



BUSINESS

Rimowa Opens Its Largest Boutique in North America

- The heritage German luggage-maker chose design firm Porto Architecture to reinterpret its flagship on Manhattan's Madison Avenue.

BY THOMAS WALLER

Rimowa has returned to Madison Avenue in New York City with the reopening of a redesigned Madison Avenue boutique.

"The expansion of our New York, Madison Avenue flagship marks a significant milestone for Rimowa," Dezaray Romanelli, Rimowa managing director of Americas, told WWD. "We are proud to reveal a bold new presence and a client care center worthy of its prestigious location. The store is a reflection of our brand's commitment to innovation, design and delivering exceptional experiences for our discerning, well-traveled clients."

At 535 Madison Avenue, the LVMH Moët Hennessy Louis Vuitton-owned luggage-maker chose design firm Porto Architecture to reinterpret its refreshed flagship location featuring a bespoke façade, marking Rimowa's largest store in North America to date. The historical building is attached to an iconic NYC oasis – the Christie's Sculpture Garden. It allowed Rimowa to design a custom entryway that functionally provides shelter from Madison Avenue, while honoring the brand's signature grooved design.

Inside the boutique, Porto turned to German Modernism, utilizing softened corners, matte finishes, and distinct textures, a nod to the brand's heritage. The background puts Rimowa's statement pieces front and center, including special archive cases that came through Ellis Island. Bespoke modular presentation

tables, adjustable to one's height, run along the boutique's center while the floor offers textured surfaces for wheel testing. Clients will also find a complimentary heat embossing service, which allows for personalization of travel accessories.

Toward the back of the store, the warmth of walnut wood evolves the space, welcoming customers to the in-house client care center. To ensure that Rimowa cases withstand a lifetime of travel, in-house technicians offer on-site repairs, cementing Rimowa's lifetime guarantee on all suitcases purchased after July 25, 2022.

A bit of whimsy comes from the sticker wall, which prominently displays items from the sticker collection, including an exclusive New York City one, designed by renowned artist and design studios from around the world. Just below the wall's imprinted suitcase art, on eco leather, the luggage collections are showcased, including the Original, Classic and Hybrid styles.

In honor of Madison Avenue's new chapter, Rimowa will unveil a limited-edition of the Original Cabin Monogram, exclusively available in New York. Featuring a bright yellow, oversize Monogram reminiscent of the city's taxicabs and neon nightlife signs, and laser-etched store coordinates, it's meant to be a statement piece for aficionados of both Rimowa and the Big Apple.



