA x Deville Designs: A Story Etched in Ink."



Whimsical

Joyful

Human

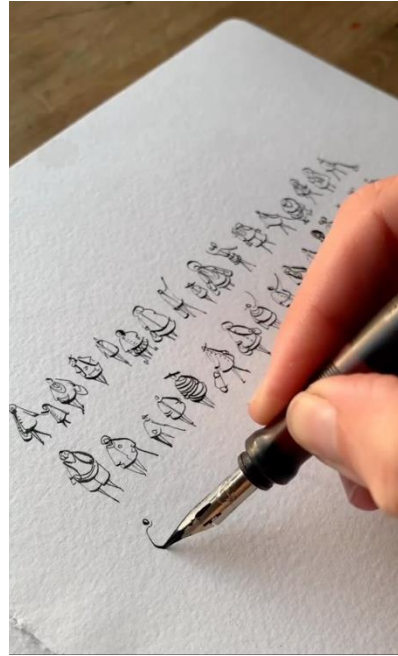


“The longer I’ve been making art, the less I care about realism and the more I care about style and feeling.”



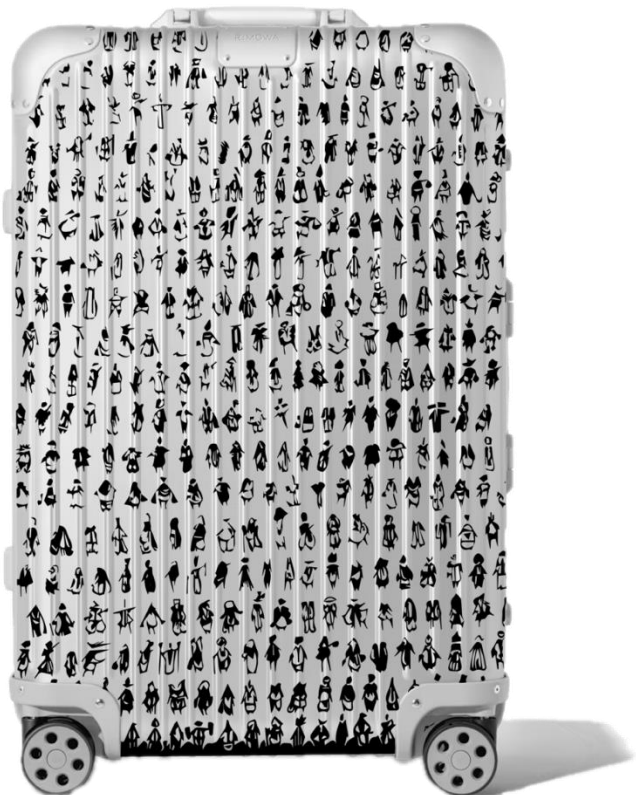
Deville is a Vancouver based artist renowned for her distinctive black ink sketches, capturing the essence of individuals she encounters, naming it **‘Everyone I’ve Met’**

“I like the immediacy and portability of pen and ink drawing.”



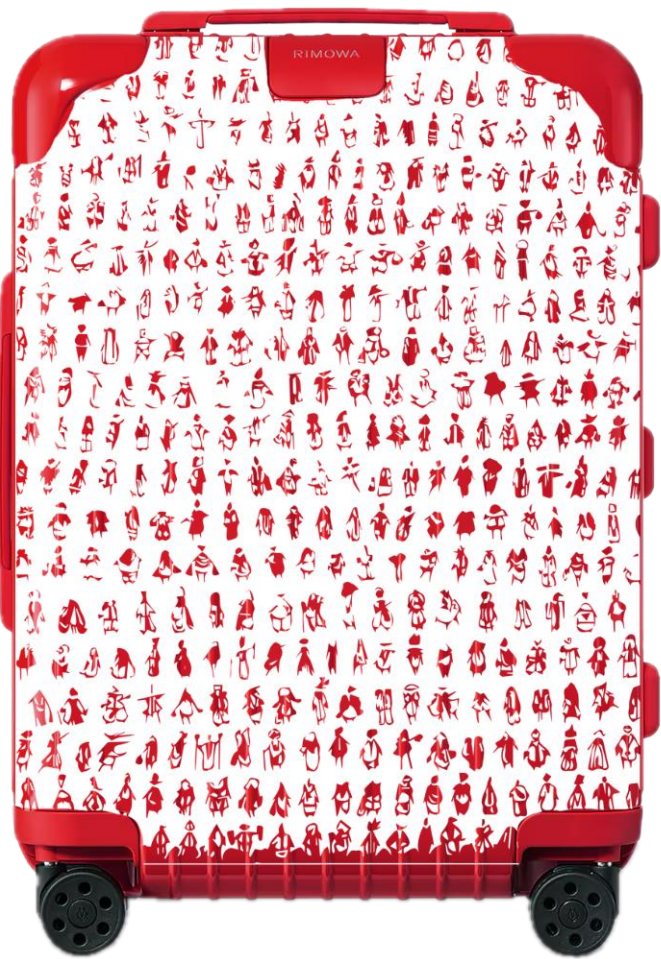
Everyone I've Met was a months-long, seemingly impossible endeavour by Deville to draw everyone the artist has ever met. The result is a hand-drawn language of over 1,000 characters, each equally expressive and unique. The piece represents the universality of being human, while at the same time, our collective pursuit of individuality.











Product Strategy - Key products



In-store & Pop-up Activations – *Experience driven*

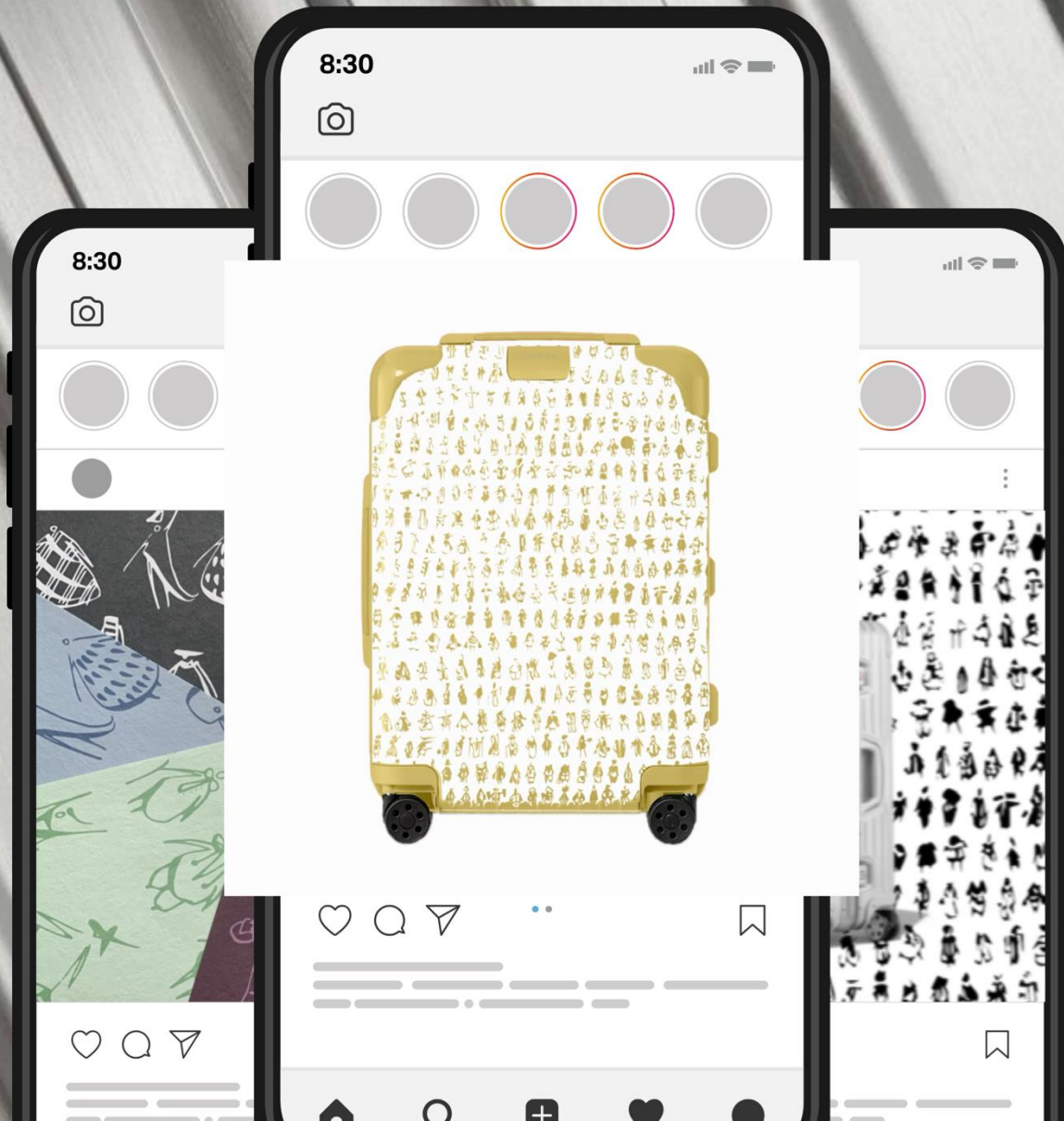


Global Pop-up tour: Temporary RIMOWA x Deville installations in New York, Paris, Tokyo, Seoul and Germany.

Exclusive Merch Drops: Only available at select stores and event, which includes signed art prints, sketchbooks, and stationery.

Live art sessions: Deville will sketch customers in real time, creating custom artwork for those who purchase the collaboration pieces.





Digital & Social Media Campaign

- Short films and interviews showcasing Deville's artistic process and the stories behind her sketches.
- UGC Campaign (*#SketchYourJourney*): Rimowa travellers will be encouraged to share their travel stories, which Deville might illustrate.

PR and Influencer Marketing

Celebrity seeding: Travel-savvy celebrities and influencers (e.g., Emma Chamberlain, Pharrell, Bella Hadid) receive exclusive pre-launch suitcases.

Editorial features: Hypebeast, Vogue, Highsnobiety, GQ showcase the collection through behind-the-scenes content.





"The Moving Canvas" - A RIMOWA x Deville Designs Runway Showcase

A runway show featuring suitcases instead of models, gliding down a travelator in an airport—merging fashion, art, and travel in a seamless way. The travelator represents **movement, exploration, and storytelling**, just like Deville's sketches and RIMOWA's legacy. Each suitcase will feature animated projections of Deville's sketches, evolving as they move.



Frankfurt Airport

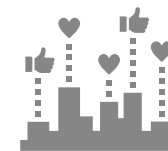


VIP travellers at the airport lounge get an exclusive first look.



Signposts to direct people to the venue.

- Live broadcast on RIMOWA & Deville Designs social media.
- Artistic performance by Deville featured on walls in real time.



Sketch your journey

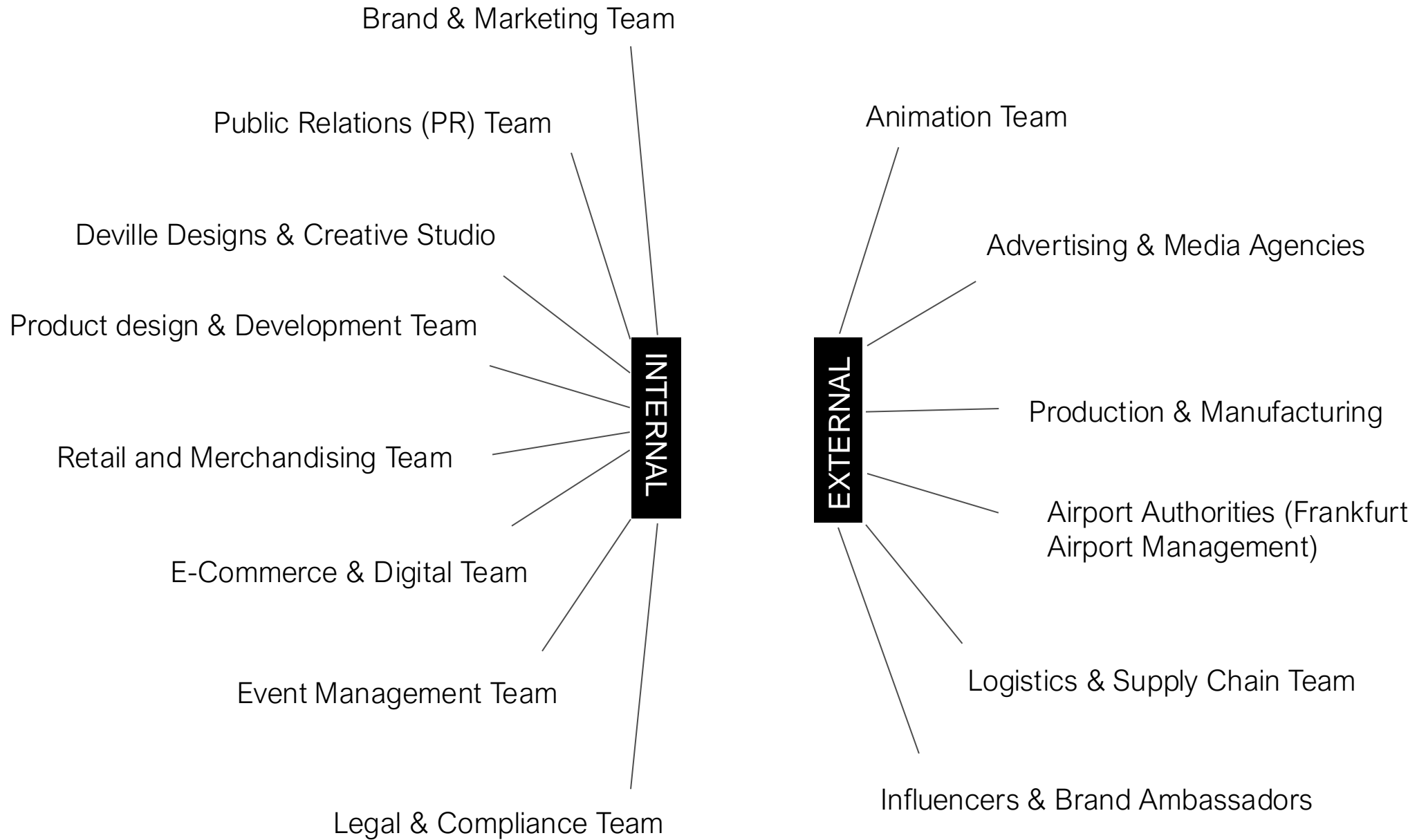
📍 VIP Lounge at Frankfurt Airport (near luxury duty-free zone)

- Travellers can have their portrait sketched in Deville's signature ink style on mini RIMOWA aluminium cases, OR get a figure customized by her on spot.
- They can get their initials + a custom travel sketch laser-engraved on RIMOWA luggage tags.



Pre-order the collection with a limited-time airport-exclusive design.







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THANK YOU