



Germany since 1898

RIMOWA OPENS POP-UP IN L.A.

HOST

Alexandre Arnault

WHERE

201A North Rodeo Drive

Beverly Hills, CA

WHEN

Tuesday, December 12, 2017

6-8 PM

WHAT

RIMOWA CEO **Alexandre Arnault** was joined by RIMOWA President of the Americas **Martin Croteau** and RIMOWA Chief Brand Officer **Hector Muelas** and guests **Alessandra Ambrosio**, **Pharrell Williams**, **Helen Lasichanh**, **Ellen Von Unwerth**, **Shaun Ross**, **Jasmine Sanders**, **Dita Von Teese**, **Loan Chabanol**, **Lauren Weiner-Taschen**, **Charlotte Taschen**, **Benedikt Taschen**, **James Perse**, **Eric Rutherford**, **Travis Mills**, **Neek Lurk**, **Chris Stamp**, **Courtney Trop**, **Lev Tanju**, **Nolan Funk** and more to celebrate the opening of RIMOWA's pop-up on iconic Rodeo Drive in Beverly Hills. The Pop-up, an evolution of the German luggage manufacturer's growing list of global concept stores extends the expertise found in its signature luggage and accessories to a curated assortment of travel necessities.

Guests explored RIMOWA's signature collection of luggage and accessories in addition to the new lifestyle offering which includes Kaweco pens manufactured in Heidelberg, travel-friendly beauty products from Austria-based Susanne Kaufmann, T-shirts from German brand Merz b. Schwanen and gifted RIMOWA survival kits with exclusive stickers from Los Angeles creative studio Commonwealth Projects. The entrance to the Pop-up is an installation drawing inspiration from airport lounge carousels, while another space, more of a lounge, with art from London illustrator Charlotte Ager and photographer KangHee Kim throughout. Guests enjoyed champagne and



Germany since 1898

RIMOWA juices, specialized by LA based, Juice Served Here, also available in store, while listening to DJs SimiHaze.

In light of the recent devastation caused by the wildfires in Los Angeles, RIMOWA will be donating all profits from the first day of sales on December 13, to the Thomas Fire Fund, a partnership between the United Way of Ventura County, the American Red Cross of Ventura County and the Ventura County Sheriff's Office of Emergency Services that provides support to victims of the fire.

The RIMOWA LA Pop-up is located at 201A North Rodeo Drive in Beverly Hills and will be open for six months from December 13, 2017.





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898





Germany since 1898

About RIMOWA

RIMOWA is one of the leading premium brands worldwide for cases made from aluminum and the high-tech material polycarbonate, and it is one of the few manufacturers of travel luggage still producing in Germany. One could say that RIMOWA is probably the only manufacturer with a history stretching back over more than 118 years with a distinctive, deep-rooted tradition – an exceptional position in the industry. To RIMOWA, ‘Made in Germany’ and ‘German engineering’ are synonymous with outstanding materials, brilliant technology and extraordinary product design, crafted to the highest possible quality. For decades now, the identifying feature of the collections, which are being continually optimized, has been the elegant and unmistakable groove structure of the case shells. The traditional company is based in Cologne, has four production facilities worldwide including Czech Republic, Canada and Brazil, and sells its products in over 65 countries worldwide through selected dealers and its own stores, the number of which is being continuously expanded across the globe.

The RIMOWA Ala Moana Center and Waikiki store have one of the largest selections of RIMOWA in the USA, with many lines not carried anywhere else. RIMOWA is most recognized for its line of premium aluminum and polycarbonate luggage and suitcases, and has stores worldwide in Hong Kong, Rio de Janeiro, Seoul, Singapore and Taipei, to name just a few.

For more information, please contact:

Nashimoto & Associates
Info@nashimoto.com

###

News Release

Nashimoto & Associates
1833 Kalakaua Ave., Suite 201
Honolulu, Hawaii 96815
phone: (808) 955-9361
fax: (808) 955-9742
email: info@nashimoto.com

Contact:

Amy Jakubaitis, Public Relations & Marketing Manager
RIMOWA NORTH AMERICA INC.
90 Vondrau Drive, Cambridge, ON N3E 1B8
Phone: (519) 653-1445 x207
fax: (519) 653-4660
email: ajakubaitis@rimowa.com