

TRAVEL AND HOSPITALITY

Rimowa spotlights three cultural icons in latest marketing campaign

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The Classic Cabin suitcase is at the center of the effort. Image credit: Rimowa

“The campaign is intelligently conceived, and simply shot, focusing on legacy and moving forward with the parallel of exploring the world and travel, which ultimately leads to the progress of one's self,” said Christos Joannides, founder and creative director of **Flat 6 Concepts**, Los Angeles.

“Using three iconic figures who are destined to leave a legacy, they embody this message Rimowa is trying to convey because legacy is never built by standing still,” Mr. Joannides said. “[‘Never Still’] ultimately shows that Rimowa is also a legacy brand that constantly moves forward.”

Mr. Joannides is not affiliated with Rimowa, but agreed to comment as an industry expert.

Moving forward

The marketing push takes on three distinct tones, each tied to a figurehead for the effort.

Mr. Hamilton’s portion focuses on the traveling lifestyle of a professional athlete, constantly moving from city to city as a part of his profession.

The racetrack champion, now in his late 30s, seems to have taken a new stance on migration, opting to embrace the present rather than purely moving forward.

“I feel they are targeting young, affluent, stylish and successful consumers who are not willing to settle and constantly strive in becoming better and ultimately leaving a legacy of their own,” Mr. Joannides said.



The soccer sensation poses with the “Classic Cabin” in silver. Image credit: Rimowa

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