

Rimowa launches new visual identity

By [Rüdiger Oberschür](#) - 29 January 2018

German suitcase brand Rimowa has unveiled a new visual identity to celebrate its 120th anniversary. The new concept was developed under the direction of co-CEO Alexandre Arnault and chief brand officer Hector Muelas in collaboration with Munich-based design studio Bureau Borsche and the London-based agency Commission Studio.



The new bag design features clean, modern lines and the brand's revamped logo - RIMOWA

The new branding includes a revamped logo and monogram, as well as an entirely new visual language and new packaging. The aim is to create a brand experience that reflects the brand's heritage and quality standards in a new, innovative way, according to the company.

The logo now features a clean, modern design, which underlines the timeless

elegance of its products. The chosen typeface, with filigree details, conveys the functional luxury which has become synonymous with Rimowa's suitcases, said the brand.

The new visual identity will be applied to the products as well as packaging, and will be used in all materials and communications created by the Cologne-based company.

Rimowa is majority-owned by French luxury group LVMH, which holds an 80% stake in the business after paying 640 million euros for the brand in 2016.

Rimowa has more than 150 directly-operated international stores and employs over 3,000 people.

By Rüdiger Oberschür

Translated by Barbara Santamaria

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