

# Rimowa GmbH in Personal Accessories (Germany)

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## Abstracts

In early 2017, the French luxury goods conglomerate LVMH Moët Hennessy Louis Vuitton SE acquired 80% of Rimowa GmbH for approximately EUR640 million, and was LVMH's first investment in a German company. Rimowa products are widely considered to be of premium quality, globally successful and highly innovative. In addition, LVMH intends to create an even more luxurious and glamorous brand image. However, the company plans to support further growth of Rimowa without changing its DNA, tradition and c...

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