

PRESS RELEASE

February 2018

LOS ANGELES: LABVERT DESIGNS THE WORLD'S FIRST RIMOWA POP-UP STORE

Renowned German luggage manufacturer Rimowa presents itself in a new design by Labvert in 2018. Architecture and design studio Labvert (Vienna) is designing the brand's luxurious stores in Europe, Asia and the USA. The world's first Rimowa pop-up store is located in fashionable Beverly Hills, Los Angeles, where Labvert is letting suitcases take to the sky.



Rimowa was acquired by LVMH in early 2017 and underwent a comprehensive brand relaunch, with a rejuvenated corporate design and a new generation of shops forming the first steps in this process. The new brand image is geared to a trendy young audience, the much sought-after Millennials, and promises luxury, adventure and—last but not least—fun in mobility and travel.

For the hip Los Angeles location, Rimowa chose the format of a pop-up store for the temporary presentation of its latest products along with travel-related accessories and must-have items.

"Pop-ups are very exciting because they allow you to test things that you can't do in more permanent places. And it's a cool way to pop up in locations that you're not expected to be to launch new collections and new products." (Alexandre Arnault, Rimowa CEO, Interview in Fashionista 2017)

Labvert developed the design concept for the shop on Rodeo Drive, thereby realizing the first visualization of the new Rimowa brand image.

LABVERT

ARCHITECTURE & DESIGN

"We created a spatially dynamic interpretation of the traditional suitcases from Germany with the characteristic grooves. The impulsiveness of traveling and airports with their conveyor belts are the associative motifs that inspired us." (Stephan Vary, Labvert)

The Rimowa pop-up on Rodeo Drive in L.A. shines a new light on the legendary German suitcase brand. Its focus lies not on presenting the entire product range, but rather on capturing and visualizing the dynamic moment of travel, the experience of mobility and movement. In the bright, modern room, the design by the Labvert architecture studio produces the impression of individual suitcases gliding through the room on conveyor belts or taking to the skies overhead in a carousel.

The inviting lounge area overlooking Wilshire Boulevard invites customers to rest in the comfortable armchairs and take in the sights, which include more than just suitcases. Books, magazines, cosmetics and accessories related to travel are all presented on separate lifestyle shelves—another innovation at Rimowa under Alexandre Arnault, the new CEO.

"The way I describe our vision in the next 5 to 10 years is as a travel company in general: I definitely see Rimowa as being one place where you can find everything related to travel – not only products, also services."

(Alexandre Arnault, Interview: Fashionista 2017)

LABVERT Architecture & Design

Labvert is a design and architecture studio based in Vienna. The team of architects and designers supporting Stephan Vary specialize in retail architecture, interior design and brand design in the luxury segment, and work for numerous national and international companies. Projects focus on the design and ongoing development of exclusive, strong brand names and the staging of sales and product experiences. New media and communication technologies are key elements for achieving this.

Labvert offers a wide range of services covering every project step from initial conceptual design to final roll-out. In close cooperation with its customers, the studio develops and realizes individual and distinctive solutions.

The implementation of a versatile portfolio, including both interior design and architecture as well as jewelry and furniture design, is the result of a playful interchange between spatial conception and object design.

RIMOWA

A company rich in tradition, Rimowa was founded as a suitcase manufacturer in Cologne in 1898 and ranks among the leading premium luggage manufacturers in Europe today, with stores around the world. The lightweight, yet sturdy aluminum or polycarbonate suitcases are distinguished by the unmistakable groove profile of the outer shell. Rimowa stands for tradition and innovation, quality craftsmanship and international reach, and has been part of LVMH Group since 2017.

LABVERT

ARCHITECTURE & DESIGN

L.A. POP-UP FACTS

Client: Rimowa GmbH

Address: 201A North Rodeo Drive, at the corner of Wilshire Blvd.,
Beverly Hills, CA 90210, USA

Start of planning: 07/2017

Completion: 12/2017

Opening period: 6 months

Gross floor area: 120 m²

PHOTOS

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Images can be downloaded here: Press.Labvert.com

We will be happy to provide printable images upon request.

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