

MARKETING

# Top luxury campaigns of 2023: Rimowa ‘Never Still’

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French soccer sensation Kylian Mbappé poses with the Classic Cabin in silver. Image credit: Rimowa

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By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

## **Rimowa celebrates 125 years of legacy**

Rimowa has tapped some of the biggest names in culture for its Never Still campaign, which highlights the “why” behind where travelers choose to venture, since its start in 2018.

French soccer player Kylian Mbappé, British Formula One driver Lewis Hamilton and K-pop star Rosé, member of the girl group Blackpink, front the label’s latest advertising slot, debuted in September.

The marketing push presents three distinct narratives, tying each to one of the three figureheads.

*Rimowa’s video is scored by acclaimed composer Hans Zimmer*

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

The racetrack champion, now in his late 30s, seems to have taken a new stance on migration, finding wisdom with age while

opting to embrace the present rather than purely moving forward.

On the other hand, Mr. Mbapp speaks on the importance of travel in uplifting the next generation. Through "Inspired by KM," his charitable organization that grants wishes to Parisian children, movement is key to meeting and surpassing the aspirations of the lucky participants.

Ros takes a different tone in her campaign features, focusing on shifting the definition of what home means. Having lived on three continents Australia, Asia and Europe the nomad views wherever her next stop may be as the abode of choice.

This mentality aligns with the overall advertising slot, which prioritizes the road ahead of each talent in an appeal to luxury audiences. It also pairs well with a growing number of youthful individuals who wish to see the world, find where they fit and embrace the "hustle" mindset before settling in one location.



*Ros takes a different tone in her campaign features, focusing on shifting the definition of what home means. Image credit: Rimowa*

As with former iterations, the luggage brand bet on these stars' ability to bring more eyes to its platform.

Mr. Hamilton grants the travel company the attention of a sizable fan base, sporting a combined total of 42.5 million followers between Instagram and X, formerly known as Twitter, at time of publish.

Coming in a step above is Ros, with a fandom of nearly 74 million followers on the Meta-owned site alone.

"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."