

**MONT**<sup>®</sup>  
**BLANC** PRODUCT DESIGN 5

**MONT  
BLANC** 

⦿ Montblanc produces a wide range of products, including goods for travel, writing implements, watches and jewellery, among other products.

⦿ Montblanc International is a German manufacturing company of luxury goods, based in Hamburg.





## Brand Systems



Visual System



Digital Templates



Current Products



Printed Stationery



Design Language



Technology Development



Marketing



## Brand Analysis



Current Brand Audit



Product & Business Timeline



Customer Analysis



Competitor Analysis





## Visual System

Name

Domain Name

Tagline

Color

Typeface

Logo/Wordmark



# Visual

## ☉ Name

Mont Blanc

Montblanc --comes for the mountain of Alps

## ☉ Domain name

www.montblanc.com

## ☉ Tagline

“A story to tell”

“The art of writing”

## ☉ Color

White & Black



## ☉ Typeface

Azo Sans

MONT BLANC

MONT BLANC

MONT BLANC

MONT BLANC

MONTBLANC

MONT  
BLANC



## Different Lock Up

### Writing Instruments



### Watches



### Leather Goods



### Accessories



### New Tech Products



### Packaging





## Digital templates

Website

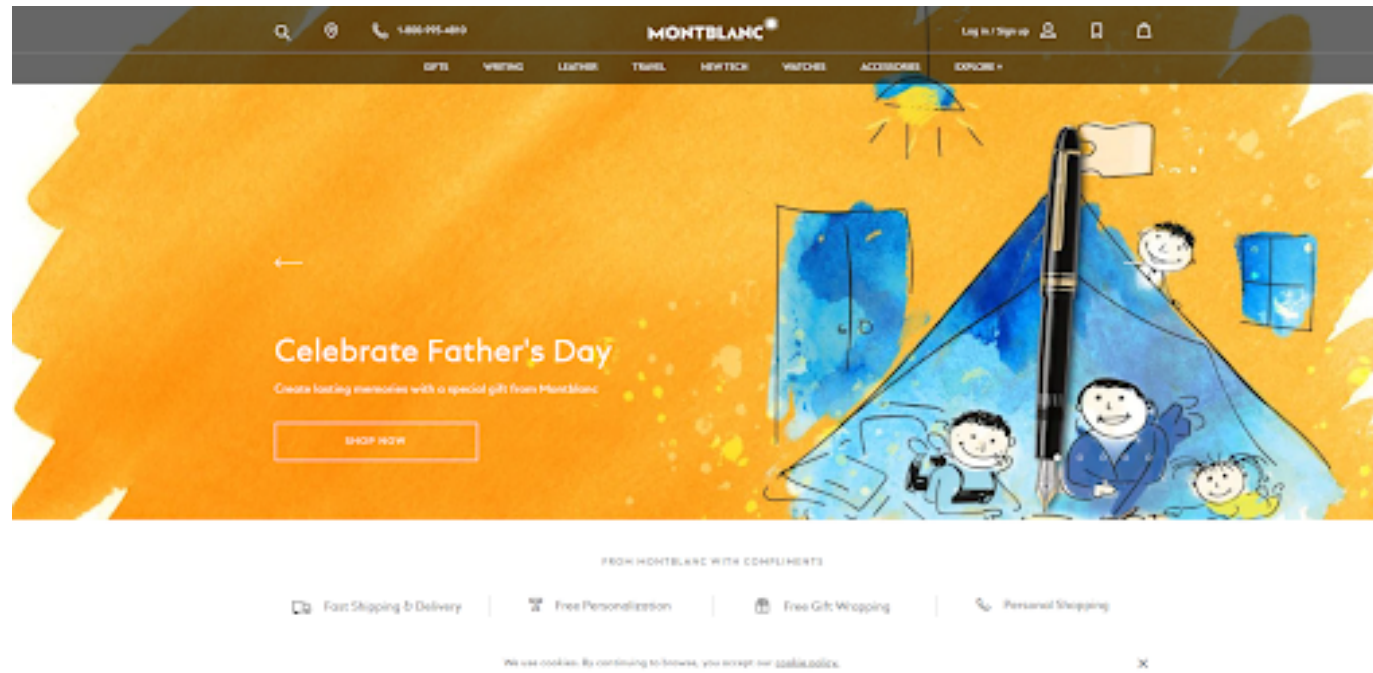
YouTube

Instagram

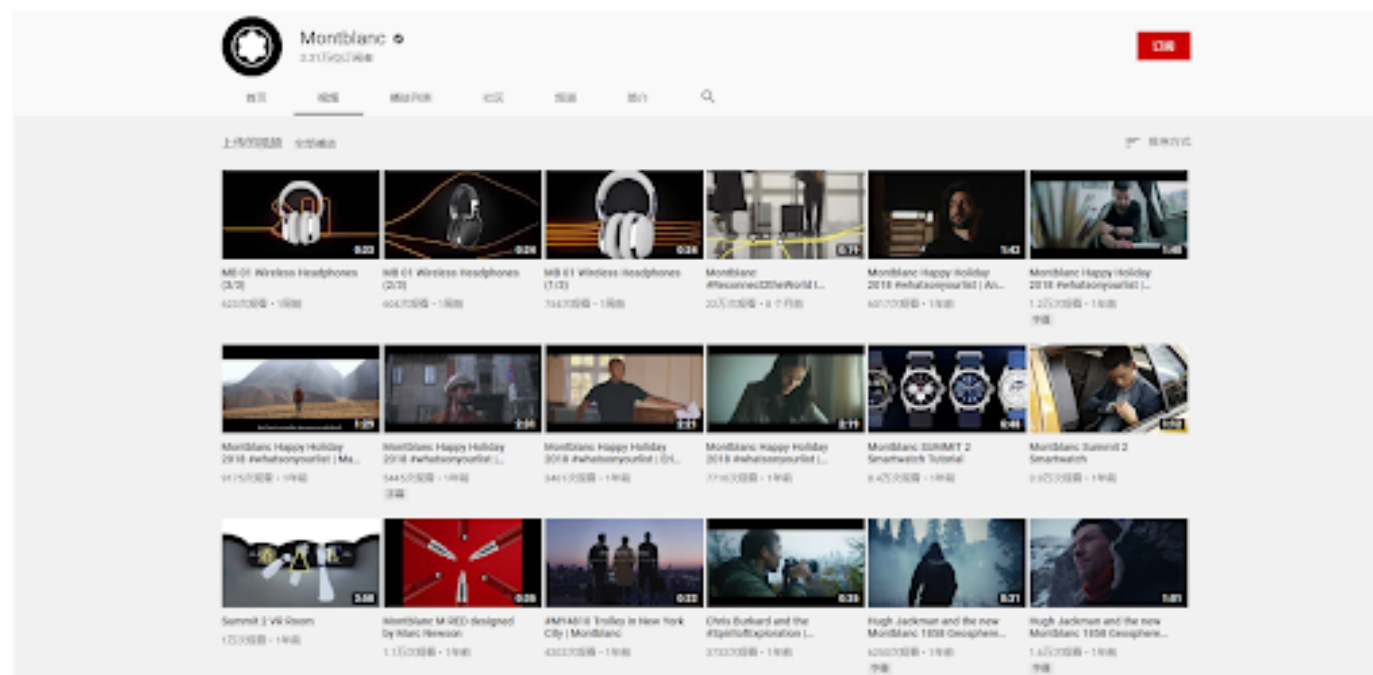
## Digital Templates

Montblanc uses three kinds of social media to advertise -- official website, Youtube channel and Instagram. The official website is used for purchasing and knowing the product details, the Youtube channel is used for watching advertisements, and Instagram is used for viewing the product pictures.

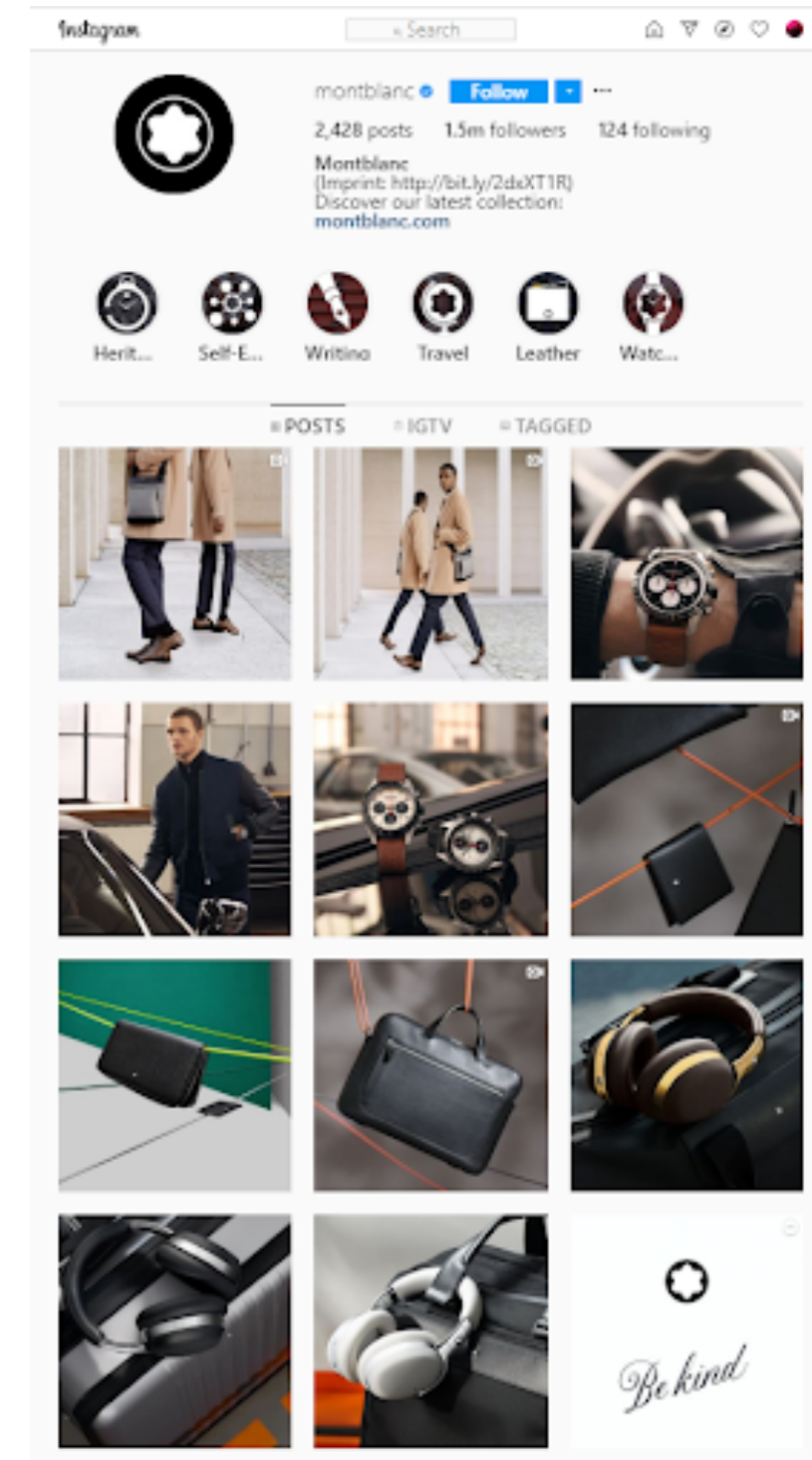
## Website



## YouTube



## Instagram







## Current products

Product Category

Leather

Writing Instrument

Digital Device

Watches

Accessories

## Product Category

Leather

171 Products

Price range from \$120 to \$1550.

Writing Instrument

139 Products

Price range from \$8 to \$3710.

Travel Items

17 Products

Price range from \$120 to \$1320.

Digital Device

16 Products

Price range from \$595 to \$1095.

Watches

40 Products

Price range from \$995 to \$6300.

Accessories

92 Products

Price range from \$120 to \$1560.





## Leather(Travel)

### 🌀 Collection

4810 Westside  
Belts  
Montblanc Extreme 2.0  
Meisterstuck  
Meisterstuck Selection  
Meisterstuck Sfumato  
Meisterstuck Soft Grain  
Montblanc Sartorial  
Montblanc Sartorial Jet  
My Montblanc Nightflight  
Urban Racing Spirit  
Meisterstuck Urban  
Sartorial Denim

### 🌀 Function

Backpacks  
Belts  
Business Bags  
Business Card Holder  
Cases for iPhones  
Cases for Samsung Phones  
City Bags  
Gift Sets  
Key Rings  
Organizers & Agendas  
Passport Holders  
Pocket Holders  
Travel  
Luggage  
Carry-on Luggage  
Wallets with Coin Case  
Wallets without Coin Case  
Writing Instrument Pouches

Backpacks



Meisterstück Soft Grain Slim Backpack  
\$1,110.00



Meisterstück Soft Grain Tote  
\$1,340.00



Meisterstück Soft Grain Small Envelope  
\$670.00



Meisterstück Soft Grain Mini Envelope  
\$480.00



My Montblanc Nightflight Large Backpack With Flap  
\$830.00



My Montblanc Nightflight Backpack Medium  
\$780.00



Montblanc Extreme 2.0 Small Backpack  
\$1,020.00



Urban Racing Spirit Large Backpack  
\$1,230.00

Belts



Shiny Square Palladium-Coated Pin Buckle Belt  
\$330.00



Shiny Rectangular Roller Palladium-Coated Pin Buckle Belt  
\$300.00



Rectangular Matt Stainless Steel and Gold-coated PVD Side Belt  
\$360.00



Shiny Square Palladium-Coated Pin Buckle Belt  
\$330.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black cut-to-size casual belt  
\$290.00



Black cut-to-size business belt  
\$340.00



Black/blue reversible cut-to-size business belt  
\$300.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$280.00



Black/brown reversible cut-to-size business belt  
\$280.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$280.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black cut-to-size business belt  
\$280.00



Black/dark brown reversible cut-to-size business belt  
\$300.00



Black/brown reversible cut-to-size business belt  
\$300.00



Black/brown reversible cut-to-size business belt  
\$280.00



Black/brown reversible cut-to-size business belt  
\$290.00



Black cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$260.00



Black/brown reversible cut-to-size business belt  
\$280.00



Belt Gift Set  
\$430.00

Business Bags



Meisterstück Soft Grain Ultra-Slim Document Case  
\$1,110.00



Montblanc Extreme 2.0 Laptop Case  
\$690.00



Montblanc Sartorial Jet Document Case Large  
\$900.00



4810 Westside Slim Document Case  
\$1,060.00



Meisterstück Double Gusset Briefcase  
\$1,550.00



My Montblanc Nightflight Medium Document Case  
\$760.00



Meisterstück Urban Laptop Case  
\$900.00



Montblanc Sartorial Ultra Slim Document Case  
\$970.00



Montblanc Sartorial Jet Document Case Slim  
\$740.00



My Montblanc Nightflight Document Case Slim  
\$670.00

Business Card Holder



Meisterstück Soft Grain Pocket 6cc  
\$160.00



Meisterstück Soft Grain Wallet Business Card Holder with Bill Compartment  
\$250.00



Montblanc Sartorial Hard Shell Business Card Holder  
\$180.00



4810 Westside Business Card Holder  
\$200.00



Meisterstück Urban Business Card Holder  
\$230.00



Montblanc Sartorial Business Card Holder  
\$220.00



Meisterstück Business Card Holder with Gusset  
\$210.00



Meisterstück Business Card Holder  
\$210.00



Montblanc Sartorial Business Card Holder  
\$220.00



Gift Set Business Card Holder & Key Fob  
\$350.00

Cases for iPhones



Montblanc Sartorial Hard phone case for Apple iPhone 11  
\$130.00



Montblanc Sartorial Flip Side Cover with 2cc and view pocket for Apple iPhone 11 Pro Max  
\$250.00



Montblanc Sartorial Hard phone case for Apple iPhone 11 Pro Max  
\$135.00



Montblanc Sartorial Flip Side Cover with 2cc and view pocket for Apple iPhone 11 Pro  
\$230.00



Montblanc Sartorial Hard phone case for Apple iPhone 11 Pro  
\$130.00

City Bags



Meisterstück Soft Grain Slim Backpack  
\$1,110.00



Meisterstück Soft Grain Tote  
\$1,340.00



Meisterstück Soft Grain Small Envelope  
\$670.00



Meisterstück Soft Grain Mini Envelope  
\$480.00



Meisterstück Soft Grain Clutch  
\$640.00



Meisterstück Soft Grain Pouch Small 2 in 1  
\$640.00



Meisterstück Soft Grain Reporter Zip Top  
\$810.00



Montblanc Extreme 2.0 Envelope with Gusset  
\$670.00



My Montblanc Nightflight Large Backpack With Flap  
\$830.00



My Montblanc Nightflight Reporter With Flap  
\$480.00

● Highest Price  
● Lowest Price

City Bags



Montblanc Extreme 2.0  
Medium Pouch  
\$480.00



My Montblanc Nightflight  
Backpack Medium  
\$780.00



Montblanc Extreme 2.0  
Small Backpack  
\$1,020.00



Montblanc Sartorial  
Envelope Medium  
\$570.00



Urban Racing Spirit  
Large Backpack  
\$1,230.00



My Montblanc Nightflight  
Messenger With Flap  
\$620.00



My Montblanc Nightflight  
Medium Backpack  
\$780.00

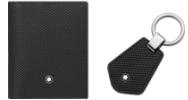


My Montblanc Nightflight  
Envelope Bag With Gusset  
\$410.00



Meisterstück Soft Grain  
Sling Backpack  
\$760.00

Gift Sets



Gift Set Business Card  
Holder & Key Fob  
\$350.00



Belt Gift Set  
\$430.00



Leather Gift Set  
\$350.00

Key Rings



Meisterstück Soft Grain  
Key Pouch  
\$260.00



Meisterstück Soft Grain Key  
Fob  
\$180.00



4810 Westside Key Chain  
Rectangular  
\$150.00



Meisterstück Soft Grain  
Mini Envelope  
\$480.00



Meisterstück Soft Grain  
Perpetual Calendar Key  
Chain  
\$200.00



Meisterstück Key Fob  
Loop with Hook  
\$190.00



Montblanc Sartorial Key  
Chain Loop  
\$180.00

Organizers & Agendas



Meisterstück Soft Grain  
Notepad Holder with  
Pockets  
\$710.00



Meisterstück Notebook  
Medium  
\$460.00



Meisterstück Organizer  
Large  
\$675.00



Meisterstück Organizer  
Medium  
\$525.00



Montblanc Sartorial  
Notepad large with zip  
\$670.00



Montblanc Sartorial  
Calligraphy Notebook  
Holder  
\$430.00

🔄 Passport Holders



Meisterstück Soft Grain  
Passport Holder  
\$220.00



Meisterstück Passport  
Holder  
\$215.00



4810 Westside Passport  
Holder  
\$215.00



Montblanc Extreme 2.0  
Passport Holder  
\$210.00

🔄 Pocket Holders



Meisterstück Soft Grain  
Pocket 6cc  
\$160.00



Meisterstück Soft Grain  
Wallet Business Card Holder  
with Bill Compartment  
\$250.00



Montblanc Sartorial  
Pocket 5cc  
\$160.00



Meisterstück Sfumato  
Pocket Holder 6cc  
\$210.00



Montblanc Sartorial  
Pocket 5cc  
\$160.00



Meisterstück Pocket 6cc  
\$150.00



Meisterstück Sfumato  
Pocket Holder 6cc  
\$210.00



Meisterstück Pocket 5cc  
with zip  
\$230.00



Montblanc Extreme 2.0  
Pocket Holder 5cc with Zip  
Pocket  
\$200.00



Meisterstück Urban Pocket  
6cc  
\$190.00



Meisterstück Pocket  
6cc  
\$150.00



4810 Westside Pocket 2cc  
\$140.00



Gift Set Business Card  
Holder & Key Fob  
\$350.00



Leather Gift Set  
\$350.00

🔄 Travel



Meisterstück Soft Grain  
Wallet Business Card Holder  
with Bill Compartment  
\$250.00



Montblanc Sartorial Pocket  
5cc  
\$160.00



Meisterstück Sfumato  
Pocket Holder 6cc  
\$210.00



Montblanc Sartorial  
Pocket 5cc  
\$160.00



Meisterstück Pocket 6cc  
\$150.00



Meisterstück Sfumato  
Pocket Holder 6cc  
\$210.00



Meisterstück Pocket 5cc  
with zip  
\$230.00



Montblanc Extreme 2.0  
Pocket Holder 5cc with Zip  
Pocket  
\$200.00



Meisterstück Urban Pocket  
6cc  
\$190.00



Meisterstück Pocket 6cc  
\$150.00



4810 Westside Pocket  
2cc  
\$140.00



#MY4810 carry-on Luggage  
\$710.00



Montblanc Extreme 2.0  
Duffel  
\$1,320.00



#MY4810 carry-on  
Luggage  
\$710.00



Montblanc Sartorial Jet  
Wash Bag  
\$290.00



My Montblanc Nightflight  
Liquid Flight Bag  
\$120.00



#MY4810 carry-on Luggage  
with front pocket  
\$860.00



#MY4810 carry-on  
Compact Luggage  
\$710.00



#MY4810 Large Luggage  
\$1,000.00



#MY4810 carry-on Luggage  
with front pocket  
\$860.00

● Highest Price  
● Lowest Price

Travel



#MY4810 carry-on Compact Luggage  
\$710.00



#MY4810 Medium Luggage  
\$920.00



Montblanc Sartorial Vanity Bag Large  
\$200.00



My Montblanc Nightflight Wash Bag with 2 Zips  
\$300.00



Meisterstück Passport Holder  
\$215.00



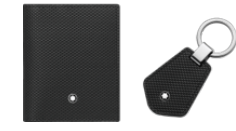
4810 Westside Passport Holder  
\$215.00



Montblanc Extreme 2.0 Passport Holder  
\$210.00



#MY4810 Montblanc x (RED) Cabin Luggage  
\$880.00



Gift Set Business Card Holder & Key Fob  
\$350.00



Leather Gift Set  
\$350.00

Luggage



#MY4810 Light Cabin Compact Luggage  
\$570.00



#MY4810 Light Cabin Luggage  
\$570.00



#MY4810 Light Medium Luggage  
\$760.00



#MY4810 carry-on Luggage  
\$710.00



#MY4810 carry-on Luggage  
\$710.00



#MY4810 carry-on Luggage with front pocket  
\$860.00



#MY4810 carry-on Compact Luggage  
\$710.00



#MY4810 Large Luggage  
\$1,000.00



#MY4810 carry-on Luggage with front pocket  
\$860.00



#MY4810 carry-on Compact Luggage  
\$710.00



#MY4810 Medium Luggage  
\$920.00



#MY4810 Montblanc x (RED) Cabin Luggage  
\$880.00

Carry-on Luggage



#MY4810 Light Cabin Compact Luggage  
\$570.00



#MY4810 Light Cabin Luggage  
\$570.00



#MY4810 carry-on Luggage  
\$710.00



#MY4810 carry-on Luggage  
\$710.00



#MY4810 carry-on Luggage with front pocket  
\$860.00



#MY4810 carry-on Compact Luggage  
\$710.00



#MY4810 carry-on Luggage with front pocket  
\$860.00



#MY4810 carry-on Compact Luggage  
\$710.00



#MY4810 Montblanc x (RED) Cabin Luggage  
\$880.00



Montblanc Extreme 2.0 Duffel  
\$1,320.00

Wallets with Coin Case



Meisterstück Soft Grain Wallet 6cc  
\$330.00



Meisterstück Wallet 4cc with Coin Case  
\$360.00



Montblanc Extreme 2.0 Wallet 4cc with Coin Case  
\$340.00

● Highest Price  
● Lowest Price



🔄 Wallets without Coin Case



Montblanc Extreme 2.0  
Wallet 6cc with Money  
Clip  
\$300.00



4810 Westside Long wallet  
6cc with zipped pocket  
\$360.00



4810 Westside Wallet  
8cc  
\$360.00



4810 Westside Wallet 6cc  
with 2 View Pockets  
\$415.00



4810 Westside Wallet 6cc  
6cc money clip small  
\$320.00



4810 Westside Wallet 6cc  
\$315.00



Montblanc Sartorial Wallet  
8cc  
\$360.00



Montblanc Sartorial Wallet  
4cc with Money Clip  
\$330.00



Meisterstück Urban Wallet  
6cc  
\$340.00



Montblanc Extreme 2.0  
Wallet 6cc  
\$300.00



Meisterstück Sfumato  
Wallet 6cc  
\$390.00



Meisterstück Wallet 7cc with  
ID Card Holder  
\$285.00



Meisterstück Wallet 6cc  
with Money Clip  
\$320.00



Meisterstück Wallet 6cc  
\$320.00



4810 Westside Wallet  
6cc  
\$315.00



Meisterstück Wallet 8cc  
\$360.00



Meisterstück Urban Wallet  
6cc Money Clip Large  
\$340.00



Meisterstück Wallet 4cc  
with View Pocket  
\$225.00



Montblanc Extreme 2.0  
Wallet 8cc  
\$340.00



Montblanc Sartorial Wallet  
6cc  
\$330.00



Montblanc Sartorial  
Wallet 6cc  
\$330.00



Montblanc Sartorial Wallet  
6cc  
\$330.00



Montblanc Extreme 2.0  
Business Card Holder  
with View Pocket  
\$200.00



Montblanc Extreme 2.0  
Pocket Holder 5cc with Zip  
Pocket  
\$200.00



Leather Gift Set  
\$350.00

🔄 Writing Instrument Pouches



Meisterstück Soft Grain  
1-Pen Pouch  
\$190.00



Meisterstück Soft Grain 2-  
Pen Pouch  
\$200.00



Montblanc Extreme 2.0 1  
Pen Pouch  
\$180.00



Meisterstück Selection 1-  
Pen Pouch Zip-Around  
StarWalker  
\$260.00



Meisterstück Selection 1-  
Pen Pouch Wolf  
\$280.00



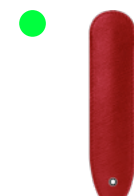
Montblanc Sartorial 1  
Pen Sleeve  
\$120.00



Meisterstück 3 Pen Pouch  
\$190.00



Meisterstück 2 Pen Pouch  
\$180.00



Montblanc Sartorial 1 Pen  
Sleeve  
\$120.00



Montblanc Sartorial 1 Pen  
Sleeve  
\$120.00



4810 Westside 1 Pen  
Pouch  
\$160.00



4810 Westside 1 Pen Pouch  
\$160.00



Meisterstück 1 Pen  
Pouch  
\$160.00



Meisterstück 1 Pen Pouch  
with Zipper  
\$210.00

● Highest Price  
● Lowest Price



## Writing Instrument

### 🔄 Collection

- Augmented Paper
- Desk and Cigar Accessories
- Donation Pen
- Great Characters
- Heritage Collection
- Ladies' Collection
- Meisterstuck
- Montblanc M
- Patron of Art
- PIX
- Writers Edition
- Sets
- StarWalker

### 🔄 Writing Mode

- Ballpoint Pen
- Fineliner
- Fountain Pen
- Mechanical Pencil
- Rollerball Pen

### 🔄 Stationery & Refills

- Notebooks
- Ink
- Refills for Rollerball
- Refills for Ballpoint
- Other Refills
- Greeting Cards & Paper
- Organizer Inlays

🔄 Ballpoint Pen



Meisterstück Le Petit Prince Midsize Ballpoint Pen \$560.00



Meisterstück Le Petit Prince Classique Ballpoint Pen \$540.00



Meisterstück Le Petit Prince Doué Classique Ballpoint Pen \$910.00



Meisterstück Le Petit Prince Solitaire Midsize Ballpoint Pen \$1,640.00



Meisterstück Gold-Coated LeGrand Ballpoint Pen \$460.00



Meisterstück Le Petit Prince Solitaire Doué Midsize Ballpoint Pen \$1,210.00



Meisterstück Platinum-Coated Classique Ballpoint Pen \$440.00



Meisterstück Le Petit Prince Midsize Ballpoint Pen \$500.00



Meisterstück Le Petit Prince Classique Ballpoint Pen \$470.00



Meisterstück Platinum-Coated LeGrand Ballpoint Pen \$480.00



Meisterstück Doué Geometry Champagne Gold-Coated Classique Ballpoint Pen \$670.00



Meisterstück White Solitaire Rose Gold Classique Ballpoint Pen \$930.00



Meisterstück Gold-Coated Classique Ballpoint Pen \$420.00



Meisterstück Rose Gold-Coated LeGrand Ballpoint Pen \$460.00



Meisterstück Rose Gold-Coated Classique Ballpoint Pen \$420.00



Meisterstück Doué Geometry Classique Ballpoint Pen \$670.00



Meisterstück Geometry Solitaire Midsize Ballpoint Pen \$1,215.00



Meisterstück Geometry Solitaire Champagne Gold Midsize Ballpoint Pen \$1,215.00



Meisterstück Le Petit Prince Classique Ballpoint Pen \$515.00



Meisterstück Le Petit Prince Solitaire Midsize Ballpoint Pen \$1,135.00



Meisterstück Le Petit Prince Solitaire Doué Classique Ballpoint Pen \$770.00



Meisterstück Platinum Line Midsize Ballpoint Pen \$460.00



Meisterstück Solitaire Doué Blue Hour Classique Ballpoint Pen \$720.00



Meisterstück Solitaire Blue Hour Midsize Ballpoint Pen \$1,005.00



Meisterstück Platinum Line Homage to W.A. Mozart Ballpoint Pen (small size) \$395.00



Donation Pen Homage to George Gershwin Special Edition Ballpoint Pen \$550.00



StarWalker Precious Resin Ballpoint Pen \$340.00



StarWalker Metal Ballpoint Pen \$560.00



StarWalker Doué Ballpoint Pen \$430.00



(Montblanc M)RED Ballpoint Pen \$460.00



Montblanc M Ballpoint Pen \$460.00



Gift Set with StarWalker Resin Ballpoint and Montblanc Sartorial pocket holder 5cc Black \$460.00



Gift Set with Meisterstück  
Classique Platinum  
Ballpoint and Notebook  
#146 Technicolor Blue  
\$430.00



Montblanc Bonheur  
Boyfriend Ballpoint Pen  
\$520.00



Writers Edition Homage  
to Rudyard Kipling  
Limited Edition Ballpoint  
Pen  
\$810.00



Great Characters Walt  
Disney Special Edition  
Ballpoint Pen  
\$780.00



Great Characters The Beatles  
Special Edition Ballpoint  
\$780.00



John F. Kennedy Special  
Edition Ballpoint Pen  
\$805.00



John F. Kennedy Special  
Edition Burgundy  
Ballpoint Pen  
\$805.00



Muses Marilyn Monroe  
Special Edition Pearl  
Ballpoint Pen  
\$750.00



Muses Marilyn Monroe  
Special Edition Ballpoint  
Pen  
\$750.00



Montblanc Heritage  
Collection Rouge et Noir  
Special Edition Ballpoint  
Pen  
\$450.00



PIX Mustard Yellow  
Ballpoint Pen  
\$225.00



ONLINE EXCLUSIVE  
Manganese Orange  
Ballpoint  
\$260.00



PIX Black Ballpoint Pen  
\$225.00



PIX Blue Ballpoint Pen  
\$225.00



PIX White Ballpoint Pen  
\$260.00

Fineliner



StarWalker Precious  
Resin Fineliner  
\$400.00



StarWalker Metal  
Fineliner  
\$650.00



StarWalker Doué  
Fineliner  
\$500.00

Fountain Pen



Meisterstück Le Petit  
Prince Classique  
Fountain Pen  
\$750.00



Meisterstück Le Petit  
Prince Doué Classique  
Fountain Pen  
\$1,300.00



Meisterstück Le Petit  
Prince Solitaire LeGrand  
Fountain Pen  
\$2,070.00



Meisterstück Le Petit  
Prince Classique  
Fountain Pen  
\$720.00



Meisterstück Doué Geometry  
Champagne-Gold Classique  
Fountain Pen  
\$900.00



Meisterstück Rose Gold-  
Coated 149 Fountain Pen  
\$935.00



Meisterstück Platinum-  
Coated LeGrand  
Traveler Fountain Pen  
\$755.00



Meisterstück Platinum-  
Coated LeGrand  
Fountain Pen  
\$755.00

● Highest Price  
● Lowest Price



Meisterstück Le Petit Prince LeGrand Fountain Pen  
\$900.00



Meisterstück White Solitaire Rose Gold Classique Fountain Pen  
\$1,150.00



Meisterstück Rose Gold-Coated LeGrand Fountain Pen  
\$705.00



Meisterstück Doué Geometry Classique Fountain Pen  
\$900.00



Meisterstück Gold-Coated LeGrand Fountain Pen  
\$705.00



Meisterstück Rose Gold-Coated Classique Fountain Pen  
\$580.00



Meisterstück Gold-Coated Classique Fountain Pen  
\$580.00



Meisterstück Platinum-Coated Classique Fountain Pen  
\$605.00



Meisterstück Solitaire Calligraphy Gold Leaf Flex Nib Fountain Pen  
\$1,870.00



Meisterstück Le Petit Prince Happy Holiday Set  
\$1,115.00



Meisterstück Le Petit Prince Solitaire LeGrand Fountain Pen  
\$1,695.00



Meisterstück Le Petit Prince Solitaire Doué Classique Fountain Pen  
\$1,110.00



Meisterstück Gold-Coated 149 Fountain Pen  
\$935.00



Meisterstück Platinum-Coated 149 Fountain Pen  
\$985.00



Meisterstück Solitaire Blue Hour LeGrand Fountain Pen  
\$1,500.00



Meisterstück Solitaire Doué Blue Hour Classique Fountain Pen  
\$1,070.00



Meisterstück Solitaire Calligraphy Gold Leaf Fountain Pen  
\$1,760.00



Great Masters Exotic Leather Brown Alligator Fountain Pen  
\$3,280.00



Meisterstück Le Petit Prince Fountain Pen LeGrand  
\$870.00



StarWalker Precious Resin Fountain Pen  
\$470.00



StarWalker Metal Fountain Pen  
\$800.00



StarWalker Doué Fountain Pen  
\$620.00



(Montblanc M)RED Fountain Pen  
\$630.00



Writers Edition Homage to Rudyard Kipling Limited Edition Fountain Pen M  
\$1,040.00



Fountain Pen Great Characters Walt Disney Special Edition M  
\$990.00



Fountain Pen Great Characters Walt Disney Limited Edition 1901  
\$3,710.00



John F. Kennedy Special Edition Burgundy Fountain Pen  
\$1,035.00



John F. Kennedy Special Edition Fountain Pen  
\$1,035.00



Muses Marilyn Monroe Special Edition Pearl Fountain Pen  
\$980.00



Muses Marilyn Monroe Special Edition Fountain Pen  
\$980.00



Fountain Pen Patron of Art Homage to Moctezuma I Limited Edition 4810  
\$3,000.00

🔄 Mechanical Pencil



Meisterstück Rose Gold-Coated Classique Mechanical Pencil 0.7 mm  
\$420.00



Meisterstück Gold-Coated Classique Mechanical Pencil, 0.7 mm  
\$420.00



Meisterstück Gold-Coated LeGrand Mechanical Pencil 0.9 mm  
\$460.00

🔄 Mechanical Pencil



Meisterstück Le Petit Prince LeGrand Rollerball  
\$670.00



Meisterstück Le Petit Prince Classique Rollerball  
\$610.00



Meisterstück Le Petit Prince Classique Rollerball  
\$610.00



Meisterstück Le Petit Prince Solitaire LeGrand Rollerball  
\$1,860.00



Meisterstück Platinum-Coated Classique Rollerball  
\$490.00



Meisterstück Platinum-Coated LeGrand Rollerball  
\$545.00



Meisterstück Gold-Coated LeGrand Rollerball  
\$520.00



Meisterstück Rose Gold-Coated Classique Rollerball  
\$465.00



Meisterstück White Solitaire Rose Gold Classique Rollerball  
\$1,035.00



Meisterstück Rose Gold-Coated LeGrand Rollerball  
\$520.00



Meisterstück Gold-Coated Classique Rollerball  
\$465.00



Meisterstück Doué Geometry Classique Rollerball  
\$710.00



Meisterstück Doué Geometry Champagne Gold-Coated Classique Rollerball  
\$710.00



Meisterstück Geometry Solitaire LeGrand Rollerball  
\$1,285.00



Meisterstück Geometry Solitaire Champagne Gold LeGrand Rollerball  
\$1,285.00



Meisterstück Le Petit Prince Classique Rollerball  
\$575.00



Meisterstück Le Petit Prince Solitaire LeGrand Rollerball  
\$1,365.00



Meisterstück Le Petit Prince Solitaire Doué Classique Rollerball  
\$890.00



Meisterstück Solitaire Blue Hour LeGrand Rollerball  
\$1,210.00



Meisterstück Solitaire Doué Blue Hour Classique Rollerball  
\$860.00



Meisterstück Solitaire Calligraphy Gold Leaf Rollerball  
\$1,540.00



(Montblanc M)RED Rollerball  
\$460.00



Montblanc M Rollerball  
\$460.00



Gift Set with PIX Black Rollerball and 4810 Westside Business Card Holder with V Gusset  
\$350.00



Montblanc Bonheur Boyfriend Rollerball  
\$630.00



Writers Edition Homage to Rudyard Kipling Limited Edition Rollerball  
\$860.00



Great Characters Walt Disney Special Edition Rollerball  
\$840.00



Great Characters The Beatles Special Edition Rollerball  
\$850.00



John F. Kennedy Special Edition Rollerball  
\$880.00



Muses Marilyn Monroe Special Edition Pearl Rollerball  
\$830.00



Muses Marilyn Monroe Special Edition Rollerball  
\$830.00



Montblanc Heritage Collection Rouge et Noir Special Edition Rollerball  
\$540.00



PIX Mustard Yellow Rollerball  
\$260.00



ONLINE EXCLUSIVE Manganese Orange Rollerball  
\$310.00



PIX Blue Rollerball  
\$260.00

Stationery & Refills

Notebooks



Notebook #146 Le Petit Prince and Planet \$85.00



Notebook #146, Homage to Moctezuma I \$85.00



Notebook #146 Pocket Stationery, Mustard Yellow \$66.00



Notebook #148 Mustard Yellow \$44.00



Notebook #163 Mustard Yellow \$100.00



Notebook #163, Black \$100.00



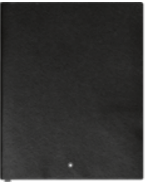
Notebook #163 Indigo \$100.00



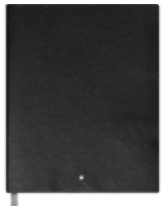
Notebook #163 Red \$100.00



Notebook #146 Manganese Orange \$66.00



Montblanc Fine Stationery Sketch Book #149 - Black, lined \$100.00



Montblanc Fine Stationery Sketch Book #149 Black, blank \$100.00



Montblanc Fine Stationery Sketch Book #149 Indigo, blank \$100.00



Montblanc Fine Stationery Notebook #148 Indigo, lined \$44.00



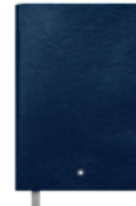
Montblanc Fine Stationery Notebook #146 Indigo, blank \$66.00



Montblanc Fine Stationery Notebook #146 Red, Lined \$66.00



Montblanc Fine Stationery Notebook #146 Black, lined \$66.00



Montblanc Fine Stationery Notebook #146 Indigo, squared \$66.00



Notebook #146, Egyptian Blue \$66.00



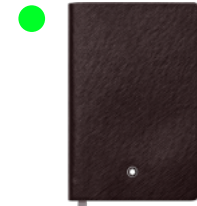
Notebook #146, Ultramarine \$66.00



Montblanc Fine Stationery Notebook #148 Red, lined \$44.00



Montblanc Fine Stationery Notebook #146 Purple, Lined \$66.00



Montblanc Fine Stationery Notebook #148 Tobacco, lined \$44.00



Montblanc Fine Stationery Sketch Book #149 Indigo, lined \$100.00



Montblanc Fine Stationery Notebook #148 Black, lined \$44.00



Montblanc Fine Stationery Notebook #146 Yellow, Lined \$66.00



Montblanc Fine Stationery Notebook #146 Black, blank \$66.00



Notebook #146 Modena Red \$66.00



Notebook #146 Cool Gray \$66.00



Notebook #149, Egyptian Blue \$100.00



Notebook #146 Writers Edition, Rudyard Kipling \$82.00



Notebook #146 Python Print, Roccia Caldo \$95.00



Montblanc Fine Stationery Notebook #146 Indigo, lined \$66.00



Montblanc Fine Stationery Notebook #146 Tobacco, lined \$66.00



Notebook #146 Great Characters, Walt Disney \$93.00



Notebook #146 Great Characters, Walt Disney \$93.00



Notebook #149, Ancient Calligraphy \$140.00



Notebook #146, Calligraphy Edition \$93.00



Notebook #149, Classic Calligraphy \$140.00



Notebook #149, Modern Calligraphy \$140.00



Montblanc Fine Stationery Notebook #146 Montblanc Bonheur Weekend Edition \$82.00

Ink



Ink Bottle Mystery Black \$24.00



Ink Bottle Midnight Blue \$24.00



Ink Bottle, Royal Blue \$24.00



Ink Bottle, Irish Green \$24.00



Ink Bottle 50 ml, Petit Prince and Planet, Burgundy \$43.00



Ink Cartridges, Petit Prince and Planet, Burgundy \$10.00



Ink Bottle 50 ml, Patron of Arts, Homage to Moctezuma I \$43.00



Ink Bottle 50 ml, James Purdey & Sons, Cigar Scent, Brown \$76.00



Ink Bottle 50 ml, Elixir Calligraphy Black \$71.50



Ink Bottle 50 ml, Great Characters, Walt Disney \$43.00

● Highest Price  
● Lowest Price

**Ink**



Ink Bottle 50 ml, Elixir Calligraphy Yellow Gold \$71.50



Ink Cartridges, Cool Gray \$8.00



Ink Bottle, Cool Gray \$22.00



Ink Bottle, Manganese Orange \$22.00



Ink Bottle 50 ml, Elixir Parfumeur, Vetiver scent, Green \$85.00



Piston Converter \$14.00



Ink Cartridges Mystery Black \$8.00



Ink bottle 50 ml, Elixir Colorist Collection, Azure \$72.00



Ink Bottle 50 ml, Elixir Parfumeur, Marine Scent, Blue \$85.00



Ink Bottle 50 ml, Elixir Parfumeur, Wood & Tobacco scent, Gray \$85.00



Ink Cartridges Midnight Blue \$8.00



Ink Cartridges Royal Blue \$8.00



Ink Cartridges, Irish Green \$8.00



Ink Bottle Burgundy Red \$24.00



Ink Bottle, Permanent Black, 60 ml, DIN ISO 14145-2 \$27.00



Ink Bottle 60 ml, Amethyst Purple \$22.00



Ink Cartridges, Amethyst Purple \$8.00



Ink Bottle 50 ml, James Purdey & Sons, Single Malt Scent \$76.00



Ink Bottle, Pop Pink \$22.00



Ink Cartridges, Pop Pink \$8.00



Ink Bottle, Permanent Blue, 60 ml, DIN ISO 14145-2 \$27.00



Ink Bottle 50 ml, Color of the Year, Petrol Blue \$43.00

**Refills for Rollerball**



2 Rollerball Refills (M) Mystery Black \$19.00



2 Rollerball Refills (M), Royal Blue \$16.00



2 Rollerball Refills (F), Royal Blue \$16.00



2 Rollerball Refills (M), Great Characters, Walt Disney \$24.00



2 Rollerball Refills (M), Irish Green \$16.00



2 Rollerball LeGrand Refills (F), Royal Blue \$16.00



2 Rollerball Refills (M) Amethyst Purple \$19.00



2 Rollerball LeGrand Refills (B) Mystery Black \$16.00



2 Rollerball LeGrand Refills (F) Mystery Black \$16.00



1 Rollerball Capless System Refill (M) Mystery Black \$11.00



3 Rollerball Small Refills (M) Mystery Black \$16.00



2 Rollerball Refills (F) Mystery Black \$19.00



2 Rollerball LeGrand Refills (M) Mystery Black \$16.00



2 Rollerball Refills (M), Petrol Blue \$22.00



2 Rollerball Refills (M), Petrol Blue \$22.00



2 Rollerball Refills (M), Modena Red \$16.00



2 Rollerball Refills (M) Barbados Blue \$19.00



2 Rollerball Refills (M) Barbados Blue \$19.00



2 Rollerball LeGrand Refills (M), Royal Blue \$16.00



### Refills for Ballpoint



2 Ballpoint Pen Refill (M)  
Mystery Black  
\$17.00



2 Ballpoint Pen Refill (B)  
Mystery Black  
\$17.00



2 Ballpoint Pen Refill (F)  
Mystery Black  
\$17.00



2 Ballpoint Pen Refills (M)  
Royal Blue  
\$17.00



2 Ballpoint Pen Refills (F)  
Royal Blue  
\$17.00



2 Ballpoint Pen Refills (B)  
Royal Blue  
\$17.00



2 Ballpoint Pen Refills (M),  
Great Characters Walt  
Disney  
\$24.00



2 Ballpoint Pen Refills (M),  
Petrol Blue  
\$24.00



2 Ballpoint Pen Refills (M)  
Modena Red  
\$17.00

### Other Refills



Calendar 2020 Large,  
ring-bound  
\$33.00



Pencil Leads Hi-polymer, HB,  
0.9 mm, 10 per pack  
\$8.00

### Organizer Inlays



Calendar 2020  
Horizontal  
\$26.00



Notepad Small  
\$11.00



Notepad HaWAM  
\$11.00



Notebook Medium  
\$40.00



# Digital Device

## 🔄 Audio

### MB 01 Headphones

The Montblanc MB 01 Smart Headphones combine elegance and functionality. Made of fine materials like aluminum, silicone and leather, they weigh a mere 280 g and are fitted with the right acoustics to provide an immersive sound experience. Active noise cancelling, Google Assistant, comfort and foldability make them a great travel companion.

#### Technology

#### Sensors

Proximity Sensor (automatically plays/pauses audio when putting the headphones on/off)

#### Connectivity

Bluetooth 5.0 (Multipoint, 10m range), Wireless and Wired. Connectivity to Smartwatch.

#### Buttons

On/Off Switch, Volume, Pause/Next/Previous, ANC Button, Assistant Button.

#### Others

10-20.000 kHz; < 32 ohm impedance, 90-100 dBm sensitivity, THD < 1%, adaptive aptX and AAC codecs

## 🔄 Smartwatch

### Simmit 2

Bridging fine watchmaking and the latest wearable technology, the new Montblanc Summit 2 - a 42 mm smartwatch designed for both men and women - includes one of the most advanced sets of features and exclusive apps that make it the ultimate connected companion for a life of travel, fitness and exploration.

#### Technology

#### Display

1.2" full circle AMOLED, 390 x 390 (327 ppi)

#### OS

Wear OS by Google

#### Processor

Qualcomm Snapdragon Wear 3100

#### Compatibility

iOS 10+ and Android 6.0+ (excluding Go edition)

#### Power

5VDC 500 mAh

#### Memory

1 GB

#### Storage

8 GB

## 🔄 Digital Notebooks

### Augmented Paper

Montblanc Augmented Paper takes the traditional art of handwriting into the digital world. It allows you to write on traditional paper, record all handwritten notes and sketches with the digitizer enclosed in the leather case and transmit your notes to your mobile device via Bluetooth with the Montblanc Hub app. • Digitize handwritten notes • Edit, search and organize your digitized notes •

#### Technology

#### Compatibility

iOS 10.0 or higher and Android 5.0 or higher

#### Power

Rechargeable Li-ion Battery - 5VDC 500 mA

#### Storage

100 pages on the digitizer

#### Connectivity

Bluetooth Low Energy to Montblanc Hub app / EMR from Writing Instrument to Digitizer

#### Buttons

1 Power on/off button and 1 Multifunctional button

#### Others

Compatible with "Montblanc Hub" app

☒ MB 01 Headphones



Montblanc MB 01 Smart Travel Over-Ear Headphones Black  
\$595.00



Montblanc MB 01 Smart Travel Over-Ear Headphones Gray  
\$595.00



Montblanc MB 01 Smart Travel Over-Ear Headphones Brown  
\$595.00

☒ Simmit 2



Summit 2 Black Steel and Leather  
\$995.00



Summit 2 Bicolor Steel and Leather  
\$995.00



Summit 2 Titanium Sport Edition  
\$1,095.00



Summit 2 Stainless Steel and Leather  
\$995.00



Summit 2 Black Rubber Sport Strap  
\$130.00



Summit 2 Blue Nylon Strap  
\$130.00



Summit 2 Black Nylon Strap  
\$130.00

☒ Augmented Paper



Montblanc Augmented Paper Sartorial Mustard Yellow  
\$830.00



## Watches

### 🔄 Collection

Montblanc 1858  
Boheme  
Montblanc Heritage  
Summit 2 Smartwatch  
Star Legacy

### 🔄 Movement

Automatic  
Quartz  
Manually Wound  
Smartwatch

### 🔄 Diameter

Below 29 mm  
30-37 mm  
38-40 mm  
41-43 mm  
Above 44 mm

🔄 Ladies' Collection



Montblanc Bohème Day & Night 30 mm  
\$3,500.00



Montblanc Bohème Automatic Date 30 mm  
\$3,305.00



Montblanc Bohème Quartz 34 mm  
\$1,660.00



Montblanc Bohème Quartz 34 mm  
\$1,970.00



Montblanc Bohème Automatic Date 30 mm  
\$3,000.00



Montblanc Star Legacy Moonphase & Date 36 mm  
\$3,850.00



Summit 2 golden color steel and leather  
\$995.00

🔄 Men's Collection



Montblanc Star Legacy Automatic Date 42 mm  
\$3,020.00



Montblanc Star Legacy Automatic Date 39 mm  
\$2,910.00



Montblanc Star Legacy Full Calendar  
\$4,600.00



Montblanc Star Legacy Full Calendar  
\$4,600.00



Montblanc Star Legacy Small Second - 32 mm  
\$2,840.00



Montblanc Star Legacy Automatic Chronograph  
\$4,300.00



Montblanc Star Legacy Automatic Date 42 mm  
\$3,330.00



Montblanc Star Legacy Automatic Date 39 mm  
\$2,910.00



Montblanc Star Legacy Moonphase 42 mm  
\$4,200.00



Montblanc 1858 Geosphere  
\$5,800.00



Montblanc 1858 Geosphere  
\$6,200.00



Montblanc 1858 Monopusher Chronograph  
\$4,900.00



Montblanc 1858 Geosphere Limited Edition - 1858 pieces  
\$6,300.00



Montblanc 1858 Automatic 40 mm  
\$2,450.00



Montblanc 1858 Geosphere  
\$5,600.00



Montblanc 1858 Automatic Chronograph Limited Edition - 1858 pieces  
\$5,000.00



Montblanc 1858 Automatic 40 mm  
\$2,710.00



Montblanc Heritage Automatic  
\$2,480.00



Montblanc Heritage GMT  
\$2,850.00



Montblanc Heritage Automatic  
\$2,270.00



Montblanc Heritage Automatic  
\$2,270.00



Montblanc Heritage Automatic Day Date  
\$2,580.00

● Highest Price  
● Lowest Price



# Accessories

## ⊗ Men's Accessories

Belts (Leather)

Cufflinks

Bracelets

Money Clips

Tie Bars

Sets

## ⊗ Women's Accessories

Bracelets

Necklaces

Earrings

## ⊗ Fragrances

Explorer

Legend

Emblem

Lady Emblem

## ⊗ Sunglasses

## ⊗ Home Accessories

Desk and Cigar Accessories

Men's Accessories

Cufflinks



Sartorial cufflinks  
\$330.00



Star cufflinks  
\$270.00



Cufflinks, round in stainless steel with martelé inlay  
\$310.00



Meisterstück cufflinks  
\$260.00



Meisterstück cufflinks  
\$260.00



Urban Spirit cufflinks  
\$260.00



Meisterstück cufflinks  
\$340.00



Meisterstück cufflinks  
\$280.00



Sartorial cufflinks  
\$270.00



Heritage Spirit cufflinks  
\$310.00



Meisterstück cufflinks  
\$260.00



Le Petit Prince cufflinks  
\$260.00



Cufflinks, round in stainless steel with carbon-patterned inlay  
\$290.00



Cufflinks, round in silver with black ruthenium-coated inlay  
\$440.00



Starwalker Cufflinks, round in stainless steel with illuminating Montblanc emblem  
\$320.00



Cufflinks, round in stainless steel with blue resin  
\$210.00



Meisterstück cufflinks  
\$280.00



Sartorial cufflinks  
\$290.00



Sartorial Travel Set  
\$325.00



Cufflinks, round in stainless steel with lapis lazuli inlay  
\$320.00



Cufflinks, wolf-head design in sterling silver  
\$440.00



Star cufflinks  
\$410.00



Meisterstück cufflinks  
\$260.00



Pix cufflinks  
\$210.00

Bracelets



Bracelet in woven red-blue leather with steel closing and three rings  
\$320.00



Bracelet in woven blue leather with three rings  
\$325.00



Bracelet in woven black leather with steel closing, black PVD finish and three rings  
\$280.00



Star bracelet  
\$260.00



Bracelet in woven black leather with steel carabiner closure and red lacquer inlay  
\$260.00



Bracelet in black leather with wolf-head closure in sterling silver  
\$440.00



Bracelet in black leather with carabiner closure in stainless steel  
\$310.00



Bracelet in brown leather with carabiner closure in stainless steel  
\$310.00



Bracelet in blue leather with carabiner closure in stainless steel  
\$310.00



Bracelet in red leather with carabiner closure in stainless steel  
\$310.00



Bracelet in woven brown leather with steel closing and three rings  
\$320.00

● Highest Price  
● Lowest Price

Money Clips



Montblanc money clip  
\$310.00



Montblanc money clip  
\$210.00



Money clip in stainless steel with airplane engraving  
\$290.00

Tie Bars



Tie bar in stainless steel with airplane engraving  
\$290.00

Sets



PIX set  
\$370.00

Women's Accessories

Bracelets



Double-faced leather bracelet with stainless steel snowcap closure  
\$210.00



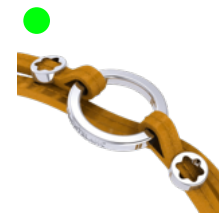
Double-faced leather bracelet with stainless steel snowcap closure  
\$210.00



Silver bangle with emblem  
\$400.00



Wrap Me bracelet  
\$210.00



Wrap Me Bracelet Yellow Leather  
\$210.00

Necklaces



Terre et Ciel necklace  
\$1,560.00

Earrings



Montblanc Star Signet earstuds  
\$325.00

Fragrances

Explorer



Explorer Eau de Parfum 100 ml  
\$98.00



Explorer Eau de Parfums 60 ml  
\$78.00

Tie Bars



Legend Night - Eau de Parfum, 100 ml  
\$95.00



Legend Night - Eau de Parfum, 50 ml  
\$75.00

Tie Bars



Legend Spirit Eau de Toilette 100 ml  
\$88.00



Legend Spirit Eau de Toilette 50 ml  
\$68.00



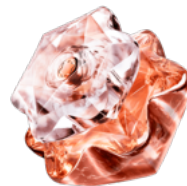
Legend Eau de Toilette 100 ml  
\$88.00



Legend Eau de Toilette 50 ml  
\$68.00



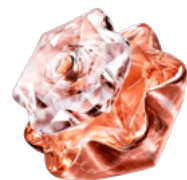
Lady Emblem - Eau de Parfum, 50 ml  
\$65.00



Lady Emblem Elixir - Eau de Parfum, 50 ml  
\$75.00



Lady Emblem - Eau de Parfum, 75 ml  
\$90.00



Lady Emblem Elixir - Eau de Parfum, 75 ml  
\$95.00




















Emblem Eau de Toilette 60 ml  
\$68.00



Emblem Eau de Toilette 100 ml  
\$88.00







🔄 Sunglasses

 Rectangular Black Metal Frame Sunglasses \$345.00	 Round Black Metal Frame Sunglasses \$345.00	 Rectangular Silver-Colored Metal Frame Sunglasses \$540.00	 Rectangular Gold-Colored Metal Frame Sunglasses \$540.00	 Rectangular Black Metal Frame Sunglasses \$405.00	 Rectangular Ruthenium Metal Frame Sunglasses \$405.00	 Square Silver-Colored Metal Frame Sunglasses \$540.00	 Square Gold-Colored Metal Frame Sunglasses \$540.00
 Square Black Metal Frame Sunglasses \$345.00	 Square Ruthenium Metal Frame Sunglasses \$345.00	 Foldable Square Ruthenium Metal Frame Sunglasses \$525.00	 Foldable Square Gold-Colored Metal Frame Sunglasses \$525.00	 Rectangular Black Metal Frame Sunglasses \$450.00	 Rectangular Ruthenium Metal Frame Sunglasses \$450.00	 Rectangular Black Metal Frame Sunglasses \$450.00	 Rectangular Gold-Colored Metal Frame Sunglasses \$450.00
 Meisterstück Square Silver-Colored/Gray \$480.00	 Snow Cap Hyper Light Square Ruthenium/Gray \$420.00	 Snow Cap Hyper Light Square Gold-Colored/Brown \$420.00	 Meisterstück Square Gold-Colored/Green \$480.00	 Rectangular Frame Metal Sunglasses \$465.00	 Aviator Frame Metal Sunglasses \$555.00		

🔄 Home Accessories

Desk and Cigar Accessories

 Leather Stackable Module \$540.00	 Soft Leather Desk Pad \$650.00	 Leather Collector Box 12 Writing Instruments \$1,090.00	 Letter Opener with Leather \$320.00
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# Bestsellers



Travel Items  
MY4810 carry-on Luggage \$710.00



Smart Watches  
Summit 2 Stainless Steel and Leather \$995.00



Writing Instruments  
Montblanc Meisterstück Geometry Solitaire Platinum LeGrand Fountain Pen



Document Case Bag  
Montblanc Meisterstück Classique Black Gold Trim Ball Pen



Urban Backpack  
Montblanc Bohème Automatic Date 30 mm



Watches  
Montblanc Meisterstück Geometry Solitaire Platinum LeGrand Fountain Pen





## Printed Stationery

Packaging

CMF of Packaging

# Packaging



♻ Ink



♻ Cufflinks & Pen



♻ Card Holder



♻ Ink Bottle, Permanent Black, 60 ml



♻ 1 Rollerball Capless System Refill (M), Royal Blue



♻ Watch



♻ Bracelet



♻ Ink Cartridges, Irish Green





## CMF of packaging

### Standard Package

Cross hatching patterned hard paper box with engraved silver/white logo on the bottom right corner.



### Personlisation Gift Box

With standard gift box

Personalised silk printing directly onto giftbox.



With wooden gift box

Personalised engraving on a metal plate.

### Gift Wrapping

Gift box with Montblanc wrapping paper and/or in a Montblanc branded bag.



### Packaging For Electronics

Headphone: the silk like interior makes the hard headphone even more luxury.



Summit 2: Packaging for smart watch matches with almost all high end watch brand.



### Augmented Paper

Theres even a leather envelope made with full grain leather in the package.





# Design Language

Colors

Material

Manufacture

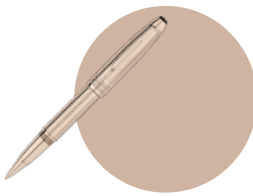
Finish

Form language



# Colors

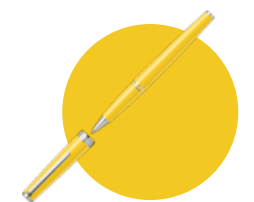
☉ Main Color



☉ Accent / Additional Color



☉ Theme Color



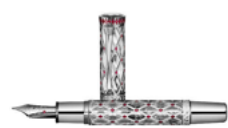


# Material

## General Material

- Metal: •14/18K Gold
- Sterling Silver
- Rose gold
- Platinum
- Stainless steel

## Writing Instruments



•Ruby



•Diamonds



•Simulated blue sapphire  
Jet onyx gemstone



•Jet-black Resin



•Wood: Pine tree

## Watch

- Titanium
- Adjustable folding clasp
- Stainless steel
- Sartorial calfskin leather strap
- Gold-coated steel



## Leather

- Alligator-printed calfskin



- European full-grain cowhide



- Italian split calfskin



## Accessories

- Lacquer



- Pearls/Mother-of-Pearls



- Lapis lazuli inlay



- PVD inlay



- Martelé inlay



- Ruthenium-coated inlay



- Carbon-patterned inlay







Finish

Glossy Polished Nibs



Gleams Resin



Platinum Finish Accent



Laser Engraved



Emblem



# Manufacture

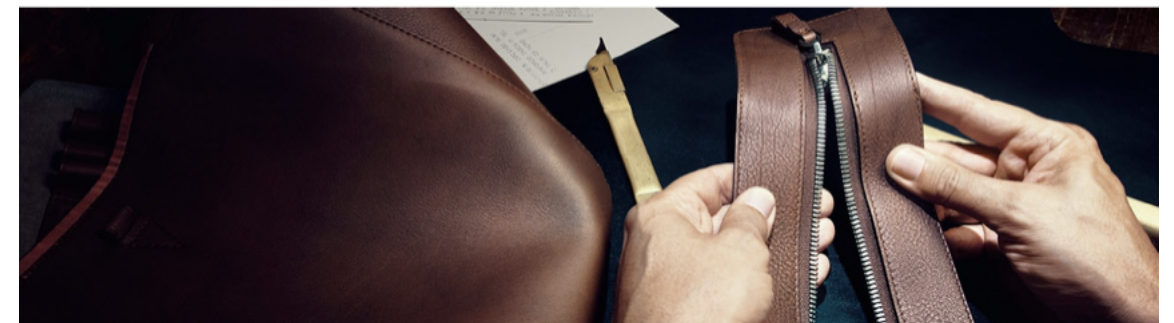
## Writing Instruments Hamburg

- Metal-working
- Electro-plating
- Injection-moulding
- Nib manufacture
- Hand-assembled



## Leather Goods Florence

- Handmade
- Experiment lab



## Watches Le Locle and Villeret

- Watch engineering
- Technique lab



✦ Sleek lines, masculine style attention to detail and German quality.

## Form language





# Technology Development

Digital Writing

Timewalker

Smart Watch

Headphone

2014.Dec

## Digital Writing

Note 4 Redefine the Digital Writing Experience.



2015.Jan

## Timewalker Urban Speed e-Strap

The NATO-style strap accessory is meant to be an accompaniment to pre-existing analog watches.



2016.Sep

## First Smart Notepad

Monblanc launched its first smart notepad. It can transfer what you write on the paper to your smart device.



2017. Mar

## First Smart Watch-Summit

Summit seeks to unite the most coveted elements of traditional wrist watches with cutting-edge technology.



2018. Mar

## Smartwatch Summit 2

The Summit 2 has a bigger storage (8 GB), and NFC payment option, and water-resistant, both of which weren't present in the original Summit.



2020. Mar

## New Headphone

It was designed with the help of sound expert Alex Rosson, the headphones fuse advanced audio engineering with "sophisticated" craftsmanship in order to bolster the brand's luxe aesthetic.



## Technology Development

A digital writing instrument by Montblanc. A luxurious watch which unites fitness tracking and communications. Augmented Paper, which digitalises handwriting. Become part of their team for new technologies, and help extend our product portfolio with additional digital life companions.

2020. Mar

## Smartwatch Summit 2+

The Summit 2+ is slightly bigger than its predecessor, with a 43.5mm steel case compared to the smaller Summit 2's 42mm.






# Marketing

Place

Celebrity

Promotion

A black and white photograph of a Montblanc event. In the center, the words "MONTBLANC" are displayed in large, glowing white letters. Above the "T" in "MONT" is the Montblanc six-pointed star logo. The background shows a crowd of people at night, some looking towards the logo. On the left and right sides, there are large, ornate statues or sculptures. The overall atmosphere is sophisticated and high-end.

## Marketing Overall

### Product

A focus on high-quality, beautiful products with a particular emphasis on colour & design.

### Price

Montblanc pens are on the expensive side whilst remaining within the reach of their target audience: professionals. Therefore the Montblanc pen is marketed as a luxury purchase that's definitely worth investing in.

### Place

Montblanc has established a huge, global distribution network that's supported by a network of repair shops and licensed retailers.

### Promotion

Create a targeted, consistent marketing campaign that appeals to the heart of their target audience.

### Keep Up With The Times

Things have changed a great deal since Montblanc first launched onto the scene and today the company faces the enduring challenge of appealing to a market that doesn't truly appreciate the value of a beautiful pen.

### Rebranding

With the rise in technology, Montblanc understood the importance of rebranding itself to appeal to the modern market. To do this, the company shifted its focus. Rather than focusing on selling pens, it focused on selling class, sophistication and the slow elegance of times gone by.

### Use Celebrity Endorsements

In January 2014, Montblanc announced that Hugh Jackman was to become their Global Ambassador. Regarded as an elegant, talented, committed and pioneering individual, it was felt that Hugh Jackman represented all the attributes of the Montblanc brand.



## Retail Stores

### 🕒 First Boutique

Montblanc opened its first boutique in Hong Kong in 1990.

### 🕒 First Online Store

Montblanc started its online store in September 2011 for North American sales.

### 🕒 Global

500 and more boutiques in 150 countries.

### 🕒 Main Market

Europe

### 🕒 Densest City

Seoul has the most store density, which has 9 stores in one city, even Germany only has 16 stores.

### 🕒 Fastest Growing Market

India is the fastest growing market. There are total 20 now. Five more each year.

### 🕒 Recent New Store

The most recent Montblanc was opened in Prague, which is their first store in Czech.



## Pop Up Stores



🕒 2012. Nov

### Montblanc Virtual Pop-up Art Store

All you need to do is head down to the Montblanc Harrods window, point your smartphone at the display and, using the app, you'll see a piece from the Montblanc Cutting Edge Art Collection appear on your screen.



🕒 2019. July

### Pop-up Store In Airside Of Zurich Airport

Montblanc has unveiled a pop-up store in Level 1 Airside of Zurich Airport promoting the luxury brand's latest collections across different product categories.



🕒 2019. Aug

### Pop-up Store At Admiralty's Pacific Place Mall

The marque chose to celebrate this milestone moment by launching a special Travel Pop-up Store at Admiralty's Pacific Place mall in Aug. 2019. Visitors can paint their own Montblanc leather goods.



🕒 2019.Sep

### "In Transit"

Luxury German watchmaker's Montblanc have launched a striking travel pop-up in East London called "In Transit", collaborating with contemporary artist Philip Colbert.



🔄 2012. Nov

### Montblanc X Harrods

Montblanc and Harrods(The World's Leading Luxury Department Store)have teamed up to produce the Montblanc virtual pop-up art store.



🔄 2014. Dec.

### Montblanc X Samsung Note 4

Montblanc and the Samsung Note 4 Redefine the Digital Writing Experience



🔄 2015. Dec

### Montblanc X Andy Warhol

Montblanc Welcomes Andy Warhol to Its "Great Characters" Collection



🔄 2016. July

### Marc Newson x Montblanc X HODINKEE

HODINKEE Is Offering an Exclusive Marc Newson x Montblanc Pen Set (HODINKEE is a NEW YORK watch web)



🔄 2019. Feb

### Montblanc X BMW 8 Series

Handcrafted at Montblanc's main leather facility in Florence, the luggage set is made from high-quality leather that is perforated in black or embossed with black darts in red.



🔄 2019. June

### Montblanc x BAPE®

Montblanc introduces a new collection of limited edition bags and leather accessories in partnership with influential Japanese street fashion brand A Bathing Ape®



🔄 2019. Oct

### Montblanc X RED

In collaboration with Montblanc and the nonprofit organization (RED), which fights for a world without AIDS, the Australian designed the (MONTBLANC M)RED in that striking colour.



🔄 2019. Nov

### Montblanc X Disney

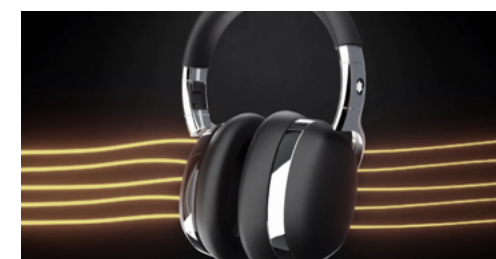
The latest Great Characters Limited Edition collection pays homage to the immortal legacy of Walt Disney.

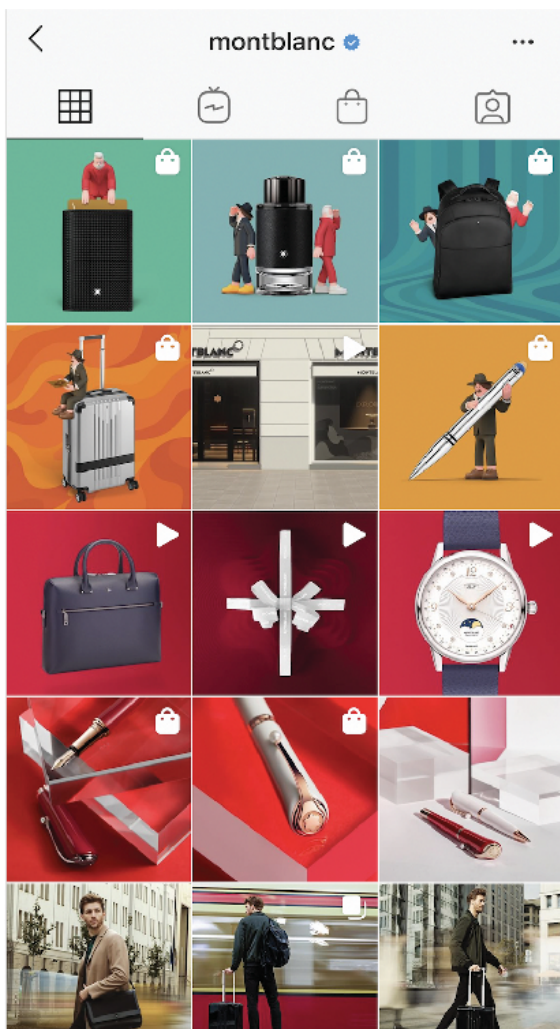


🔄 2020. Mar

### Montblanc X Alex Rosson

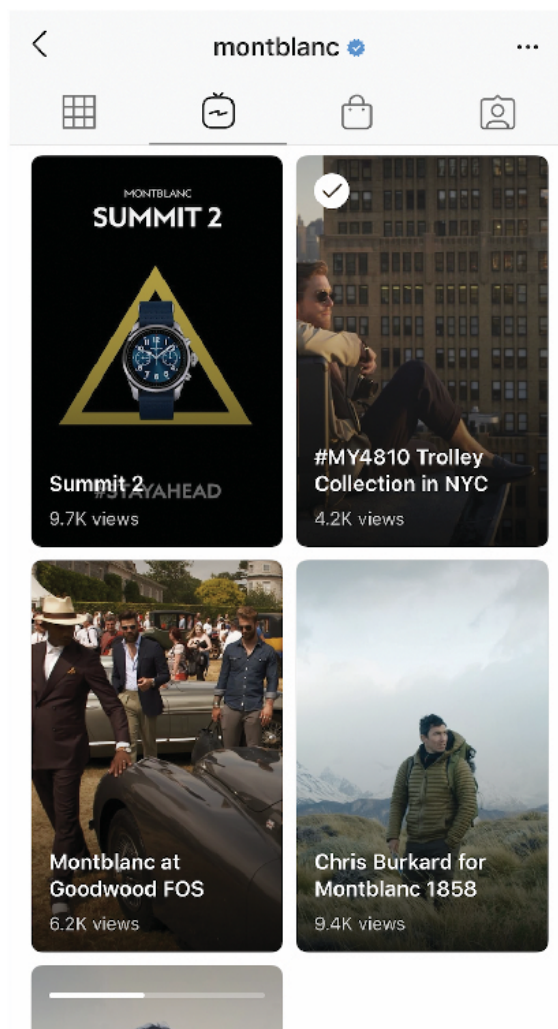
New headphone was designed with the help of sound expert Alex Rosson, the headphones fuse advanced audio.





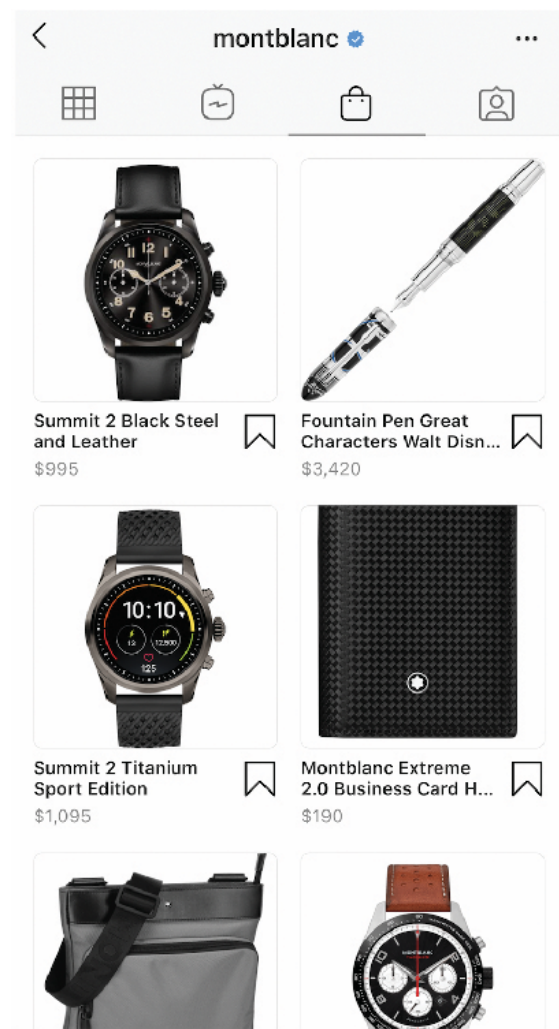
### Designed Instagram Feed

They consider the color and feel of the Instagram feed itself. This effect intuitively delivers a more professional and high-quality branding image.



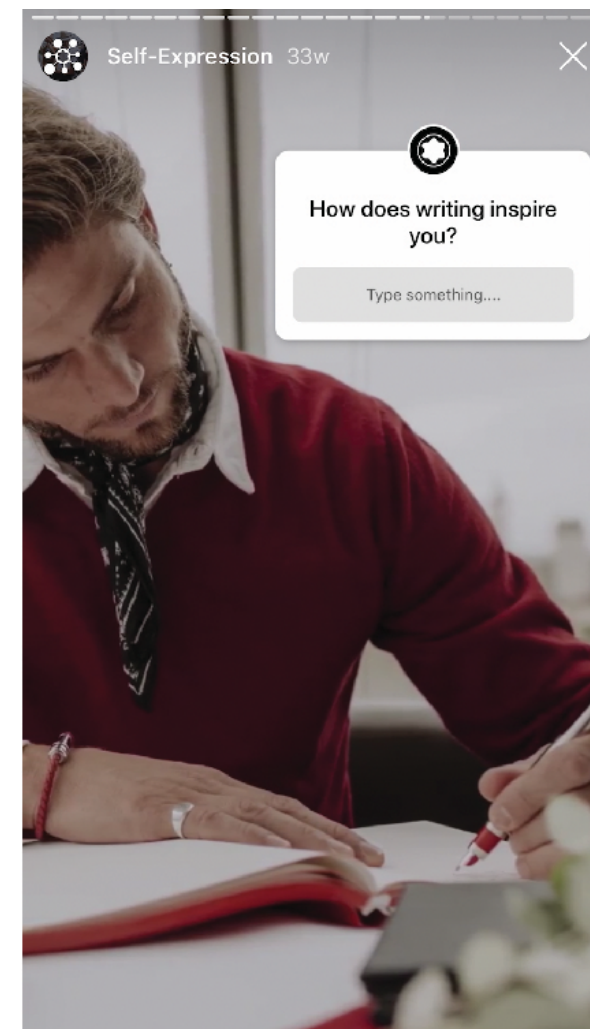
### Advertising Effects With Short Clips

Short clips are delivered quickly through the medium, expecting effective promotional results.



### Easy Selling Accessibility

The price and product arrangement made it possible for users to purchase online faster.



### Direct Communication With User

Communicate directly with consumers by catching preferences or questions through Instagram stories.

🔄 Youtube

Montblanc offers a wide variety of videos through YouTube. The characteristics of each video and what it expects from its promotional effects are different.

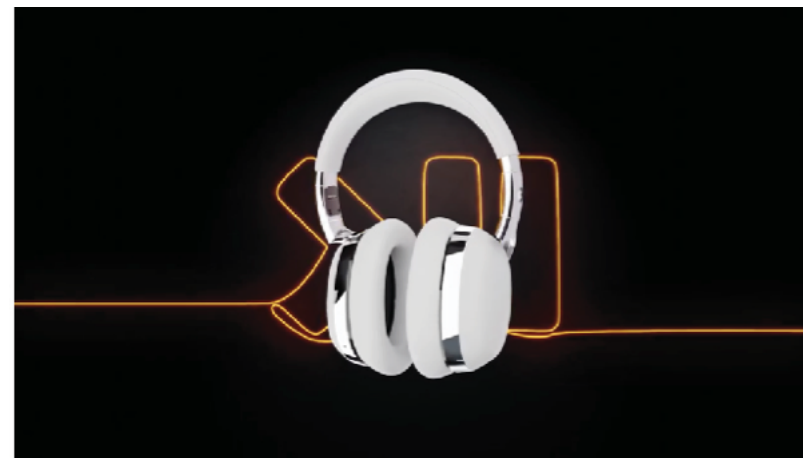
History Advertising



The Montblanc Story - Pioneering since 1906 For the pioneer in you  
11,253 views · Oct 4, 2017

People can easily access videos of Montblanc covering their history on YouTube as well as Instagram. In particular, from "The Montblanc story," which boasts the same quality as the movie with Hugh Jackman, consumers easily understand brand history and value.

Product Advertising



MB 01 Wireless Headphones (3/3)  
636 views · May 18, 2020

Montblanc provides a commercial video that effectively shows the design of the product, form language, and details. The high quality of the Rendering animation proves to consumers how Montblanc has a good design quality of the product itself.

User Targeted Advertising



Montblanc Happy Holiday 2018 #whatsonyourlist | Caroline Issa  
2,712 views · Nov 16, 2018

Montblanc creates a friendly promotional effect, showing how their products support and inspire users' lives by making video clips of various real users' lifestyles.

Global Ambassador 1



## Hugh Jackman

Hugh Jackman becomes a Global Ambassador for Montblanc in 2014

Hugh Jackman represents all the attributes of the Montblanc brand: elegant, talented, pioneering, and committed to the arts.

These features are their branding values that Montblanc wants to convey through its products.

Global Ambassador 2



## Fan Bingbing

Fan Bingbing becomes a Global Brand Ambassador for Montblanc in 2018

Fan Bingbing has confidence, determination, and independence as an image of a modern woman, which is the same value that Mont Blanc pursues as a brand.

The Greatest Showman



## Happy Circus notebook and writing instrument collection

Montblanc launched the limited edition Happy Circus notebook and writing instrument collection in order to welcome festive film: The Greatest Showman (officially debuting on 28th Dec 2017).

🔄 Celebrity

Montblanc expects a strong promotional effect by collaborating with influential celebrities from each country. Representative celebrities promoted to each countries websites are men over 25 with a gentle and luxurious image. The representative promotion on the website is only presented with male entertainers.

China



Chen Kun

Age : 41  
Actor, singer and writer

South Korea



Seo-Joon Park

Age : 31  
Actor

United Kingdom



Taron Egerton

Age : 30  
A welsh actor and singer



## Current Brand Audit

Reason To Believe

Brand Personality

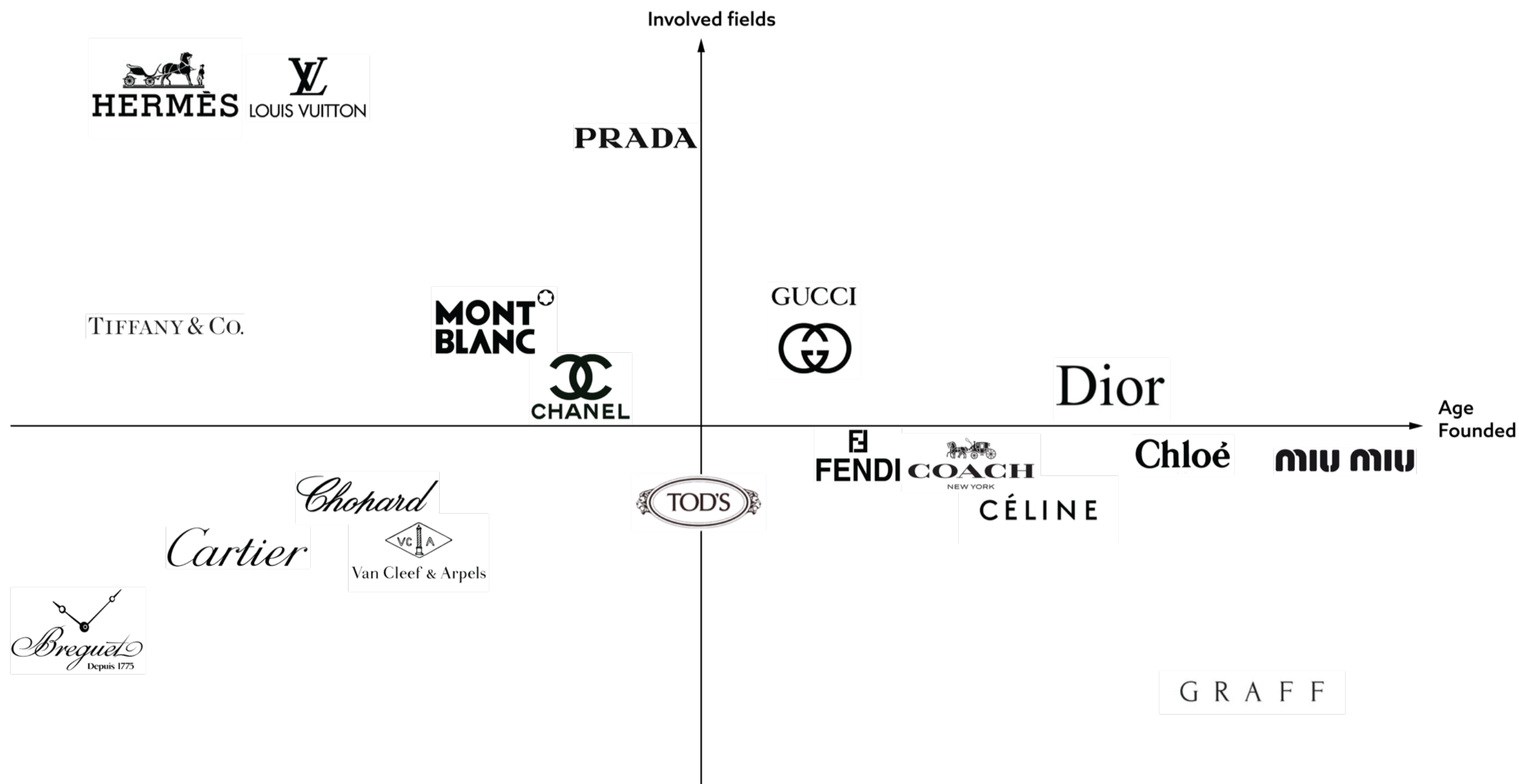
SWOT

Brand Positioning

Brand Personality

Heritage & Progressive

- Improve their original products constantly
- Recognize the changes in category trends
- Embrace new and evolving technology



Insights:

- Louis Vuitton, Hermes, Prada are fearless brands.
- Tiffany, Gucci and Montblanc are progressive brands.
- Senior brands lead the exploration of new fields.





## Brand Fundamentals

### Reason To Believe

- Long history
- Crafted with meticulous care
- Use top quality materials
- International status symbol
- Timeless design

### SWOT Analysis

- Premium level writing instruments.
- Bought by Richemond

- Needs to promote its brands aggressively
- Limited global presence specially emerging economies like South America, Africa.

Strengths

Weaknesses

Opportunities

Threats

- Open new catalogues to build a more comprehensive universe
- Improve existing new catalog products quality and reputation

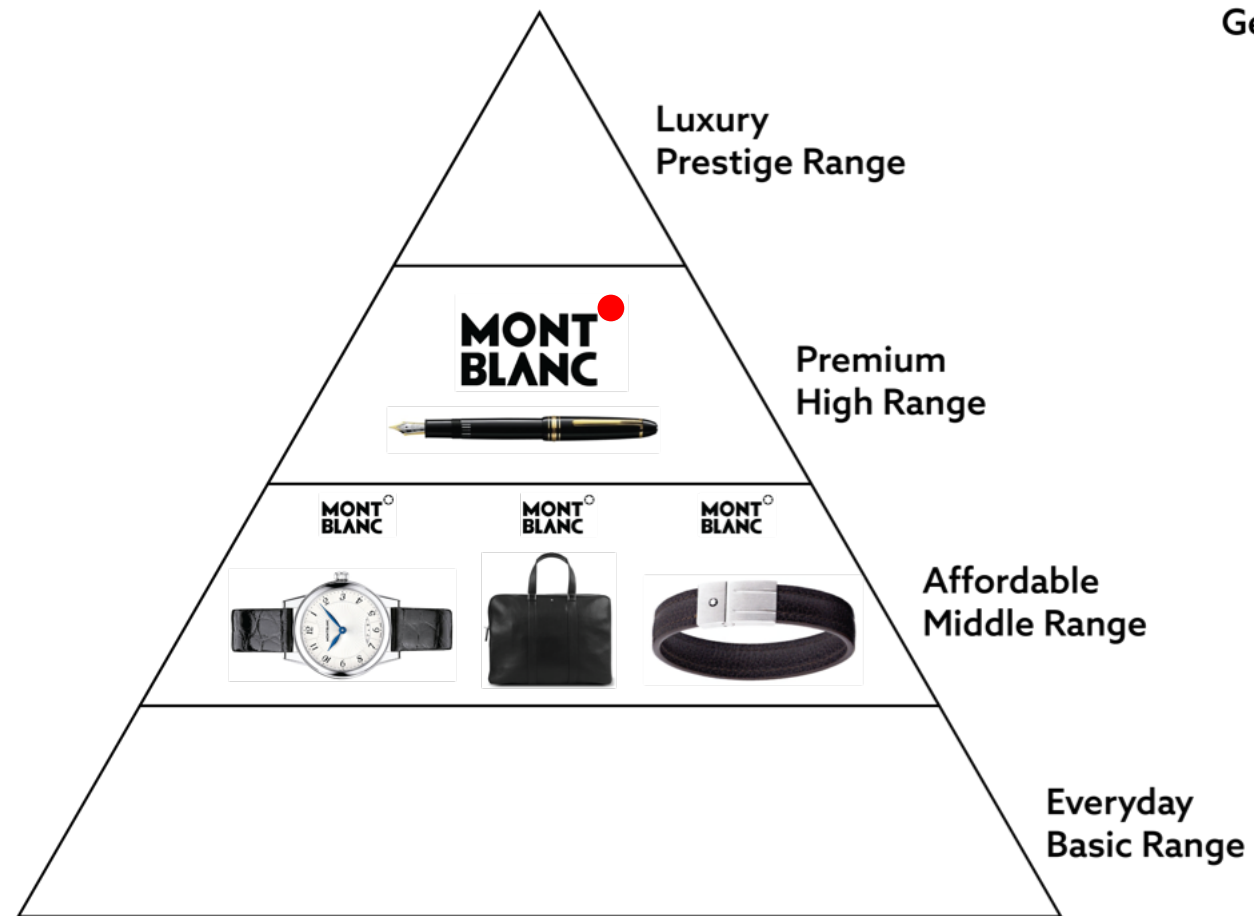
- Huge investment is needed to maintain the brand image all over the world
- Affected by recession a lot as a middle range brand in general

Brand Positioning

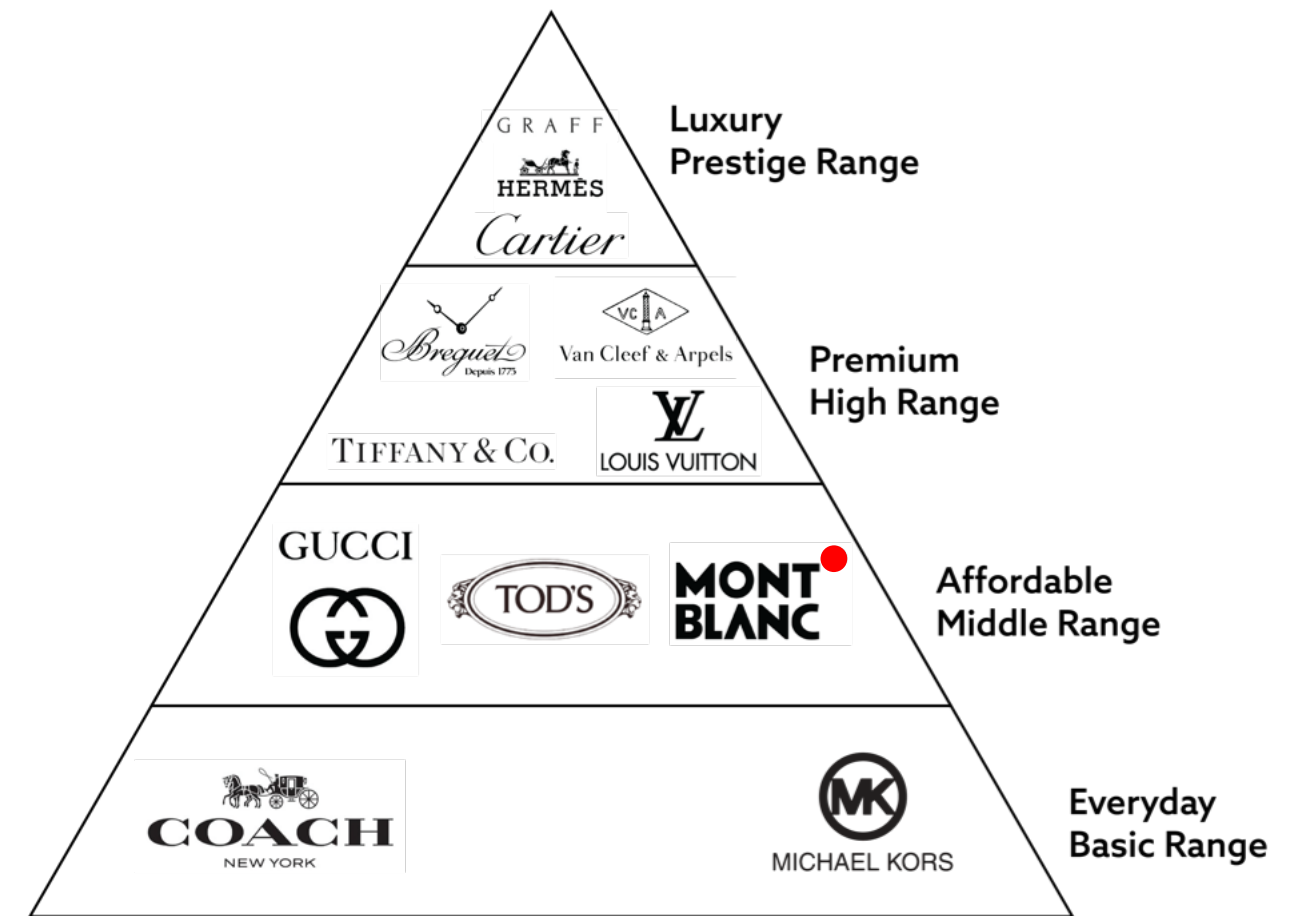
Montblanc in general belongs to the middle range.

However the Pen category belongs to the premium range.

General



General



🔄 Pen Positioning

Compare with professional pen manufacturers.  
 (Limited Editions are not included.)

**Pen**

- Limited Editions are not included
- Compare with professional pen manufacturers



**Pen**

- Limited Editions are not included
- Compare with unprofessional pen manufacturers



Watch/Accessory/Leather Goods Positioning

Montblanc in general belongs to the middle range.

However the Pen category belongs to the premium range.

Watch



Accessory

- Not include high jewelry



Leather





## Product & Business Timeline

History

Revenue

Revenue Breakdown

1906

### Fountain Pen



•Hamburg banker, Alfred Nehemias, August Eberstein founded Montblanc, producing simplicissimus pens.

•Wilhelm Dziambor, Christian Lausen and Claus Johannes Voss took over the business later.

1908

### “Red and Black ”



•First slogan: “Manufacturers of high-class gold and fountain pens”

•First name “Simple Filler Pen Co.”. “Simple” referred to the idea of the simplicissimus pen and the “build-in” ink-well. Businessman Claus Johannes Voss joined, company registered.

1909

### Montblanc Pen



•The safety fountain pen “Rouge et Noir” appeared on the market.

•The name “Montblanc” was established.

1910

### “Montblanc“



•Name “Montblanc“ registered as a trademark.

•Technically improved fountain pen.

•“Montblanc“ was introduced. First time selling abroad: Paris and London

1913

### Mont Blanc Star



•The Montblanc star emblem became the brand logo and trademark.

1924

### “Meisterstück”



•Launched the legendary “Meisterstück” and the beginning of its successful career as the world’s most celebrated writing instrument of all time.

1926

### First Leather Goods



•Expanded into more than 60 countries.

•New way of advertising: advertising campaigns (fitting cars with an oversize fountain pen, the first advertising planes.)

•New market: first leather goods workshop producing luxury small leather items.

1929

### “4810”



•The “4810” was engraved on “Meisterstück”'s nib, representing the height of the mountain Mont Blanc, and acts as a sign of supreme quality.

1934

### “Montblanc Simplo GmbH.”



•The company was officially given the name that had already become a brand all over the world: “Montblanc Simplo GmbH.”

1935

### "Lifetime Guarantee" & Expand



•Issued a "lifetime guarantee" for the "Meisterstück". Expanded its product range by taking over a producer of leather goods in Offenbach, Germany, including pen pouches, notebooks and writing cases.

1946

### After War Rebuild



•The Montblanc facilities destroyed during the Second World War were quickly rebuilt. During this time, Montblanc fountain pens were being produced in Denmark, and representative offices had begun to be re-established abroad.

1952

### "Meisterstück 149"



•The legendary "Meisterstück 149" was launched and began its successful career as the world's most celebrated writing instrument of all time.

1955

### "60 Line"



•Montblanc launched the "60 Line," representing a new style of design and developing into the first major success in the post-war period, alongside the traditional "Meisterstück" series.

1963

### Used In Famous Occasions



•Kennedy helped the German chancellor Konrad Adenauer out of a predicament by offering him the use of his "Meisterstück 149" fountain pen.

1986

### "The Art of Writing"



•This famous claim "Montblanc - The Art of Writing" was launched and became a model for many brands in the luxury field.

1989

### Montblanc Museum



•Montblanc moved into new, purpose-built headquarters in Hamburg, integrating design, production and administration, as well as the Montblanc Museum.

1990

### First Boutique



•Montblanc opened its first boutique in Hong Kong.

•After initial developments in Asia, the first shops in Europe opened in Paris and London marking the beginning of the expansion of the international Montblanc boutique network.

1992

### Art Award



•Montblanc established the Montblanc de la Culture Arts Patronage Award to honour outstanding patrons of the arts.

•The first Patron of Art Limited Edition pen "Lorenzo di Medici" and the Limited Writers Edition "Hemingway" were launched.

1993

## Richemont Group



•Vendôme Luxury Group S.A. (later become the Richemont Group) acquired the Dunhill Holding Company (own the major stake of Montblanc).

1994

## Meisterstück Solitaire Royal



•The Meisterstück Solitaire Royal, painstakingly set by hand with 4,810 diamonds, became the world's most expensive fountain pen.

1995

## Philharmonia of Nations



•Montblanc became the founding sponsor of the Philharmonia of Nations, under the direction of conductor Professor Justus Frantz.

1996

## "Meisterstück Jewelry Collection"



•Montblanc successfully entered the men's jewelry field with the "Meisterstück Jewelry Collection" - precious accessories for men.

1997

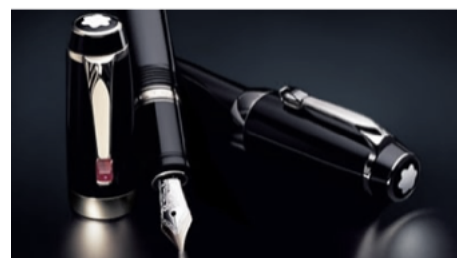
## Montblanc Montre S.A.



•Montblanc Montre S.A. was established to satisfy the high quality expectations made on Meisterstück watches.

2000

## "Bohème"



•"Bohème", Montblanc's second major collection of writing instruments was launched. The concept of the "Donation Pen" continued with "Yehudi Menuhin" – the new donation pen in cooperation with the Philharmonie of the Nations.

2002

## Montblanc Cutting Edge Art Collection



•Foundation of the Montblanc Cutting Edge Art Collection displayed in the administration and production buildings of Montblanc's headquarters in Hamburg, the leather manufacture in Florence and the watch manufactures in both Le Locle and Villeret.

2003

## "StarWalker"



•Montblanc presented "StarWalker" - the new generation of writing instruments for younger enthusiasts drawn by the appeal of purist, aesthetic design.

2004

## Cooperation with UNICEF



•To fight the worldwide issue of illiteracy and to emphasize the importance of the written word Montblanc, in cooperation with UNICEF.



2006

### Montblanc Diamond



•To celebrate the company's 100th anniversary, Montblanc launched exclusive Anniversary Editions throughout the year, featuring the Montblanc Diamond.

2007

### Montblanc's Watchmaking



•Montblanc's watchmaking expertise was further enhanced by the creation of the Institut Minerva de Recherche en Haute Horlogerie at Villeret, Switzerland, perpetuating the rich tradition of Minerva, a small manufacture famed for its exceptional handmade movements, founded in 1858.

2008

### Philharmonia MB R100 Caliber



•At the Salon International de la Haute Horlogerie in Geneva, Montblanc unveiled the MB R100 caliber, the first movement manufactured entirely in its own workshops.

2009

### "Signature for Good"



•In 2009 Montblanc reinforced its commitment to UNICEF with the launch of its global "Signature for Good" initiative.

2010

### Metamorphosis



•In 2010 Montblanc set new standards in watchmaking by unveiling the Metamorphosis - the first development of the Montblanc Villeret, founded by Montblanc as a dedication to safeguarding traditional Swiss watchmaking.

2011

### Tourbillon Bi-Cylindrique



•The Tourbillon Bi-Cylindrique, with its caliber MB65.63, became the world's first wristwatch to feature a tourbillon with two cylindrical balance springs, achieved by miniaturizing the escapement and transplanting it into a tourbillon, along with a cylindrical hairspring.

2012

### Arts Award



•Montblanc celebrated 20 years of the Montblanc de la Culture Arts Patronage Award and hosted the World Premiere Opening of the biggest Montblanc boutique in Sanlitun, Beijing.

2014

### "Meisterstück Heritage timepieces"



•Montblanc celebrated the 90th anniversary of the iconic Meisterstück with a special edition collection of writing instruments featuring a unique 90 Years design, and a collection of Meisterstück Heritage timepieces.

2015

### Charlotte Casiraghi



•Montblanc appointed Charlotte Casiraghi, equestrian champion, writer and producer, as its global brand ambassador during the Salon International de la Haute Horlogerie. Montblanc introduced the TimeWalker Urban Speed e-Strap.



# Revenue

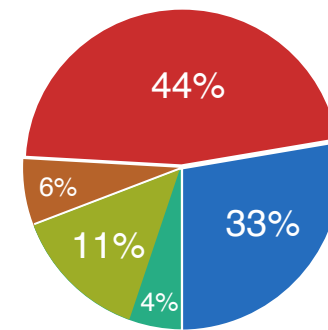
2017 Revenue  
370.4 million EUR

2017 Income  
Lack of investment

Store Sells the Most  
NEW YORK \$54,863,557

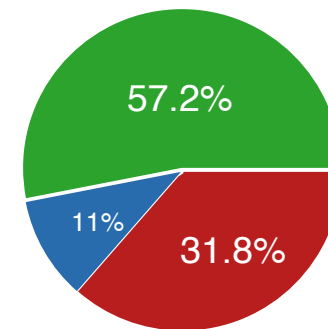
2017 Interest  
Interest income increased  
from 24k to 2.6m.

Revenue Breakdown by Product Type



- Writing Instruments
- Leather Products
- Watches
- Accessory
- Others

Revenue Breakdown by Region



- Europe
- Asia & Others
- America



# Customer Analysis

Primary Audience

Secondary Audience

Key Influencers Trends

## 🕒 Target User

### •Primary Audience

- Their major target audience is mostly people in the 25+ age range and gender wise its mostly towards men.

### •Secondary Audience

- Montblanc has been increasing their product categories through jewelry, perfumes and watches, and in the process, many products targeting women have been designed.

- Now Montblanc is aiming for a luxury design that targets not only men but also women.





# Customer Analysis

## World Leader Endorsement

Montblanc became known as a luxury brand because it was used by world leaders and celebrities. Mont Blanc's fountain pen, which was used to sign and decide important documents such as the summit, led to high brand value.

•John Fitzgerald Kennedy  
The 35th president of the United States

•Elizabeth II  
The Queen of the United Kingdom

•Barack Hussein Obama II  
The 44th president of the United States

•Warren Buffett  
An American investor



## Famous Influencers

Influential, actors, and celebrities around the world use Montblanc. As a result, Montblanc is also receiving the attention of fans who love them.

•Charlie Chaplin  
88 limited edition



•Johnny Depp  
Meisterstück 149



•Edward Norton  
Meisterstück Le Petit  
Prince Solitaire LeGrand



•Rosario Dawson  
Meisterstück 90th Anniversary  
Skeleton 149



User

## Free Dreamer



Gender : Male  
 Age : 25~35  
 Occupation :  
 Artist, dancer, designer, freelancer.

Montblanc supports creative dreamers in the world. They want to show and express their inspiration. Once there, the creative artists channel their creativity in their daily life inspired by the concept of living out one's dreams. Dreams can be realized if they believe in themselves with Montblanc.

Meisterstück Sfumato Pocket Holder 6cc  
 \$210.00

User

## Writing Lover



Gender : Female  
 Age : 30~40  
 Occupation :  
 Fashion director, writer, poet, songwriter.

With the help of Montblanc, the writing lovers have fulfilled their wish to more experience such as learning the art of calligraphy. "The more we can reconnect with the physical world or spend a little bit more time learning, thinking, and doing that really helps and makes you much more efficient and much more joyful."

Muses Marilyn Monroe Special Edition Pearl Fountain Pen  
 \$980.00

User

## Innovative Leader



Gender : Male  
 Age : 35~45  
 Occupation:  
 Entrepreneur, motivational speaker , CEO.

Montblanc introduced digital products in line with the fast-changing trend of the digital age. They provide young and energetic innovative leaders with efficient and smart experience as well as a luxury experience.

Summit 2 Black Steel and Leather  
 \$995.00

🔄 User

## Modern Traveler



Gender : Male  
 Age : 25~40  
 Occupation :  
 Office Worker, student, businessman.

Montblanc offers better quality for trips to business people and modern travelers who eager to get a specialized experience. An elegantly designed exterior and thoughtful interior organization system makes Nightflight the ideal travel companion.

#MY4810 Montblanc Nightflight collection  
 Large Luggage  
 \$1,000.00

🔄 User

## Nature Explorer



Gender : Male  
 Age : 25~35  
 Occupation :  
 Landscape photographer, explorer, artist.

The Montblanc 1858 Geosphere gives inspiration to the artist and photojournalist who loves to explore nature. Also, Montblanc is helping artists fill their wishes, from New York to Florence to London.

Montblanc 1858 Geosphere  
 \$5,600.00

🔄 User

## Passionate Educator



Gender : Male  
 Age : 30~40  
 Occupation :  
 Educator, teacher, former artist.

With the help of Montblanc they are delivered their lesson of the bond to the kids of School today in the most inspiring, inclusive, and entertaining way. Also, Montblanc supports the great educators of the world as their muse.

Meisterstück Le Petit Prince Solitaire LeGrand Fountain Pen  
 \$1,695.00



## Competitor Analysis

Luxury Companies

Overall Compare

Pen Compare

Leather Compare

Watch Compare



# Overall

Montblanc



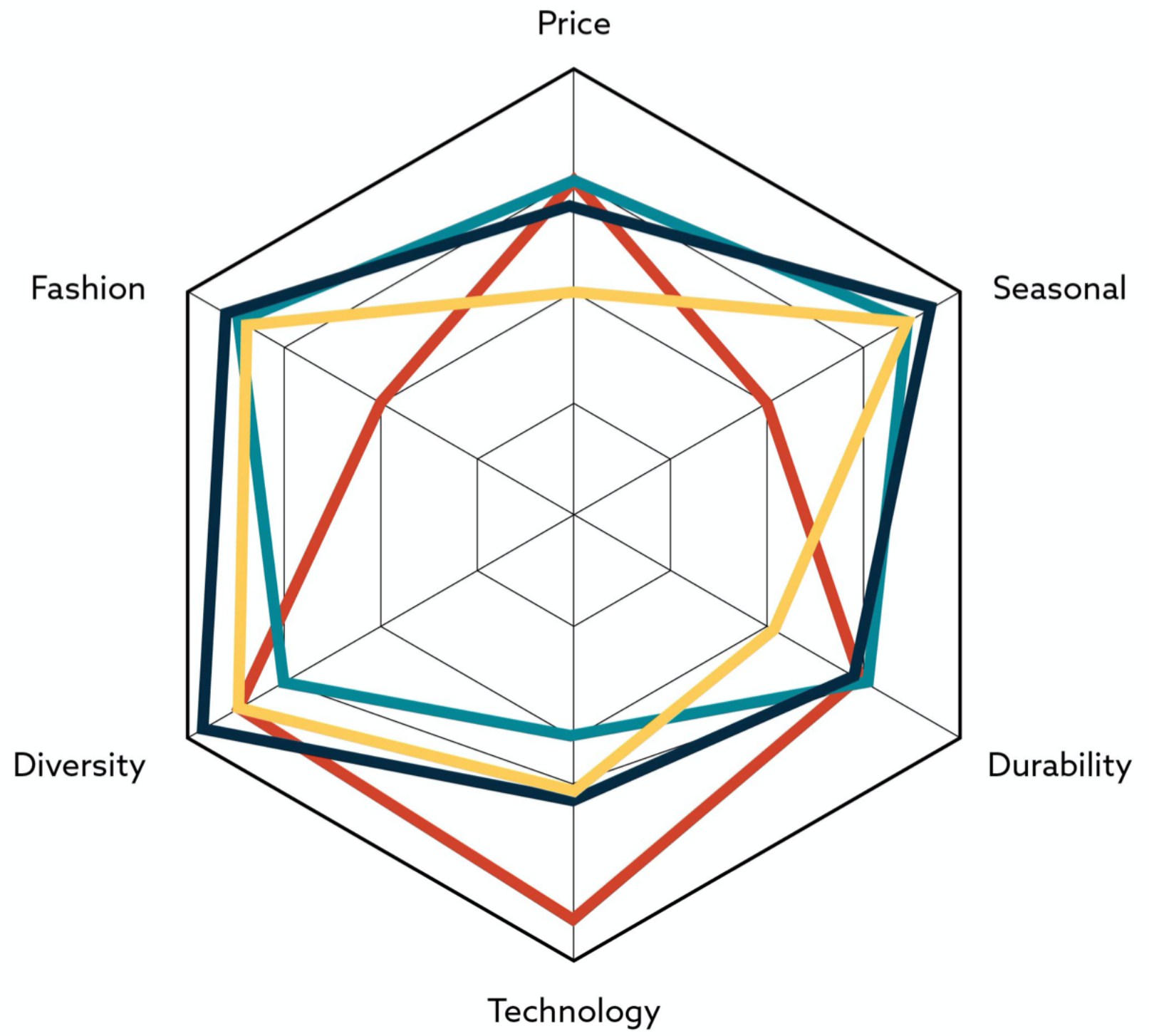
Tod's



Gucci



Coach



🔄 Compare in Pen

Pen: Montblanc pens have higher calligraphy quality, and introduce new versions more frequently than it's comparison.

## Pen

Montblanc



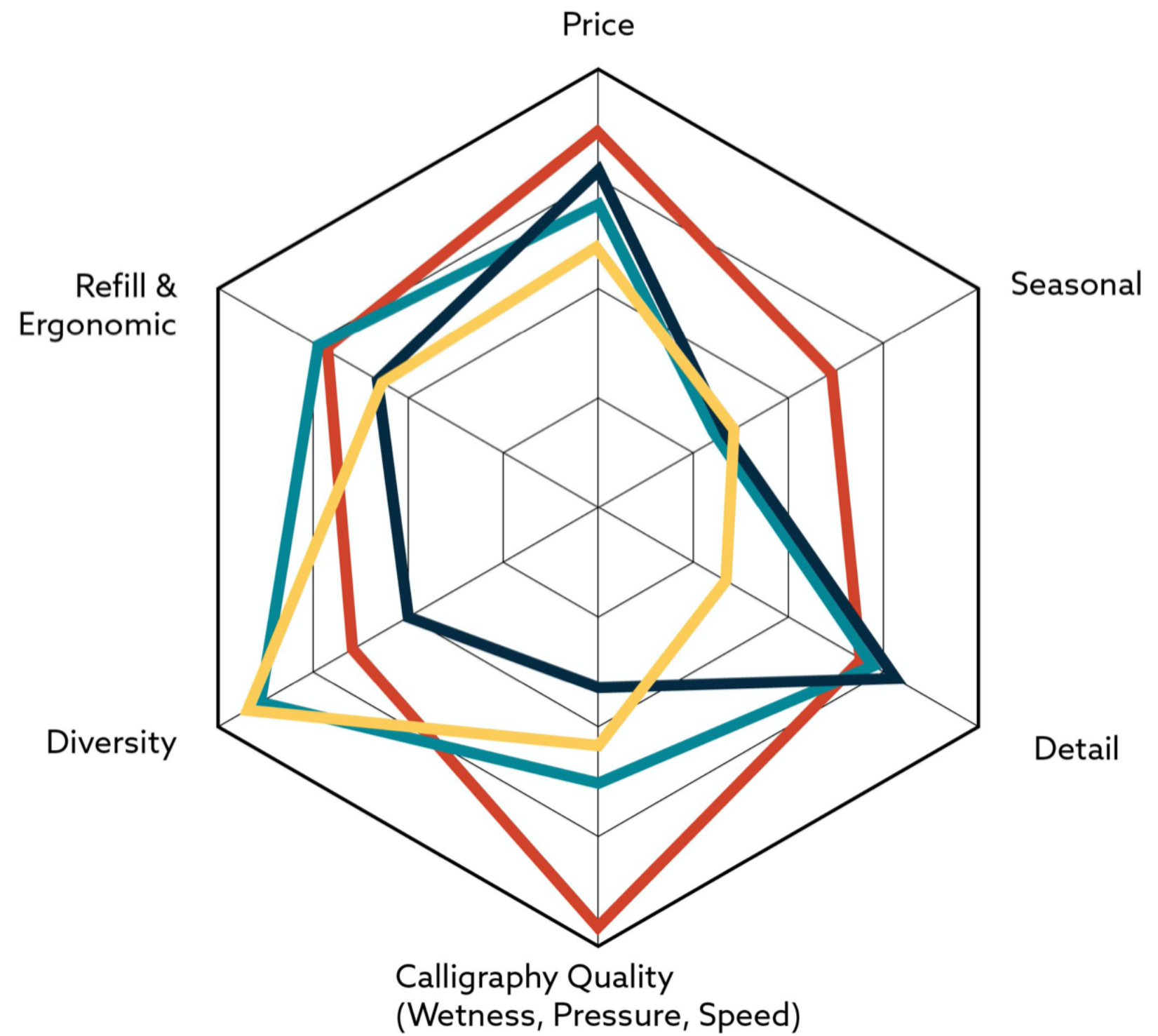
Aurora



Yard-o-led



Delta



Watch: Montblanc watch invest more into technology and product durability.

## Watch

Montblanc



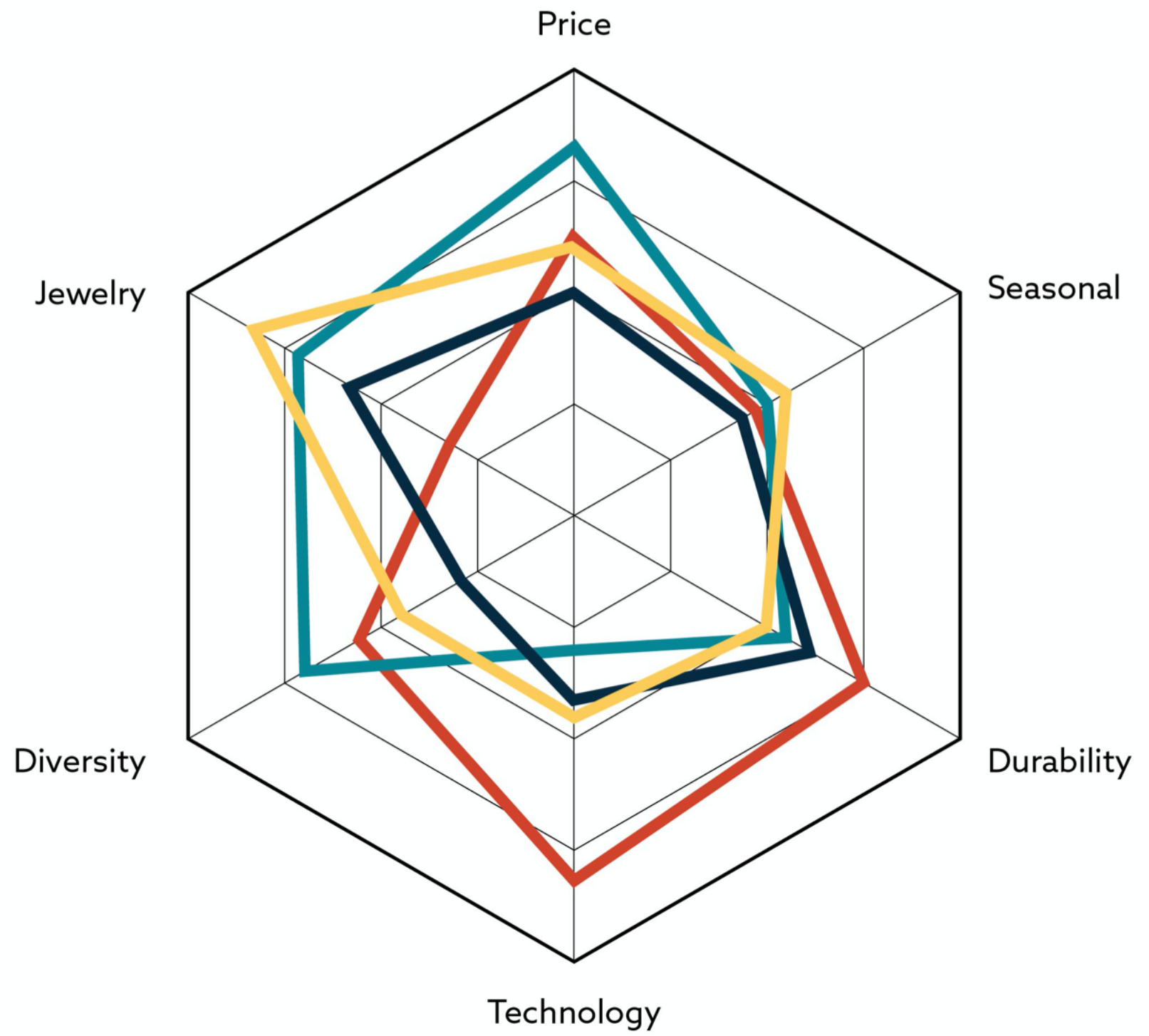
Tiffany



Gucci



Fendi

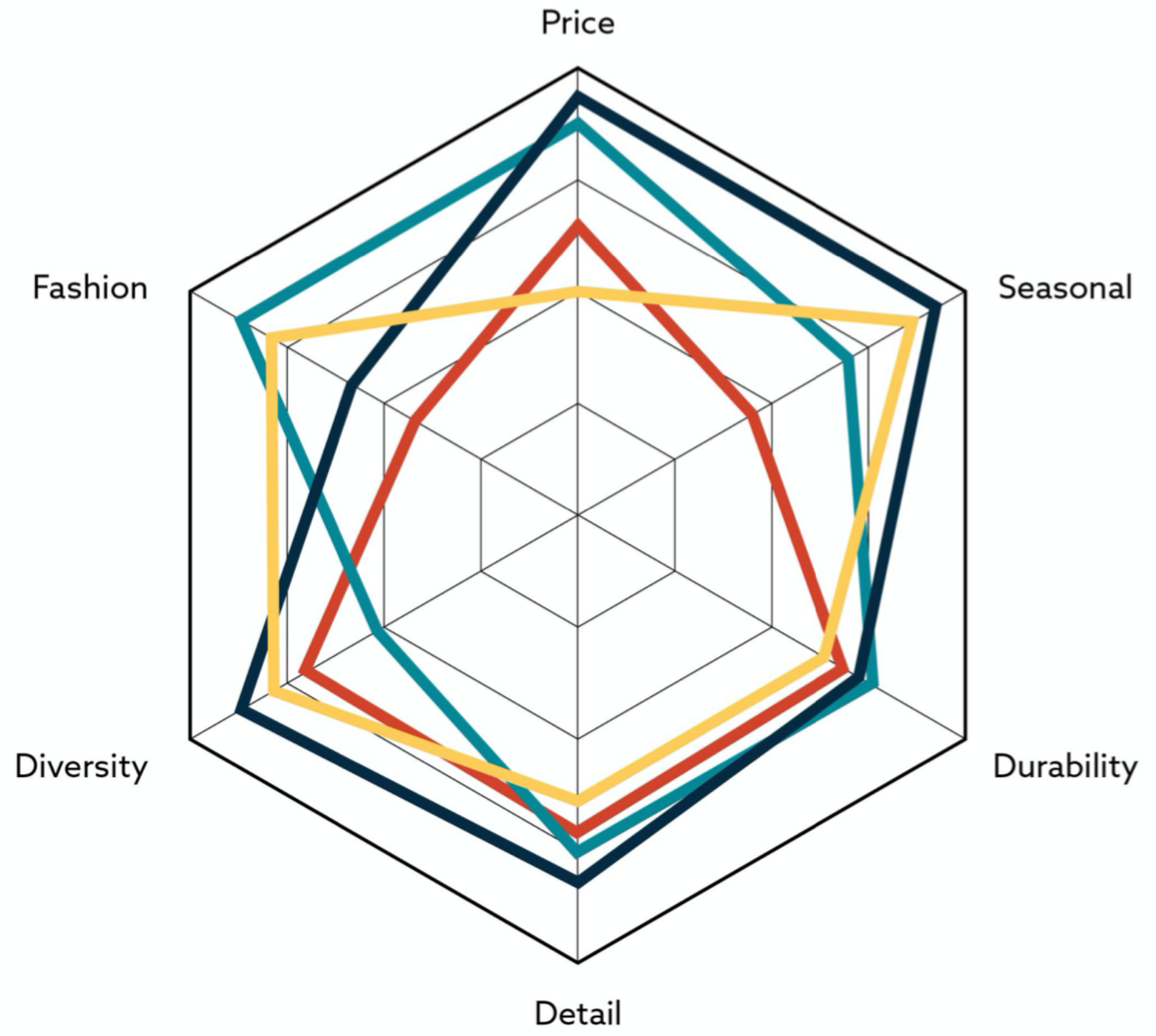


Compare in Leather

Leather: Montblanc leather product is not investing as much into fashion and newer seasonal versions as competitors.

## Leather

- Montblanc ●
- Dior ●
- Bottega Veneta ●
- Coach ●

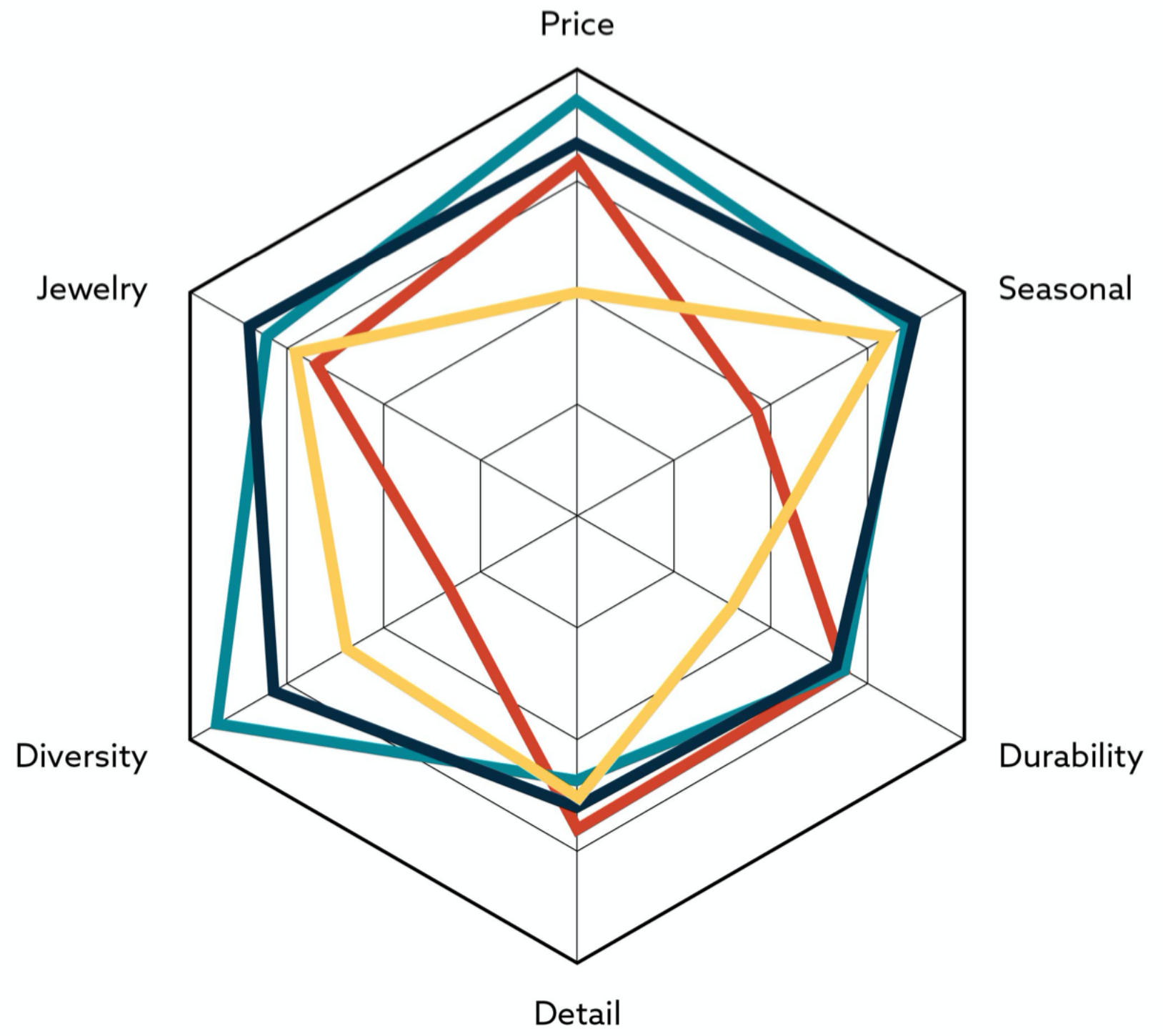


Compare in Accessory

Montblanc accessories are not having as much diversity or seasonal products as competitors.

## Accessory

- Montblanc ●
- Prada ●
- Gucci ●
- Coach ●



At Montblanc  
we believe that everyone  
can leave a mark.

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Thank You