This mini Process Book is a summary of the big Process Book. Concisely it shows all my steps and process during my graduation period. I divided the book into 4 chapters, based on the 4 phases: orientation, research, actualisation and presentation. It shows my process in chronological order.
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Rimowa Travel Essentials – Mini Process Book

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Orientation
INSPIRATION

Just before starting my graduation semester I read the book „Das große Los“ by Meike Winnemuth. It’s the dairy of a woman who traveled the world for one year - spending each month in another city. All that with only one suitcase and a custom-made travel wardrobe of versatile mix-and-match pieces!
This idea of packable travel fashion, that enables easier travelling really intrigued me and seemed very relevant at the same time.

STARTING POINT

A practical yet modern travel clothing collection with a never changing assortment of basics. The clothing is extremely lightweight and features innovative materials such as wrinkle-free or breathable fabrics. All items are easy to combine and suited for all possible occasions that sophisticated travellers might face. This way it is extremely easy to pack. People will never take the ,wrong‘ clothes with them ever again and can be ensured to always look good while actually living out of a suitcase.

A packable travel collection!
PRELIMINARY RESEARCH

Are there already brands who offer a packable travel collection?

WINDSOR

„Mindful Traveller Collection“

Key insights: business suitcase for sophisticated men | high quality materials | for luxurious travels | high wearing comfort | co-branding with Rimowa | combining tradition with contemporary style | using innovative materials such as high-twist yarns and pure wool with water-repellant features

Conclusions: only men’s collection | business and luxury driven | combining fashion and function

Windsor’s Press Department

Key insights: lasted one season (autumn 2014) | as promotion | was barely advertised and remained quite unnoticed

Conclusions: quite recent concept | not a full travel wear brand, but using travel only as promotion

AKRIS

„Fashion Power Travel“

Key insights: inspired by the demands of modern businesswomen | eight essential items | for a perfect look at every occasion | exceptional quality | easy to wear and to maintain | comfortable, versatile, effortless | reversible and detachable features | „A travel wardrobe has to offer a maximum of options with a minimum of pieces and weight.” | everything fits in an on-board trolley | reduced colour scheme (black) | as part of an exhibition of Design Museum London in January 2015

Conclusions: only women’s collection | limited to a certain number of clothes | not as a sub-line or sales collection, but as promotion and side project

NIKE

„Nike Lab x Kim Jones“

Key insights: inspired by the needs of athletes on the move | cross section of innovation, comfort and style | understanding that packability is key, and less is often more when it comes to travel | seamless construction methods to multi-dyed water-resistant fabrics | comes with a multi-functional travel bag built to fit the entire collection | to be launched in 2016

Conclusions: use of innovative materials to combine fashion and function | all can be fitted in one travel bag
Keeping my strengths and weaknesses in mind, I know that I am better in concepting and communication than in graphic design. Creating a new brand would be already a complete graduation project - one with focus on graphic identity.

Three major brands picked up on the idea of a packable travel collection that combines fashion and function. This shows, that the idea is relevant and reflects customer’s demands. But neither Windsor, nor Akris or Nike are brands that are fully dedicated to the packable travel collection concept. They all solely implement(ed) the idea as a temporary promotion for a bigger brand. This means there is no brand, whose essential concept it is to offer packable travel clothing and therefore there is still room for brands to be pioneering when it comes to my idea.

Interesting opportunity!

How can I translate these starting points into a graduation project?

- Tapping into the opportunity for packable travel wear
- Creating a new brand
- Creating a brand extension for an existing brand

Keeping my strengths and weaknesses in mind, I know that I am better in concepting and communication than in graphic design. Creating a new brand would be already a complete graduation project - one with focus on graphic identity.

Extension for an existing brand!
What brand would profit from expanding into packable travel wear?

**Starting Point:**
- Needs to already have a connection to either travel or fashion

**Insight:**
- All 3 packable collections (Windsor, Akris, Nike) are strongly connected to a bag/suitcase/backpack

A luggage brand! Luggage is synonymous with travelling and packing and it is a logical next step for a luggage brand to focus on what’s INSIDE the suitcase.

Researching luggage brands to determine the best fit.

**Tumi**
- Founded 1898 in Cologne, Rimowa still is a family-run company that conquers the world of travel with its pioneering spirit.
- USP: Sporty and prestigious high-quality luggage for business travellers
- Personality: serious, reliable, ambitious

**Samsonite**
- USP: Best value for money for leisure travel
- Personality: easy-going, family-suited, fun

**Rimowa**
- USP: stylish high quality travel
- Personality: effortless, understatedly luxurious, German -> practical
Answering my question „What brand would profit from expanding into packable travel wear?”

A luggage brand is the logical fit for a packable travel collection. When looking at the three biggest luggage brands, Rimowa’s background, personality and values fit the concept of high quality travel wear that combines fashion and function very well. Its products are very stylish - almost fashionable. The background as a pioneer and supporter of traditional craftsmanship could add extra value to the travel wear collection.

Conclusion Orientation:
Extending the luxury luggage brand Rimowa into packable travel fashion

Research Question:
HOW CAN RIMOWA TAP INTO THE ARISING MARKET OPPORTUNITY FOR FASHIONABLE TRAVEL WEAR?
STRUCTURING THE RESEARCH

THE BRAND RIMOWA
What is Rimowa’s brand identity and USP?
How can I use it within the brand extension?
Why should Rimowa extend? What is in it for the brand?
Why into clothing?

TRENDS
What is happening in society and the fashion industry? And what are the latest trends in consumer behaviour?
What is happening in the travel industry?
What do these developments mean for the concept?

FASHION IDENTITY
What is the product?
Which characteristics do the clothes need?
How should the collection look like? What is the brand’s fashion identity?

MARKET
How does the market look like?
Who are the closest competitors? How can the new brand differentiate?

TARGET GROUP
Who is the audience?
What needs do they have when traveling?
What needs to they have concerning clothing?
What is Rimowa’s brand identity and USP?

Rimowa is most appreciated for its high quality-, service- and design standards that enable lightweight yet stylish traveling. The brand’s aesthetics are inspired by aircraft construction and the grooved aluminium suitcase is their iconic signature item. The brand balances tradition and innovation in a ‘understated luxury’ look and feel.
Structuring the findings in a brand prism:

- **QUALITY**: luxury, travel, aluminium, lightweight, grooved
- **PHYSIQUE**: silver, quality, luxury, uncomprising quality
- **PERSONALITY**: travel, easy traveling, understated luxury, craftsmanship
- **RELATIONSHIP**: business people, wealthy, snobbish, respectful
- **CULTURE**: family business, modern professional, cosmopolitan traveller, status
- **SELF-IMAGE**: cosmopolitan traveller, modern professional, high social position, fashionable

**Visual analysis:**
- Luxurious lighting
- Cool and distant colour scheme
- Calm and relaxed look and feel
- Cool locations with design factor
- Feeling of superiority through a slight bird’s eye view
What makes Rimowa unique is the promise of extraordinary quality (reached through a balance of traditional manufacturing and technical innovations) combined with sophisticated stylish design. The mission is to make luggage lighter and traveling easier. The USP is therefore: “The most effortless way to travel.”

The central value “easy traveling” incorporates exactly the idea of the packable travel collection. The values “tradition meets innovation” and “understated luxury” determine the fashion style, which would then be minimalistic classics with modern twists and innovative fabrics. The brand identity should also be quite sophisticated and express “understated luxury” and “effortlessness.” A reference to aviation as well as nostalgic influences could strengthen the connection between the extension and the parent brand Rimowa.
Why should Rimowa extend? What is in it for the brand?

**Insight 1 - product:**
- Very limited product range (solely luggage for more than 100 years)
- Luggage is a product category, that is only purchased every 5-10 years

**Insight 2 - customer behaviour:**
- Increasingly becoming a lifestyle brand in the minds of customers
- Rimowa’s customer base is very loyal and highly willing to buy into the brand

**Insight 3 - revenue:**
- Rimowa luggage is about to reach the maturity stage of the product life cycle

Time for a brand to innovate!
When looking at Rimowa’s revenue over the last couple of years and comparing it to the model of the product life cycle, it becomes clear, that Rimowa, with its limited product range, is about to reach the maturity stage of this cycle. This is the time when a brand should look out for new opportunities to innovate. According to business theorist Igor Ansoff, there are four strategies to achieve long-term business growth. Rimowa has already pursued the strategy of market development when increasingly expanding globally during the last twenty years. As the luxury aspect is at the core of the brand identity it is not smart to offer a lower priced line in order to attract a new segment of the market. As luggage is a product category, which is usually only purchased every five to ten years, a market penetration strategy cannot be recommended. Existing customers will not buy a forth or fifth suitcase no matter how strongly the brand promotes it. Diversification holds the most risks of all four strategies as it entails two unknown factors and should therefore only be recommended for brands with a truly well known and strong brand name. As Rimowa’s customer base is very loyal and highly willing to buy into the brand, the forth option, product development, is the right way to go. Hence Rimowa will use its trustworthy iconic image and strong values to offer a new product (category) to its existing customers.

**Insight 4 - competitors:**
- The main competitors are introducing highly relevant, innovative and fashionable campaigns (Tumi: Global Citizens)
- New competitors are popping up
- -> Rimowa needs to keep up their image of pioneering, fashion and innovation

**Opportunities that come with an extension:**
- Clarify and illustrate the Rimowa lifestyle and their values
- They could attract new (and younger) customers
- Increase awareness of the brand name
- Increase revenues

**Answering my question „Why should Rimowa extend?“**

An extension will not only create a new source of income but also increase brand awareness and offer a more extensive lifestyle experience. It will support Rimowa’s image as a pioneering brand in the world of travel, clarifying its positioning among rising competitors.
Why into clothing?

Insight 1 - brand identity:
• “Rimowa design is closely related to fashion and stands for a luxurious lifestyle”

Insight 2 - competition:
• Tumi is Rimowa’s strongest competitor. By launching a modern and fashionable campaign they are longing for Rimowa’s position as the “fashionable luggage brand”

Tumi’s Global Citizen campaign

Competitor matrix luxury luggage market

Answering my question „Why into clothing?”

The two „big” product developments Rimowa went through in the last 20 years were polycarbonate suitcases in 2000 and a line of travel related leather accessories in 2011. Both product lines paved the way for a bigger extension, but could not create a lifestyle or new source of income themselves. This is because polycarbonate luggage is only an alternative product, not an additional purchase and the leather accessories are only an additional purchase to the suitcases, but not a reason to turn to the brand in the first place.

An extension into clothing will emphasise Rimowa’s position as fashionable AND functional travel brand and differentiate more clearly from Tumi, the biggest and most threatening competitor. By adding apparel to its portfolio, the brand can make the step from a product-based brand to a holistic lifestyle brand.
There is a social trend and with it a growing customer group that re-thinks fashion consumption and focuses on timeless high-quality pieces instead of fashionable hypes.

### TRENDS

**What is happening in the fashion industry and what are the latest trends in consumer behaviour?**

#### Future Consumer 2018, WGSN

**Key insights:** “A growing number of people is taking fashion more seriously” | purchasing products that are meant to last in terms of quality and style | early adopters of new sustainable materials and textiles | design matters for the conscious creatives, a consumer group meant to stay


**Key insights:** invest in timeless high-quality garments that are still relevant in several years time | „Why not have fewer, but better things?” | It’s time to care about the stories behind the clothes -> how they were made

#### China’s Conscious Consumer, WGSN

**Key insights:** interest in sustainability is growing among Chinese population | retailers should focus on benefits that matter to consumers such as improved quality, texture and design | consumers increasingly look for companies that offer genuine value-for-money | brands need to cater to this exciting market, rather than keeping on thinking ‘Chinese consumers don’t care’

#### The Vision, WGSN

**Key insights:** new appreciation of details, materials and craftsmanship | consumers are willing to spend more on less, but expect a longer, more meaningful connection with their purchases | demand for pieces that have a purpose beyond their superficial appeal

#### ThinkTank Consumer Lifestyle Futures, WGSN

**Key insights:** rise of the slow movement not only in food, but also fashion | focus on quality over quantity | about living the moment and experiencing the here and now | brands increasingly work with season-less product drops

#### Vivienne Westwood: Everyone Buys Too Many Clothes, Telegraph.co.uk

**Key insights:** “Buy less. Choose well. Make it last. Quality, not quantity.” | people should invest in the world -> more sustainable choices, less consumption and less waste | expensive timeless garments instead of fashionable fads


**Key insights:** invest in timeless high-quality garments that are still relevant in several years time | „Why not have fewer, but better things?” | It’s time to care about the stories behind the clothes -> how they were made

### Conscious consumption
What is happening in the travel industry and what are the latest trends in consumer behaviour?

**Four Trends That Will Define The Travel Industry in 2016, LuxuryTravelBlog**

**Key insights:** rise of ‘bleisure’ travel, mixing business and leisure travel | travel marketing needs to give travellers a taste of experience | seamless organisation of the travel process | people are looking for high quality and unique experiences along the entire trip

**Future Consumer 2018, WGSN**

**Key insights:** significant increase in travel-related spending | travel retail market is referred to as ‘sixth continent’ | moment marketing through on-spot data and technology

**Encounter Culture 2017, WGSN**

**Key insights:** travellers are looking for unique encounters and undiscovered places | shift towards prioritising memorable experiences over purchasing products | rise of previously overlooked cities as new travel destinations | design will increasingly feature sophisticated multicultural references | global travel sales are projected to be an $830 billion business with 930 million more passengers flying by 2017 – a 31% increase in air travel since 2012

**#Travelporn: New Travel Media, WGSN**

**Key insights:** independant magazines to address the desires of modern travellers | rise of travel photography, films and documentaries | traveling as highly desirable lifestyle, instead of about destinations | the Multicultural Voyager is a rapidly growing consumer group | fetishisation of travel as large global trend

**The Future of Travel, WGSN**

**Key insights:** personalisation and automation are at the centre of the travel experience | seamless connectivity through technology | travel becomes less and less a luxury, but a daily occurrence | airports are becoming an integrated part of the holiday -> more design and activities evolve around airport leisure time | increasing consumer taste for premiumisation

**ThinkTank Consumer Attitudes, WGSN**

**Key insights:** consumers seek out tangible, enriching experiences | travel-focused retail concepts are popping up | travel has become the ultimate affordable luxury - not only as escape, but also as status symbol | focus on lifestyle, experience and the promise of adventure | brands are reaching out into travel-themed sub-brands or are opening travel-focused concept stores in major airports
The travel industry is rapidly growing as there is a general increase in international travel - especially air travel. This makes the airport a very important sales generator for businesses as well as the ‘traveller’ a growing customer group. These customers are increasingly in search of new enriching experiences, unusual destinations and authentic cultural interactions. These desires can be stimulated through moment marketing, personalisation and high quality in products and service. Furthermore, traveling becomes increasingly present in all kind of different aspects of people’s lives, elevating it to a wholistic lifestyle instead of a part-time activity. Magazines combine travel with other lifestyle interests like fashion (Suitcase), food (Cereal) and even economy (Escapist) and brands are reaching out into travel-themed sub-lines (MUJI to go). Travel has become the ultimate affordable luxury and a full-on lifestyle concept.
What do these developments mean for the concept of a packable travel collection?

### Traveling as lifestyle

The market/consumer is ready for travel-lifestyle products, that are not primarily linked to traveling per se.  
- packable travel clothing

### Conscious consumption

The clothing should have the concept of 'lasting a lifetime', promoting extraordinary quality and timeless design.  
- fits with Rimowa’s values

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The concept of packable travel wear is a very relevant cross-over. It responds to consumer trends in both, fashion AND travel industry.
FASHION IDENTITY

What is the product?

The product is packable travel wear. Rimowa sells its luggage equally to women and men. Therefore it makes sense to offer clothing to both sexes, so the brand neither gets a strong masculine nor feminine image.

Which characteristics do the clothes need?

- the items must be easy to combine
- the items must be versatile to be suitable for different climates, cultures and occasions
- there only needs to be a few items, but with very high quality and durable
- for packing purposes, the fabrics should be lightweight and crease-resistant
- the clothes should be comfortable to wear

What will be the product range?

Classical garments, including swimwear and winter coats, so the assortment has the right garments for any climate, culture or occasion. The product range doesn’t include any accessories, so the high quality and expertise in the field of fashion stays believable.
How should the collection look like? What is the brand’s fashion identity?
The brand’s fashion identity features a more classic look that fits Rimowa’s values: sleek, perfect design and quality, easy, effortless, no frills, grown-up, subtle, luxurious. “The perfect essentials.” The designs should be basic but always with special attention to the details. International influences are paired with modern design twists. For great comfort the silhouette should be rather loose, but feature elegant slim accents. To be suited for a large number of different occasions and to be easy to combine, the basic colour scheme is limited to “non-colours” which are complimented with a few subtle accent colours that change every year when an updated collection comes out.
What does the market look like?

Conclusions - consumer behaviour research:
- There is a social trend and with it a growing customer group that re-thinks fashion consumption and focuses on timeless high-quality pieces instead of fashionable hypes.

Insight - international apparel market:
- The international apparel industry continues to grow – especially in Asian regions, where tastes are changing towards a more understated form of luxury and Rimowa has most of its sales points - at a healthy Compound Annual Growth Rate of 5% and is projected to be worth 2,110 billion USD in 2025.

Who are the closest competitors?

The small travel wear collection will consist of functional, yet fashionable basics for both men and women. Therefore it is necessary to approach the market from two sides: function and fashion. When looking at the market from a functional perspective, it can be observed, that travel wear brands do usually have a quite outdoorsy lifestyle attached to them that has little to do with fashion. The five most interesting competitors for Rimowa’s extension line concerning market share, reach and positioning are Victorinox, T-tech by Tumi, Anatomie, Arc’teryx and TheNorthFace.

When looking at the market from a fashion point of view, most luxury basics brands have a clean, light and architectural look, but few of them feature functional aspects or have a conceptual relation to travel. On this side, the extension’s most threatening competitors concerning market share, reach and positioning are Filippa K, COS, Hugo Boss and Equipment.
How can the new brand differentiate?

There is a great opportunity for travel concepts. The number of people traveling increases constantly and the travel market grows quickly. Most travel wear brands nevertheless are not able to meet the aesthetic fashion standards of the increasingly stylish travel crowd. On the other hand, there is a long-term consumer trend towards understated luxury and minimalistic aesthetics. Being increasingly used to highly functional technology with sleek designs, consumers are also demanding more versatile wear with wider functionality. Despite striking designs, most luxury basics brands, however, cannot serve these requests.

This reveals a market gap for fashionable travel wear and leads to the opportunity to position the new brand, not only in the travel wear segment OR the luxury basics segment, but as a crossover brand, that combines the benefits of both categories.

This decision helps to create competitive advantage in the travel wear segment by being more fashionable AND to create competitive advantage in the luxury basics segment by adding a desirable degree of innovation and functionality to the products.
TARGET GROUP

Who is the audience?

existing Rimowa customers
travel frequently
have a sophisticated lifestyle and appreciate design and quality
The new customer

VOLKER WACK
- 2 adult children
- Works in advertising/film as a producer
- Education: art history and economics
- Age: 62
- City: Munich/Hamburg
- Reading: Süddeutsche Zeitung
- On social media: no

FRED VAN EIJK
- 3 adult children
- Works at a travel agency
- Education: Cours de Langue et Civilisation Française
- Age: around 60
- City: Amsterdam
- On social media: yes

ULLA GRÖNE
- 2 adult children
- Works at an online art gallery
- Education: art history
- Age: 54
- City: Munich/London
- Reading: FAZ
- On social media: no

Interview people that fit the description to find out more about their lifestyle
Answering my question „Who is the audience?“

The potential customers are men and women aged 40-65 years, who live in cosmopolitan cities. These entrepreneurs and modern global thinkers, who live by traditional values, are part of the upper middle- or upper class. 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. To fulfill this impulse they read hip culture magazines like Monocle, Wallpaper or TimeOut and inform themselves about international affairs with major global newspapers like Frankfurter Allgemeine Zeitung or The New York Times. They are not creative themselves, but highly interested in art and design. They fancy a gallery visit every now and then, collect art and design furniture or might even have studied art history.
What needs do they have when traveling?

The potential customers travel more than average (at least twice a month by plane), have mastered the art of leisure travel and know all tips and tricks around this subject. They are urban people who feel most comfortable in busy metropolises and want to participate in the cultural offering of their destinations. They love to explore ‘undiscovered’ insider tips in upcoming areas or less known cities, which they have read about in recently released travel guides or magazines. These real experience seekers don’t like staying at one place for too long, but actually enjoy being always on the move.

What needs to they have concerning clothing?

The target audience has a high disposable income and likes to spend their money on cultural events, travel and design. They pay special attention to appearance, but do not follow fashion trends. Instead they are very self-assured about their own personal style, which can be described as sophisticated and casual and involves high quality classics that provide durability and comfort. This is why they trust traditional heritage brands like Fred Perry, Burberry, Falke, Tod’s or Levi’s as well as embrace newer brands that follow a clear design purpose or have a convincing concept like HAY, Filippa K and Apple. As they value high quality in products as well as in services and experiences, they do prefer to shop in a physical environment.

call them „Smart Travellers“
STRUCTURING THE PROCESS

**IDENTITY**
How will the brand extension be called?
How will the logo look like?
What are the brand colour(s) and font(s)?
What is the brand’s tone of voice?
What is the brand’s visual style?

**COMMUNICATION CONCEPT**
How can the new extension be introduced to the audience?
How can physical retail be innovative and intrigue the customer?

**POP-UP STORE DESIGN**
What is the overall look and feel of the pop-up stores?
What materials are used for the pop-up stores?
What is the detailed look and feel of the pop-up stores?
IDENTITY

How will the brand extension be called?

**Starting point:**
- Rimowa is very well-known and has a trustworthy, iconic image

Keep „Rimowa“ the main part of the name and only add a supplement that indicated the brand extension

<table>
<thead>
<tr>
<th>Logo Option</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rimowa Travel Wear</td>
<td>too obvious, not elegant</td>
</tr>
<tr>
<td>Rimowa Wardrobe</td>
<td>neither smooth, nor elegant</td>
</tr>
<tr>
<td>Rimowa Travel Essentials</td>
<td>sounds sophisticated and hits the nail on the head</td>
</tr>
</tbody>
</table>

Brand name: Rimowa Travel Essentials

How will the logo look?

The existing logo is very recognizable, but connotes product design and 1960s nostalgia instead of communicating a luxurious fashion feel -> it needs to be changed

Getting inspiration from luxury fashion brands

**Key insight:** Most logos feature simplistic yet feminine and elegant capital serif lettering
Starting points:

- The logo should be purely typographic
- Consider the fact that it is for a fashion brand that combines „fashion“ and „function“ -> not too feminine, not too corporate

Answering my question „How will the logo look?“

The logo will consist of the word „Rimowa“ in capital Sanford and the words „Travel Essentials“ in LTet52009 underneath.
What are the brand colour(s) and font(s)?

Starting point 1 - brand identity:
- Rimowa’s current brand colour is kobald blue
- Rimowa’s most distinctive mark is the silver aluminium suitcase

Starting point 2 - air travel graphics:
- Blue is the colour that symbolizes the sky and therefore air travel

blue as main brand colour
aluminium/grey as secondary colour

Which blue exactly?

Starting point:
- needs to be sophisticated, luxurious and fashionable

Inspiration: passports and luxury brands

C97 | M76 | Y24 | K40
C0 | M0 | Y0 | K40
Starting point 1 - air travel graphics:
• A simplistic yet nostalgic sans serif font

Starting point 2 - target audience:
• preference for printed media like The New York Times or Monocle Magazine

one sans serif typeface as main font
one sophisticated serif typeface as secondary font

Univers:
A classic mid-century font designed by Swiss principles
-> reflects air travel nostalgia

Athelas:
An elegant font inspired by English literature
-> reflects intellectuality

Answering my question “What are the brand colour(s) and font(s)?”

Balancing the design-driven mid-century font Univers with the traditional book typeface Athelas. A dark passport blue as primary brand colour and a light aluminium grey as secondary brand colour.
What is the brand’s tone of voice?

Starting point - brand identity:
• Rimowa’s tone of voice is direct, sophisticated and clear; short sentences are key

Rimowa Travel Essentials takes over the exact tone of voice from the parent brand.

What is the brand’s visual style?

Starting point 1 - brand identity:
• connection to aviation

Starting point 2 - product:
• a minimalistic fashion brand

Starting point 3 - brand identity:
• elements of Rimowa’s physique

The extension’s visual style needs to:
• have a light feel -> a lot of space
• have a certain elegance / luxury feel
• have a cold, technical look and feel
• be structured, feature geometric shapes and clear lines
• be reduced to their essence in colour and look

<table>
<thead>
<tr>
<th>Elements of Rimowa’s physique</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aluminium</strong></td>
</tr>
<tr>
<td>a cool technical look and feel</td>
</tr>
</tbody>
</table>
Defining the visual style more precisely:

**Colours:** blue, turquoise, green, sand, white, brown, black

**Subjects:** modernist architecture, wide-angle landscapes, beautiful sophisticated people, stylized airport details

**Returning motifs:** sky, water, windows,
The brand’s visual style is defined by a cold colour palette and reduced luxurious imagery that subtly indicate effortless traveling and the desire to wander by showing the sky, windows and water.

The blue sky functions as a motif for freedom, flying and air travel.

The images are taken slightly from above with a very deep depth of field and a wide horizontally focused aesthetic.

Hard natural sun light creates intense shadows and subtle luxurious positivity.

The settings feature modernist architecture as a nostalgic reference to the 1950s and 1960s.

Water functions as a motif for calmness and relaxation.
The light, reduced and cool colour scheme creates a nostalgic, technical yet effortless and sophisticated look and feel.

Hard natural sun light creates intense shadows and subtle luxurious positivity.

Geometrical shapes dominate the simple yet thought-trough composition creating stability and calmness by dividing the image in clear blocks.

The blue sky functions as a motif for freedom, flying and air travel.

Windows are a motif for the desire for freedom and traveling and underpin the nostalgic feel with their natural melancholy.

Water functions as a motif for calmness and relaxation.

Geometrical shapes dominate the simple yet thought-trough composition creating stability and calmness by dividing the image in clear blocks.
How can the new extension be introduced to the audience?

**insight 1 - target audience:**
- Smart Travellers like to shop in physical environment, are not on social media

**insight 2 - target audience:**
- Smart Travellers travel very frequently and spend a lot of time at the airport

Introducing the extension with physical pop-up stores at the airport!

Most airports have extra spaces for pop-up stores in the shopping areas behind the security check. Large international airports offer a great exposure to a large number of people, which makes it the perfect place for a promotion. The target group encounters the product at the right time - having a little extra time before they travel and will need the products.

At which airport(s)?

**Starting point 1 - research:**
- At a handful of the busiest airports in the world to have maximum exposure

**Starting point 2 - brand identity:**
- The selection of airports should also reflect the allocation of Rimowa’s existing retail stores

LHR (London), AMS (Amsterdam), PEK (Beijing), NRT (Tokyo), HKG (Hong Kong), PVG (Shanghai), JFK (New York City)
For how long?

**Starting point 1 - target audience:**
- short enough not to bore frequent travellers

**Starting point 2 - feasibility:**
- long enough, so a proper built-up makes sense and is profitable for the brand

For two month as exclusive promotion, just before the brand extension hits the stores

**Answering my question „How can the new extension be introduced to the target audience?“**

Through pop-up stores at seven international airports.
How can physical retail be innovate and intrigue the customer?

„Relocating Retail“, WGSN

Key insights: Brands need to meet their customers at a relevant time and place | situationally relevant pop-ups are an important approach for retailers offering right-time, right-place products | customers’ expectations increasingly grow; they want to be surprised | retail must offer inspiring experiences beyond selling products (embrace event-based purchasing) | a seamless online-offline experience is key | linking virtual shopping to a real-time product demonstration in the physical store | retail must maximize convenience | personalisation makes customers feel understood and appreciated

„Elevated Engagement“, WGSN

Key insights: elevated engagement creates experiences that surprise and delight consumers, or offer a fantastic level of service and expertise that becomes seamlessly integrated into shoppers’ lives | online brand Thread fuses technology with a human touch to bring shoppers a curated offer

Inspiration Monocle travel guide: product suggestions per city immediately create an atmosphere of the place. It feels very personal and one gets in the mood to travel.
Idea fragment 1:
- personalized packing service
- Scanning the boarding pass, connecting to information about gender, age and destination, connecting to weather forecast for destination, showing matching outfit suggestions and creating a personalized wardrobe for the trip (what to pack); items can be viewed, tried and bought right away in the store
- The store itself is simple, but because of the big screens it is able to transform into many different „places“ (with help of sound, smell and imagery) -> feeling as if you were in a different place without moving -> like being „beamed“ there
- this is all about experiencing the product! Giving it context and meaning for an individual person at the exact right time and place! -> super relevant! This is new and innovative. This is the future of retail!
- -> beyond a simple packing service or recommendation, but about experience, emotions and the potential of the garments!

Idea fragment 2:
- digital retail experience -> video material of garments
- individualize the shop for each customer!
- -> videos will adjust to the trip (the shopper’s/traveller’s needs) -> emotional
- -> really brings you in the mood to travel
- individual travel tips could be an added value

Idea fragment 3:
- maybe just to order and get it sent to travel destination or home -> no physical product to carry around
Rimowa Travel Essentials’ pop-up stores will be placed in the shopping areas of seven major international airports. This does not only ensure significant exposure among the frequently flying target audience, but does encourage a new and innovative way of shopping that is led by personalisation and individual experience. Alike the product, the store perfectly merges technology and design - fashion and function.

The customer enters the store and encounters the central store element which resembles an airport check-in counter, where he scans his boarding pass (usually at hand anyway). The system takes three points of information from the travel document - gender, age and travel destination. This way an algorithm can personalize a customer experience within a split second, while the customer only has to make one little move to get surprised. After having scanned the boarding pass, the system connects to an online weather forecast for the chosen travel destination. The two enormous screens in the shop start playing a one-minute mood film that relates the customer’s travel destination and weather. One screen will focus on atmospheric imagery, while the other shows two to three items of the collection that would match with the customer’s trip. This very personal experience- and emotion-oriented service connects the customer directly with the product. The clever use of technology and working with information that is already there and only needs to be made visible, makes the customer feel special, and allows the brand to have a personal “conversation” with the customer. Therefore the brand becomes relevant for a customer exactly here and now.

This personal connection and the feeling that the brand “knows” you, evokes a certain impulse to actually pick up the suggested items, to browse the collection or to, at least, remember the experience.

As the “personal experience” is relatively short (approx. one minute), many different people can use the service. If no one uses the scanner, two slightly moving images will be shown on the screens to create the brand’s recognizable atmosphere.

Answering my question „How can physical retail be innovative and intrigue the customer?”

By adding a relevant, personalised experience for the customer that links his upcoming trip to Rimowa Travel Essentials’ products.
What is the overall look and feel of the pop-up stores?

Starting point 1 - brand identity:
• Rimowa’s existing retail formula

Rimowa’s monobrand stores have a symmetrical presentation formula with two designer chairs creating a homey yet stylish atmosphere. Overall, the stores do have a very light ambience - only the aluminium suitcases are presented in a darker area to create a more luxurious feel. Round elements come back again and again as presentation tables or counters. These basic ideas can be translated for the pop-up stores and executed in more fashionable materials.

Starting point 2 - brand identity:
• based on the brand values, the design should be luxurious, iconic, light, effortless, express understated luxury and a mix between tradition and innovation

Inspiration 1 - Mid-Century Architecture

Key insights: harmonious interplay of open and closed surfaces | use of natural materials such as rough stone walls, glass and dark wood | clear geometric shapes and a strong horizontal focus
Inspiration 2 - TWA Terminal, JFK Airport

**Key insights:** freedom and movement are reflected in the architecture through the use of dynamic lines, a seemingly floating roof and an elegant symmetric composition. The building appears “friendly” through rounded corners and an open design. The characteristic oval shape returns over and over again.

Inspiration 3 - Apple Store

**Key insights:** openness, height and minimalistic furnishing creates a certain respectful distance and therefore an accessible luxury vibe. The extensive use of white and indirect, smooth light creates a supernatural, divine atmosphere. Strong geometric features.

Inspiration 4 - Mies van der Rohe Pavilion

**Key insights:** harmonious interplay of open and closed surfaces, outside and inside. Natural materials (stone, glass and metal). Spacious, luxurious, iconic/timeless look and feel. Water as part of the architectural composition and living space.

Starting point 3 - visual style:
- The store should have a spacious and open atmosphere.

Starting point 4 - outer circumstances:
- Limited space of airport pop-up stores (approximately 8x6 m).

Need to create a spacious atmosphere on a limited area.

Work with glass walls and horizontal lines like in the brand’s visual style. Creates optical visual stability, a feeling of relaxation and the suggestion of large space.
Answering my question „What is the overall look and feel of the pop-up stores?”

The pop-up store reflects Rimowa Travel Essentials brand identity and visual style. The cold colour scheme is translated into cold, natural materials such as white marble, glaucous glass and brushed aluminium. Cherrywood is a nostalgic reference to mid-century architecture and therefore the golden time of air travel. Round shapes refer to Rimowa’s store formula and illustrate freedom, friendliness and movement at the same time. The concept of a strong horizontal focus is borrowed from the brand’s visual style and expresses a desire for traveling and creates a spacious feel. Symmetry creates a classic balanced feeling of calmness and relaxation. The high window segments should evoke a feeling of wideness and create a certain respectful distance and therefore an accessible luxury vibe.

Which materials are used for the pop-up stores?

Selection based on mid century / modern architecture inspiration and Rimowa’s existing store design
- cold, shiny, thin, see-trough materials in contrast to warm, heavy, blocking materials
- materials create a richer and more luxurious atmosphere

Answering my question „Which materials are used for the pop-up stores?“

White marble for counter cladding and pedestals | white leather for upholstery | concrete for flooring | currurated aluminium for display backs and centre piece | cherrywood for counter top and displays | glaucous glass for window panels | milky glass for display back panels | beige marble for changing room wall | untreated concrete for changing room wall
**What is the detailed look and feel of the pop-up stores?**

Which functions does the pop-up need to fulfill?

<table>
<thead>
<tr>
<th>General fashion retail</th>
<th>Rimowa Travel Essentials pop-up experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>• stock room</td>
<td>• check-in information screen</td>
</tr>
<tr>
<td>• changing room</td>
<td>• two large screens</td>
</tr>
<tr>
<td>• cash desk</td>
<td>• attract attention of passing customers</td>
</tr>
<tr>
<td>• branding</td>
<td></td>
</tr>
<tr>
<td>• product display</td>
<td></td>
</tr>
</tbody>
</table>

The slightly moved image gives the feeling of looking out of a window.

Hidden drawers serve as stock room.

To keep the design of the counter tidy and luxurious, the "cash desk" is hidden in the counter's drawers.

Inspiration for details.
Answering my question „What is the detailed look and feel of the pop-up stores?“

Like for the clothing, the quality becomes visible in the attention that is paid to every tiny detail. All aspects of a fashion retail are re-interpreted and thought-through, while new interactive elements like the large screens are added to not only create a sales point, but an experience.
How should the project be presented to outsiders?

Starting points:
- The brand’s look and feel needs to come across immediately
- It must be clear right away what the project is about
- the presentation needs to be emotional and easy to understand

a short atmospheric film would be best to explain the concept effortlessly and to the point

Inspiration: brand films (Apple - *Our Signature* | Airbnb - *Never a Stranger* | Uxus - *Meet Uxus*)

These films all feature a high quality of atmospheric imagery, a relaxing voiceover and an enthusiastic yet relaxing background music. By talking in a very wholistic way, relating “the world” and the viewer’s life directly to the product/service, the films feel extremely emotional, intimate and personal.

It is only important what I want to explain and how, not that I produced a film

use found footage
How can I make the physical presentation inviting and inspiring while staying true to the reduced and sophisticated brand identity?

Putting focus on the retail concept and adding visual appeal by re-creating the store counter in real-life-size and combining it with images that communicate the brand look and feel.

Answering my question „How should the project be presented to outsiders?“

The physical presentation does not only breathe the brand values visually, but incorporates pure effortlessness. Viewers can easily understand the project’s essence by reading the short explanation line and watching the explanatory film. Like with the brand, the real quality can be discovered in the details. The two books and the process book(s) offer rich insights into the ideas behind the concept.
Sources of Inspiration

ORIENTATION
Press department Windsor

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