



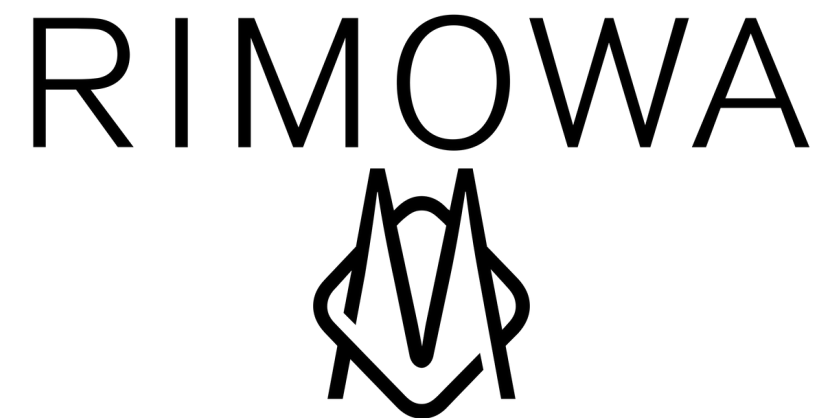
FM330-75B
Lilliana
Ella
Jenni
Jessica
Kyrah
Valentina

RIMOWA®

Introduction & Background

RIMOWA is a German luxury luggage brand known for its distinctive grooved aluminum suitcases and premium travel accessories.

- Founded: 1898 in Cologne, Germany.
- Acquisition: Bought by LVMH in 2016 — LVMH's first move into the travel sector.
- Signature style: Grooved aluminum exterior, minimalist and functional design.
- Recognized for blending high functionality with sleek, minimalist aesthetics
- Remains a status symbol among frequent travelers and style-conscious consumers.



Demographic

CUSTOMER PROFILE:

- **Target Audience:** Affluent travelers, business professionals, and style-conscious individuals aged 25-45.
- **Shopping Habits:** Prefers premium brands with a focus on quality, innovation, and timeless aesthetics. Shops at high-end department stores, flagship boutiques, and online luxury platforms.
- **Values:** Convenience, sophistication, sustainability, and performance-driven fashion.

PERSONA: Ruby Carlson

- **Age:** 27
- **Occupation:** Creative Strategist, Freelance
- **Location:** Brooklyn, NY
- **Income:** 100k

Lifestyle:

- Frequently travels for work
- Hobbies: Photography, music, and exploring art galleries

Shopping Habits:

- Invests in timeless, functional luxury (RIMOWA, Toteme, Aesop)
- Prefers minimalist, sustainable designs

Values:

- Smart Design, portability, and sustainability

Our Products

Tote bag



SIGNATURE SLEEK TRAVEL BAG

- Premium black leather
- Refined Contrast Stitching
- Dual handles and adjustable should strap
- Spacious Interior



CLASSIC TRAVEL TOTE BAG

- Premium full grain beige leather
- Structured silhouette
- Detachable shoulder strap

Reference/ Test Items

Tote bags

HIGH PERFORMER



\$1,150
TEST PRICE

HIGH PERFORMER



\$1,150
TEST PRICE

LOW PERFORMER



\$1,150
TEST PRICE

LOW PERFORMER



\$1,150
TEST PRICE

- Tote bags from other retailers that are aligned with our products
- Totes that have a classic look
- Totes with shoulder strap, top handle, and/ or crossbody option

- Rimowa's current take on tote bag
- Comes in two color options
- Drawstring closure
- Non- versatile single strap

Survey questions

Demographics

1) Gender?

Gender	Number	% of Respondents
Female	74	79%
Male	20	21%
Total	94	100%

4) Which area do you live in?

Area	Number of Respondents	% of Respondents
Urban	66	70%
Suburban	24	26%
Rural	4	4%

2) Age?

Age	Number of Respondents	% of Respondents
18 & Under	3	3%
19-25	59	63%
26-35	21	22%
36-45	4	4%
46-55	5	5%
56+	2	2%
Total	94	100%

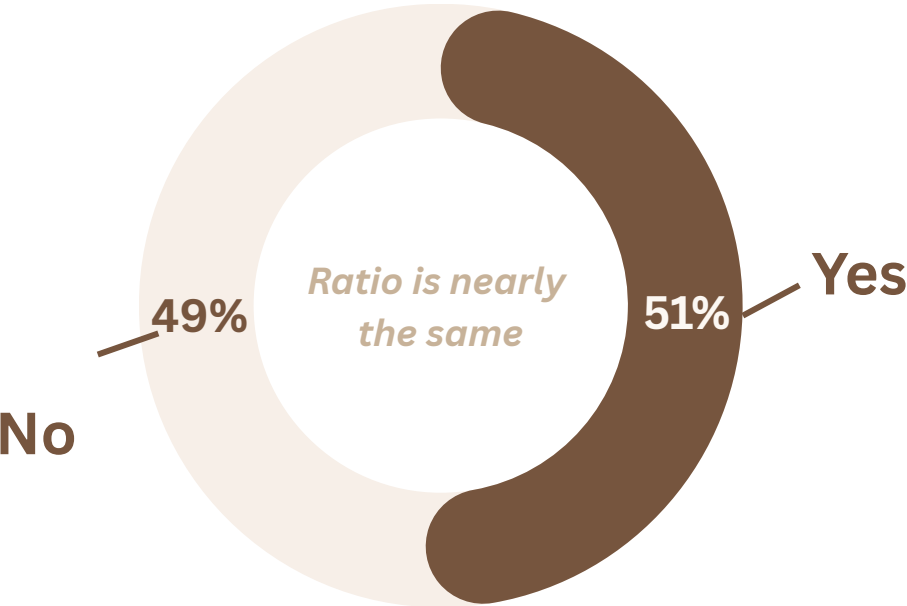
3) Annual Income?

Annual Income	Number of Respondents	% of Respondents
\$ 0 - 25,000	47	50%
\$ 26,000 - 50,000	9	10%
\$ 51,000 - 75,000	9	10%
\$ 76,000 - 100,000	5	5%
\$ 101,000 - 150,000	4	4%
\$ 150,000 +	20	21%
Total	94	100%

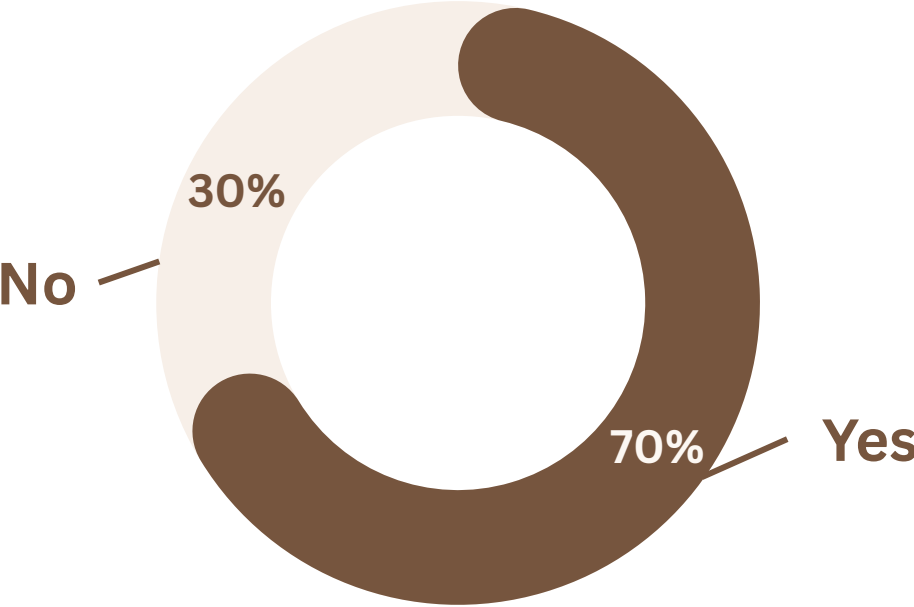
Survey questions

Customer Behavior

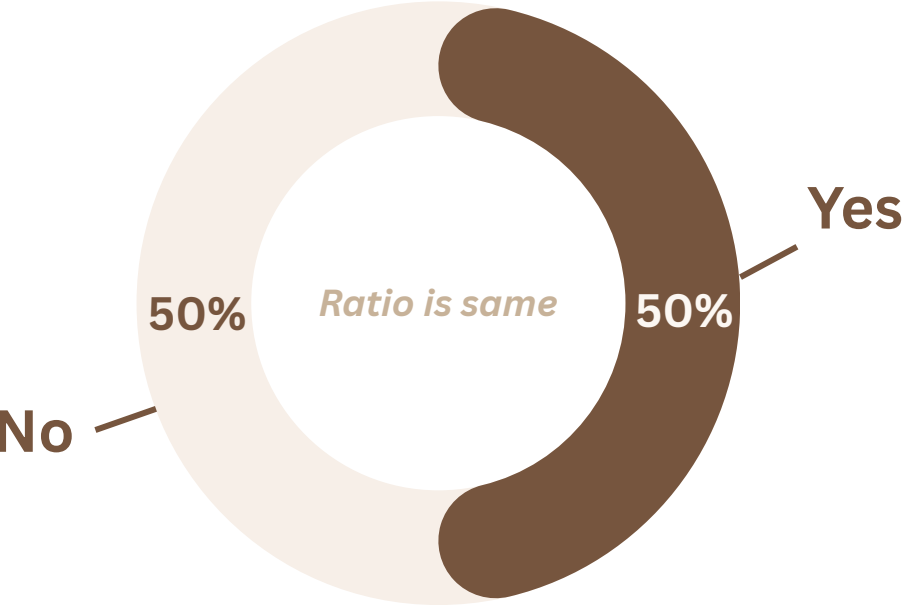
5) Are you familiar with the brand RIMOWA?



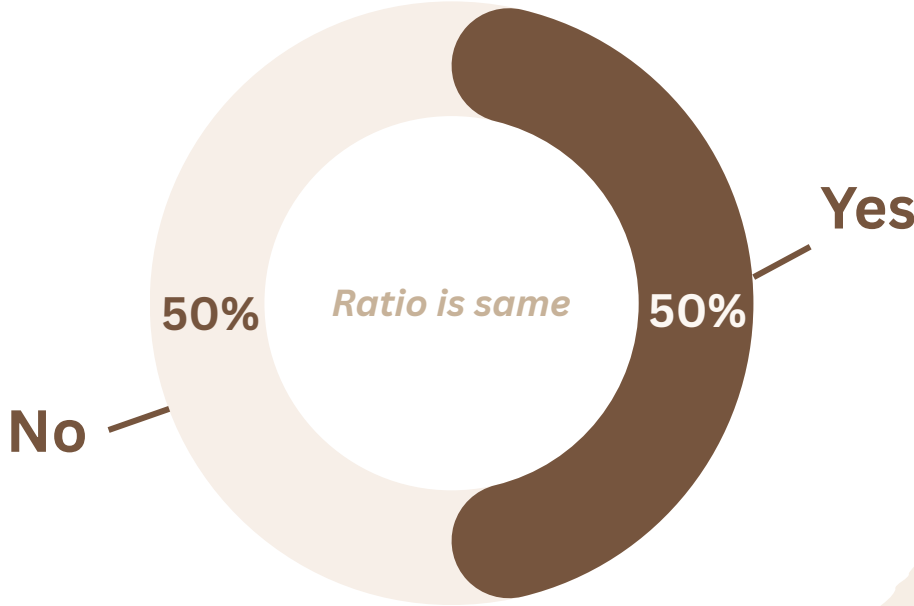
6) Would you be interested in using tote bags for travel?



7) Would you purchase a luxury tote bag for travel?



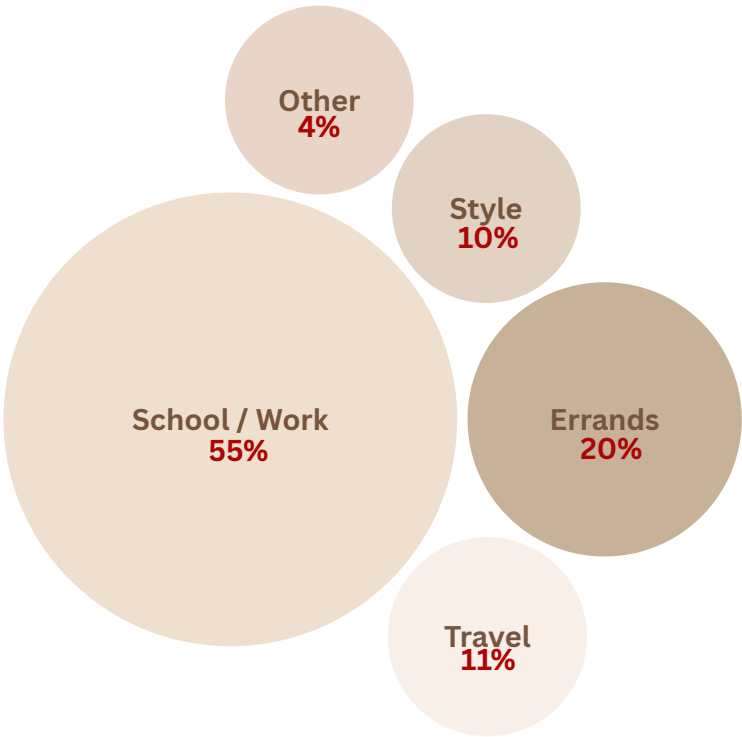
11) Do you prefer a tote bag with a zipper closure?



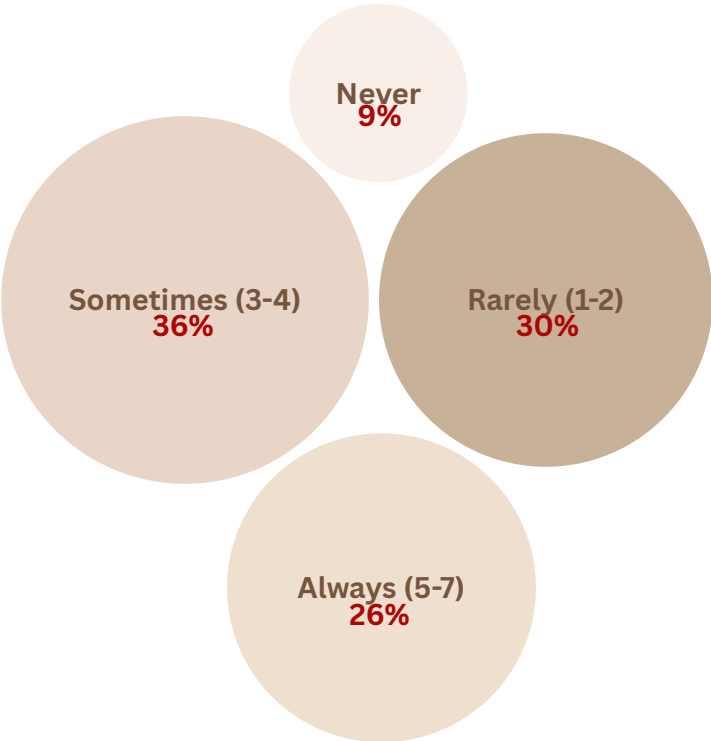
Survey questions

Customer Behavior

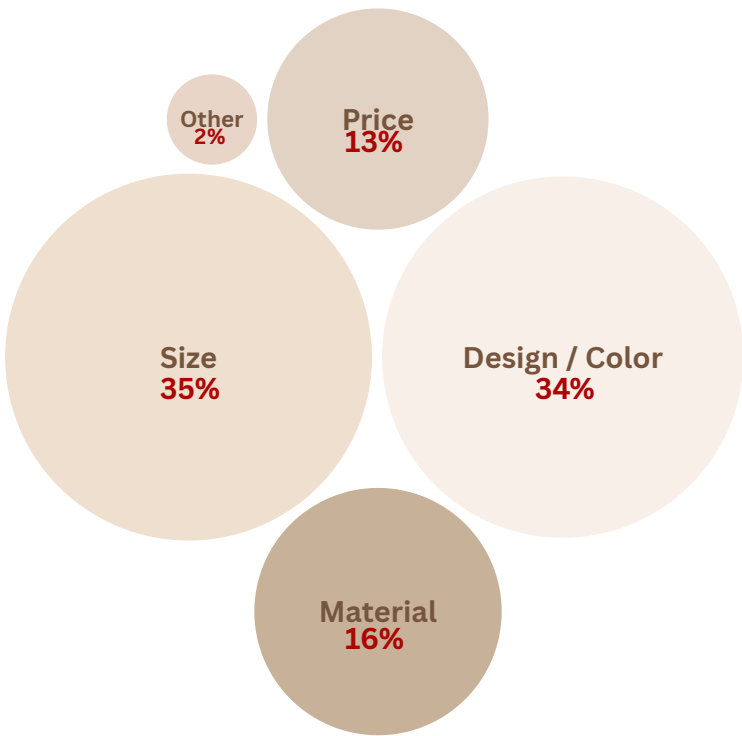
8) What do you usually use tote bags for?



10) How many times a week do you use a tote bag?



9) What is the most important feature you consider while buying a tote bag?



Trending Attributes

Star rating

	Attribute 1 - Size	Attribute 2 - Color	Attribute 3 - Material	Attribute 4 - Shape	Overall Value
TOTE BAG IVORY	3.61	3.71	4.10	3.26	9
TOTE BAG BLACK	3.91	4.47	4.26	3.97	8

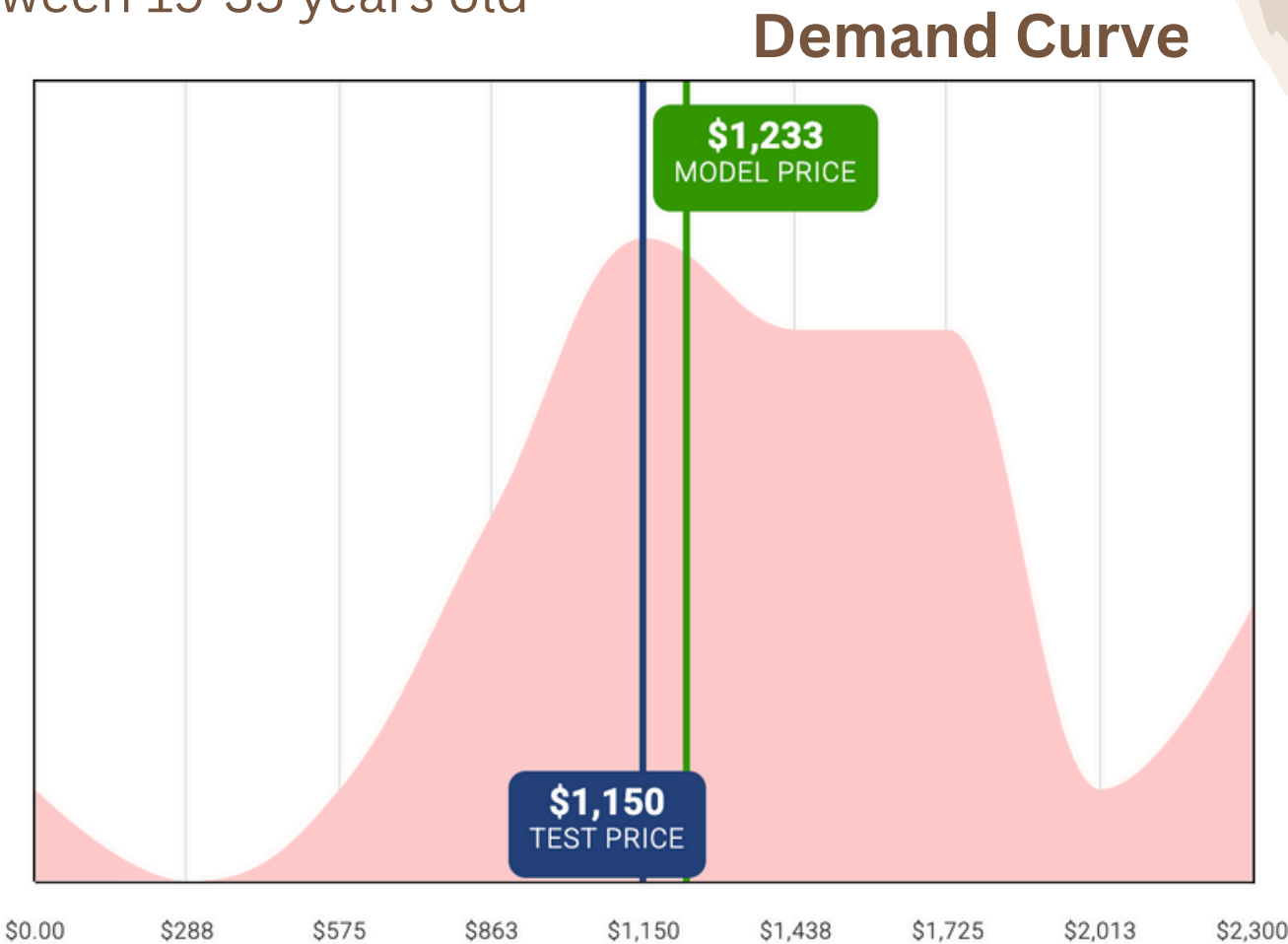
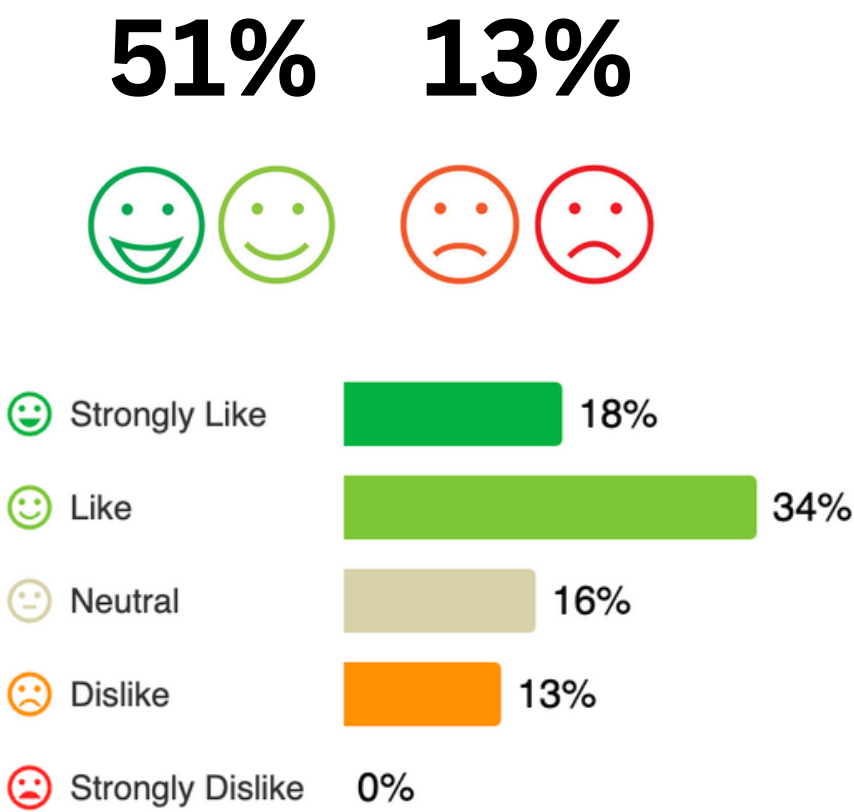
The survey results reveal a clear preference for the RIMOWA Signature Travel Bag over the Classic Tote Bag, with the Black tote scoring higher in overall value (9 vs. 8). When examining specific attributes, the Black tote outperforms Ivory across the board: it received higher star ratings for Clasp (3.91 vs. 3.61), Color (4.47 vs. 3.71), Material (4.26 vs. 4.10), and Shape (3.97 vs. 3.26). The most significant difference is seen in the Color attribute, indicating that respondents strongly favor the Black color option. These consistent preferences suggest the Black tote is perceived as more appealing in both aesthetics and functionality.

RIMOWA Signature Sleek Travel Bag



Test Price (USD): \$1,150
Model Price (USD): \$1,233

- Higher positive sentiment score
- Total value score: 9
- Model price is about 7.22% higher than test price
- 66.72% of demand captured at test price
- Revenue index is 96.51 at test price
- Highest revenue index & optimal demand at \$1,035
- Overall liked by respondents between 19-35 years old

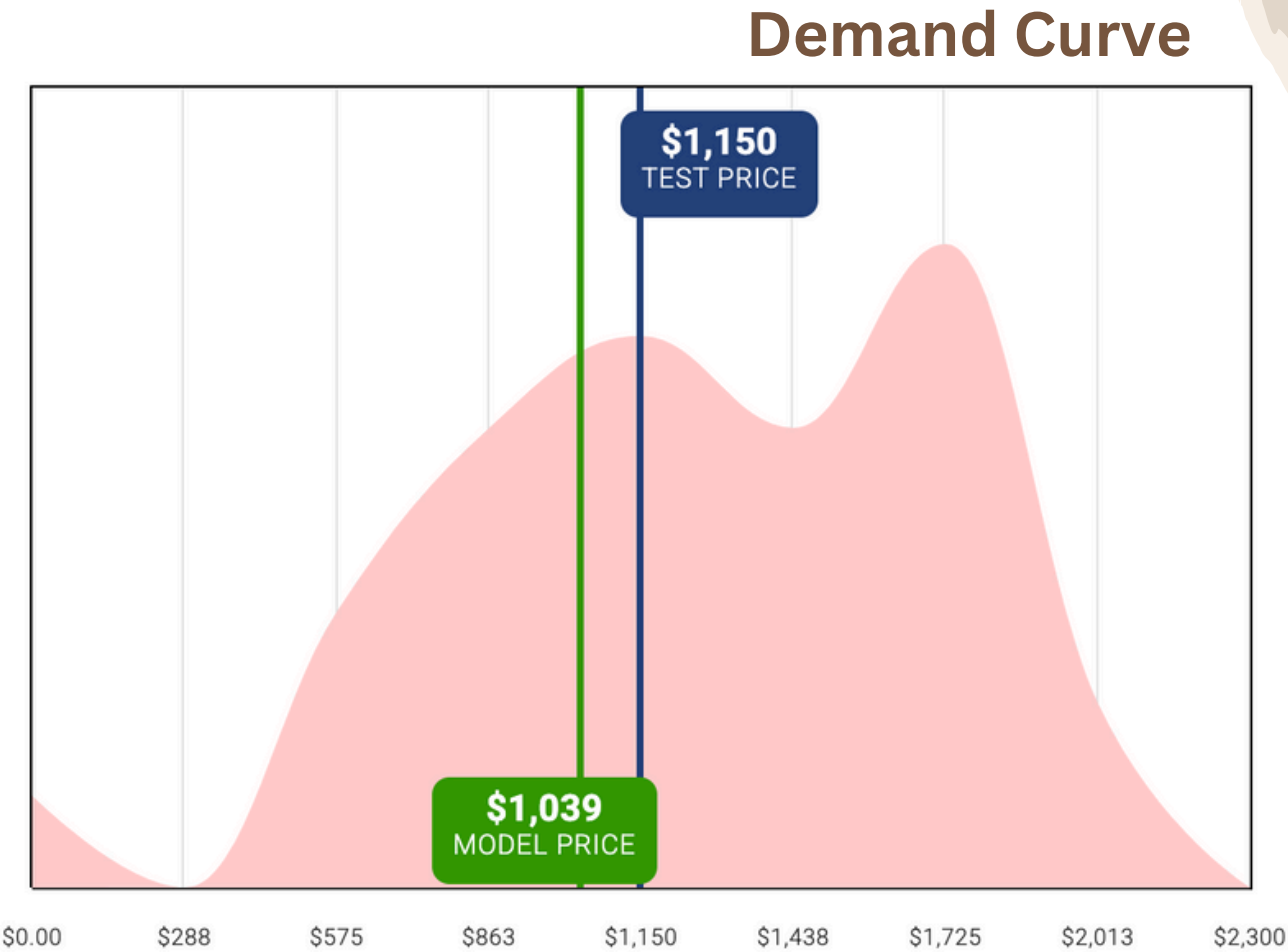
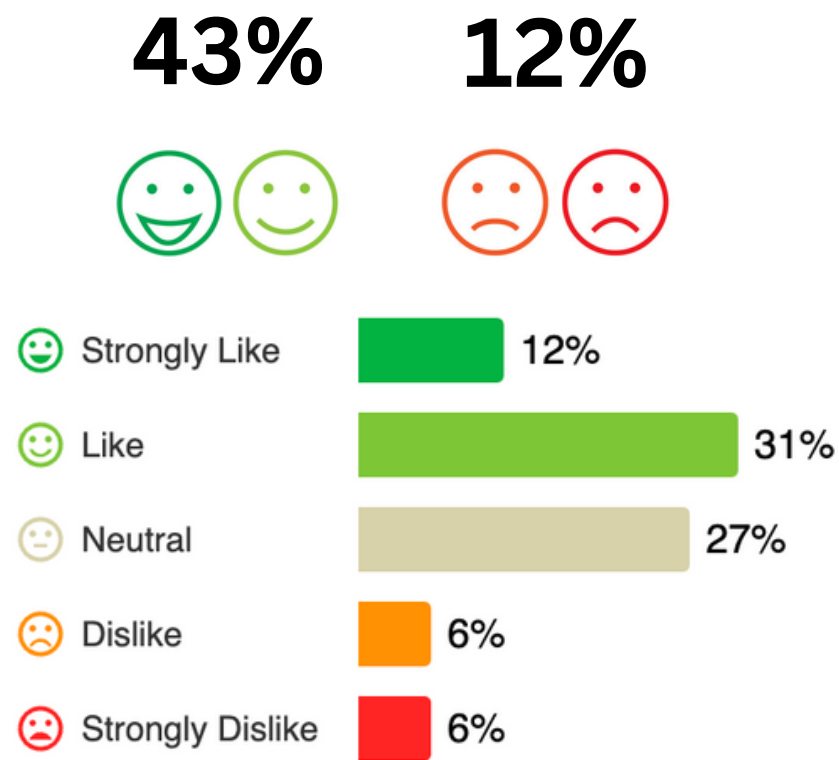


RIMOWA Classic Travel Tote Bag





Test Price (USD): \$1,150
Model Price (USD): \$1,039



- Majority positive sentiment score
- Total value score: 8
- Model price is about 9.65% lower than test price
- 59.90% of demand captured at test price
- Revenue index is 97.33 at test price
- Overall liked by respondents between 19-35 years old
- Lower than sleek signature style



Price Analysis





Item Information		Total Value	Test Price	Recommended Initial Price
	RIMOWA SIGNAT...	9	\$1,150	\$1,610
	RIMOWA SIGNAT...	8	\$1,150	\$1,610

	Demand at Full Price	25% Off	50% Off	75% Off	95% Off	Unit Sale Price
	28%	61%	91%	98%	100%	\$1,125
	29%	56%	83%	99%	100%	\$1,075

Value Score Analysis



- High value scores=high likelihood for success
- The black tote had slightly more positive feedback and will likely perform better than the ivory

Item Information		Total Value	Test Price
	RIMOWA SIGNAT... 9		\$1,150
	RIMOWA SIGNAT... 8		\$1,150

Customer feedback/comments



I like the style/size



Looks basic



It's nice but not my style



Too narrow



Same as before



Laptop bag



Feels clean and classic



Classic,



not stylish like other rimowa items



Too boxy

Conclusion

The RIMOWA Signature Travel Tote Bag project demonstrates the brand's strength in merging classic design, premium materials, and practical features to meet the demands of luxury travelers. Survey results reveal a clear preference for the Black tote, especially among urban women aged 19–35, with higher ratings for color, material, and overall value compared to the Ivory model. The Black tote's design, featuring water-repellent ECONYL® nylon and thoughtful storage solutions, aligns with RIMOWA's reputation for quality and innovation. Pricing analysis indicates that the optimal range for maximizing demand and revenue is between \$1,035 and \$1,150. Customer feedback praised the Black tote's classic look and practicality, but also highlighted desires for improvements in size and shape. In response to this feedback, we are committed to refining future iterations by enhancing internal organization, exploring more ergonomic shapes, and offering additional personalization options such as custom printing or embroidery. We will also continue to optimize materials for durability and sustainability, and incorporate creative design elements to ensure the tote remains both stylish and functional. These ongoing improvements will help us better meet customer expectations and maintain RIMOWA's leadership in the luxury travel accessories market.

- We will expand personalization options, allowing customers to add names, monograms, or unique graphics to make each tote distinct.
- Future designs will focus on improved ergonomics and internal organization, with more pockets and compartments based on user needs.
- We will strengthen our commitment to sustainability by using eco-friendly materials and ensuring our totes are both durable and stylish for everyday use.