

TRAVEL AND HOSPITALITY

As Original Bag arrives, everyday option from Rimowa enters picture

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Rapper Central Cee, photographer Larissa Hofmann and supermodel Liu Wen, plus Dazed Magazine editor-in-chief and Off-White creative director Ib Kamara, rock the new Rimowa Original Bag. Image credit: Rimowa

By AMIRAH KEATON

LVMH-owned German luggage brand Rimowa is launching into a new product category.

The travel experts are introducing the Original Bag, enhancing its inventory with a versatile aluminum accessory seen catering to urban mobility in a campaign starring well-known creatives. With the release, Rimowa, which has made a name for itself by delivering supremely-engineered suitcases, pushes further into the lifestyle segment.

The Original Bag

Rimowa is framing the Original Bag as quintessential to city living. The notion is aided by the influential celebrity figures who rock the brand's gear in a digital campaign out now.

This group includes British rapper Central Cee, German photographer Larissa Hofmann, Sierra Leone-born, London-based fashion journalist and editor in chief of *Dazed* stylist and creative director Ib Kamara and Chinese supermodel Liu Wen.

Each crew member navigates a different city around the globe, grooved aluminum case in tow, during a video set to the soundtrack of "Last Nite" by American rock band The Strokes.

Promoting the bag as a symbol of freedom and functionality, the individual styles and experiences of the popular musician and his costars -- one, the editor in chief of *Dazed* and creative director of luxury streetwear brand Off-White, another the first Chinese model to walk the Victoria's Secret Fashion Show and the last, a former model -- are central to the visual narrative.

Though it has produced crossbody bags before, Rimowa considers the newer models, priced at \$2,125, its first handbag.

Available in supenate black and silver finishes, the Original Bag features an in-house design that kept "fast-paced days in mind." Aesthetically, its minimalist exterior mirrors the sleek aluminum suitcases that have made Rimowa a staple in luxury travel.



Rimowa is framing the Original Bag as quintessential to city living. Image credit: Rimowa

Containing multiple compartments, adjustable straps lend an additional element of convenience to its layout, but the carriers' main and most distinctive draw has yet to be detailed here: it uses a seamless locking mechanism that enhances both security and ease of access, or what the company describes as an "effortless opening system."

Product specs such as these are listed in an immersive boutique experience that awaits fans online at the Rimowa [virtual store](#).

Strategic market entry

All in all, Rimowa appears to be after more lifestyle-conscious spenders, the reveal of the Original Bag signaling a strategic expansion beyond its traditional travel luggage.

The brand continues to evolve under the auspices of French luxury conglomerate LVMH, staying competitive while scaling.

Good Morning New Yorkers.

Experience the newly released RIMOWA Original Bag at 'The Original Bodega by RIMOWA' pop-up at WSA from Sept 12-15. Come for complimentary coffee and stay to discover this iconic bag designed (cont)

<https://t.co/ckgpL3Aajx> pic.twitter.com/3GsWimtWpG

RIMOWA (@RIMOWA) [September 14, 2024](#)

Placing emphasis on collaborations and limited-edition releases to drive engagement from target consumers over the course of the last few years, as evidenced by previous stints with U.S. jeweler Tiffany & Co. ([see story](#)), French fashion house Dior ([see story](#)) and, most recently, New York City-based menswear label Aim Leon Dore ([see story](#)), Rimowa's market entry could turn out to be a calculated move to stay relevant in the ever-evolving luxury market.