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Tumi celebrates heritage in ‘Made for You Since 1975’

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New imagery from the maker of luxury travel accessories honors a half-century of success. Image credit: Tumi

By ZACH JAMES

U.S.-based lifestyle brand Tumi is highlighting its historic commitment to craft in its latest campaign.

A new initiative titled “Made for You Since 1975” celebrates the label’s 50th anniversary. Throughout the year, the travel brand will launch several marketing activations and products in honor of the milestone, beginning with a central film created by award-winning talent.

“Tumi, celebrating its 50th anniversary, exemplifies the power of heritage in this short video,” said Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Los Angeles.

“Their unique stories and time-honored craftsmanship, passed down through generations, create a sense of exclusivity that truly resonates with their discerning clientele,” Mr. Joannides said. “As a long-time Tumi owner, I can personally attest to the brand’s exceptional durability and resilience, particularly on demanding transatlantic flights.

“This milestone anniversary adds a compelling narrative to their already exceptional products, making each piece feel even more special and meaningful for affluent travelers who prioritize both functionality and enduring style.”

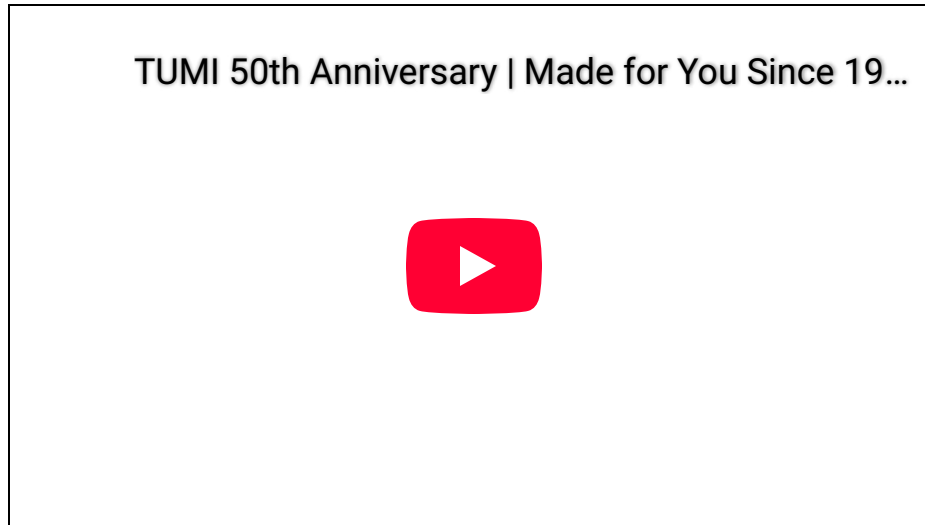
Mr. Joannides is not affiliated with Tumi, but agreed to comment as an industry expert.

Classical touch

Announced at the top of the year, “Made for You Since 1975” focuses on the role that the brand’s products play in their customers’ everyday lives.

Vignettes are depicted in a short film envisioned by Swedish director Nim Kyong Ran and across frames shot by American photographer Christopher Anderson. Both professionals are critically acclaimed.

The duo tout respective industry award wins and collaborations with major brands such as Audemars Piguet, Hermès and Prada, as well as media outlets including *The Wall Street Journal*.



Tumi presents “Made for You Since 1975”

The advertisement and the corresponding stills were shot on location in Lisbon, Portugal. The picturesque locale has inspired the company’s creations in the past.

With its 30-second runtime, Tumi tells the stories of several unique customers, including a vacationer packing his items before heading home, a professional rolling her cargo on her way to her next meeting and a laid-back young person backpacking across town.

Featured throughout the film are products from Tumi’s Alpha, Voyageur and 19 Degree collections, embraced by a consumer base that the brand calls dynamic, crediting the support to its five decades of success.

As a part of “Made for You Since 1975,” the company has launched a curated selection of its most celebrated styles and designs. Dubbed “Tumi Icons,” the collection is available in-store and [online](#).



The company will roll out a multitude of campaigns over the coming year starring global ambassadors and friends of the brand. Image credit: Tumi/Christopher Anderson

Alongside campaign imagery, a narrator speaks on the enduring durability, reliability and high-end quality that defines Tumi. Functionality, accompanied by thoughtful detailing, are behind the label's half-century of craft and innovation, according to the speaker.

"For our golden anniversary, we wanted to honor the core collections that have been the cornerstone of the Tumi brand – crafted with the intent of perfecting our customers' journey," said Victor Sanz, creative director of Tumi, in a statement.

"This milestone celebrates the future while embracing what our customers have loved most about the brand for over 50 years: longevity, effortlessness, functionality and timeless beauty," Mr. Sanz said. "Throughout the year, we will continue to evolve and innovate, shaping the future of travel and lifestyle design."

Luxury lineage

The new campaign serves as a culmination of the company's efforts to improve a variety of roaming, globetrotting lifestyles over the past half century.



New luggage and backpacks will launch throughout 2025 as a part of the anniversary initiative. Image credit: Tumi

“For 50 years, Tumi has been focused on our customer and delivering products that make a difference and enhance their travel experience,” said Andrew Dawson, president of Tumi, in a statement.

“Whether a day trip to the city or a flight around the world, we aim to perfect every journey,” Mr. Dawson said. “Our strength is our people; we are entrepreneurial and passionate about what we do.

“We are constantly working to innovate – from technical materials to functional details – always with our customer in mind; this milestone celebrates our accomplishments, but also sets the stage for the continued evolution of the brand for the next 50 years and beyond.”

Tumi is not alone in celebrating a milestone this year, with several big-name luxury brands also reaching historic highs.



Other luxury maisons have launched anniversary activations recently. Image credit: Tumi

In January, Swiss watchmaker Vacheron Constantin announced its 270th-anniversary special-edition timepiece series, dubbed “The Quest,” with each release saluting one of its signature product lines ([see story](#)).

Soon after, Danish porcelain maker Royal Copenhagen began a commemorative effort, recognizing its 250th year in business with a variety of projects and partnerships as a part of a campaign titled “Still Making Waves”