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Rimowa Travel Essentials – Brand Book

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Since its early beginnings in 1898 Rimowa has always had the mission to make luggage lighter and traveling easier. Having mastered the shell, it is time to open the suitcase. Rimowa Travel Essentials is a category extension into travel clothing – clothing that, like Rimowa’s luggage, lasts a lifetime through timeless design and extraordinary quality.
Effortless essentials for the modern cosmopolitan traveller.
Rimowa Travel Essentials believes, that people do not need more, but less. Fewer, but better clothes – especially when travelling. Therefore the brand designed an ultimate travel wardrobe, which is suitable for different climates, cultures and occasions as well as easily packable through ultra lightweight and crease-resistant materials. This smartly designed collection combines fashion and function, and ensures ultimate effortlessness for the modern cosmopolitan traveller.
The concept of “less, but better” is also translated into the design of Rimowa Travel Essentials’ garments. The collection consists of updated wardrobe classics like turtleneck jumpers, shirtdresses and blazers, which are made with great attention to detail. A timeless and effortless look is achieved by pairing casual silhouettes with a reduced, sophisticated colour scheme.
Timeless silhouettes, lightweight fabrics, versatile designs - the perfect mix of fashion and function
03 The Brand Identity
VISION

Traveling should be effortless
The Brand Identity
MISSION

*It is our mission to create products that simplify the journey and enrich the stay*
The Brand Identity
easy TRAVELING
We put extra effort into our products, so our customers can travel more effortlessly.

CENTRAL VALUE
We pair our expertise of craftsmanship with the latest technological developments, because we believe that the key to a great product lies in the perfect balance between tradition and innovation.
TRADITION *meets* INNOVATION
UNDERSTATED luxury
We believe in the luxury of reduction and quality that speaks for itself.
TONE OF VOICE

Rimowa Travel Essentials‘ tone of voice is proud, holistic and encouraging. Short and clear sentences formally communicate the brand’s effortless look and feel.
Rimowa Travel Essential’s imagery is uncomplicated, effortless and light in colours and feel; It is simple, but thought-through; It is soft, friendly and personal; It shows a love for detail and a certain level of sophistication and intellect; It features a reduced, cool colour scheme and a technical, structured look and feel; It is nostalgic, yet modern.
As Rimowa’s history is closely tied to the adventurous world of aviation, the graphic identity is inspired by 1950s and 1960s airline posters and travel documents. The updated logo and a technical yet luxurious colour scheme make for a nostalgic, fashionable and dynamic look.
The Graphics
Following the design principles of the parent brand, Rimowa Travel Essentials uses the classic sans serif font Univers, which was designed in 1957 by Adrian Frutiger and is based on Swiss design principles.
For an intellectual look and feel that reminds of classic newspaper styles the serif font Athelas was added to the repertory. Athelas was designed in 2008 by José Scaglione and Veronika Burian and is inspired by Britain’s literary classics.

**Athelas Bold Italic**

**Athelas Italic**
05 The Target Audience

Smart Travellers
Rimowa Travel Essentials’ customers share a certain mentality, which can be, based on their characteristics and habits, best described as „Smart Travellers“.

Smart Travellers are women and men, who are roughly between thirty and sixty years old. They are well academically educated and maintain a broad interest and understanding for culture. They are true connoisseurs, never tired of life and always searching for the new and exiting.
A gallery visit in Barcelona, a shopping weekend in London, a business meeting in Shanghai
- Smart Travellers are always on the move
Smart Travellers travel more than average – mainly by plane. They have mastered the art of combining business and leisure travel and know all tips and tricks around this subject. These experience seekers don’t like staying at one place for too long, but actually enjoy being always on the move. They are urban people who feel most comfortable in busy metropolises and want to participate in the cultural offering of their destinations. Smart Travellers have a high disposable income and like to spend their money on cultural events, travel and design furniture. They pay special attention to appearance and are very self-assured about their personal clothing style, which is sophisticated yet casual. As they value high quality in products as well as in services and experiences, they do prefer to shop in a physical environment.
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