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Rimowa Travel Essentials – Retail Book

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In this evermore connected and busy world, shopping has become increasingly mobile and consumers are used to an almost limitless availability of products.

So, in order to stand out and to be meaningful, physical retail must revolve around the needs of this new shopper, offering contextually relevant products at the right place and time.

Furthermore, retail design needs to move beyond traditional functions and aesthetics of a store, but must feature experiences that consumers can remember.

*Rimowa Travel Essentials* tabs into these trends by opening situational relevant pop-up experiences at the natural habitat of the modern cosmopolitan traveller, the airport.
02 The Concept
Blending shopping and experience

For two months, the pop-up experiences are sited in the shopping areas of seven of the world’s busiest airports – LHR (London), AMS (Amsterdam), PEK (Beijing), NRT (Tokyo), HKG (Hong Kong), PVG (Shanghai), JFK (New York City). They are the main promotional tool to introduce Rimowa’s fashion extension and designed to make people excited about the new brand, before it enters the official stores.
The Concept

1. Large screen
2. Women’s collection
3. Changing room
4. Seating area with integrated product display
5. Men’s collection
6. Counter with info screen
7. Window display with logo
A like the brand’s products, the store pairs beautiful design with innovation and functionality. At the same time, there is special focus on the customer’s emotional engagement. Large screens in combination with an especially developed algorithm allow for ultimate personalization of the store. Customers can scan their boarding passes and the information about gender and flying destination is translated into a short mood film as well as product suggestions for the upcoming trip. This way, shoppers get emotionally involved and the brand becomes highly relevant for each and every individual customer at this exact time and place.
1  Enter the store

2  Be welcomed by the shop assistant
3 Scan your boarding pass at the counter

4 An algorithm processes information about gender and flying destination

5 The store’s two large screens show a mood film and garment suggestions that match the upcoming trip
Use the touch screen to acquire more detailed information about the brand concept and your personalised garment suggestions

Browse the store to physically see and feel the suggested garments
The Customer Experience
8 Try on a garment in the atmospheric changing room

9 Purchase the garment at the counter
10 Take the purchase with you directly in a luxurious paper bag

11 Or let it be shipped to any location in the world on a date of your choice

12 Access your personalised suggestions any time afterwards by logging in on the brand website
The Customer Experience
An airport pop-up store comes, alike a suitcase, with a limitation of space. The store, therefore, reflects very similar qualities as Rimowa Travel Essentials’ garments. Luxurious materials and innovative design solutions make for a perfect mix of function and aesthetics.
Being a new brand, the logo is displayed particularly large in silver lettering on both front windows.

The hangers are placed with sufficient space in between to make browsing easy and give each single garment the room it deserves.
The store's back references the design of Rimowa's iconic aluminium suitcase, which makes it a recognizable eye catcher for passing travellers.
The changing room is equipped with a screen, which mimics the view out of a window, creating a relaxed feeling of escaping the airport.

Necessary appliances are smoothly integrated into the design in order to not distract from the luxurious and understated brand atmosphere.
To support the store’s clean design all devices required for the payment process are integrated in hidden drawers of the counter.

Drawers inside the marble pedestals around the store are used as valuable stock room.
Sources

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