

MOBILE

## Montblanc embraces mobile with Samsung-exclusive stylus range

September 8, 2014



*Montblanc's e-StarWalker*

---

By JEN KING

Germany's Montblanc is extending its writing instrument offerings with the introduction of the new mobile-ready stylus, the e-StarWalker.

**Sign up now**

**Luxury Daily**

Montblanc partnered with consumer electronics brand Samsung to create the technology needed to create a digital writing instrument specifically for the Galaxy Note 4 smartphone. By widening the scope of its offerings into the digital realm, Montblanc will likely see an increased interest among mobile-savvy consumers.

"I believe that the modern consumer has been demanding self expression and sophistication for quite some time," said Mike Giannattasio, president/ceo of **Montblanc North America**, Murray Hill, NJ.

"We're excited about the opportunity to fill that demand," he said. "The integration of Samsung's technology and Montblanc's sophisticated style elevates the digital writing experience and unlocks new opportunities for unique expression."

A new era

Together with Samsung, Montblanc developed a line of accessories to complement the

Galaxy Note 4. The accessories collection combines Montblanc's leather goods with its fine writing instruments.

Since Samsung's Galaxy Note 4 was just recently launched, Montblanc will likely capitalize on the tech-lovers who rushed to stores for purchase and are looking for the best quality accessories to use with the smartphone.

Exclusively crafted for Samsung's Galaxy Note 4, Montblanc designed leather smartphone covers in either "Extreme" or "Soft Grain" hides. In addition to the covers, Montblanc designed an updated refill cartridge for its StarWalker writing instrument based on Samsung's S Pen technology.



#### *Montblanc's e-StarWalker writing instrument for Samsung's Galaxy Note 4*

To ensure that Montblanc's heritage is not left behind as the brand expands, the e-StarWalker can be either a traditional pen or a ScreenWriter. The consumer simply switches out the ink cartridge to change the instrument's usage.

Montblanc's StarWalker fineliner refill is for ink, while the e-refill is for use on the Galaxy Note 4. Montblanc also developed the Pix with Samsung in mind which also includes a rollerball ink change-out in blue or black.

As of press time, the e-StarWalker suite and e-refill, for consumers who already own a StarWalker, was not available in Montblanc boutiques. Consumers interested in pre-ordering are directed, as per Montblanc's Facebook and Twitter account, to its Web site to register.

A click-through on the link provides the consumer with additional information about the technology behind the e-StarWalker, the Pix and the leather covers. For example, the covers will include a chip that will connect consumers to the Galaxy 4 Note to offer consumers ink-inspired locked screen wallpapers, a special edition Montblanc S Note and six virtual fountain pen "nibs" to reproduce an individual's signature.



### *Montblanc's leather cover in Soft Grain for Samsung's Galaxy Note 4*

On this page, the consumer can view prices and pre-order items in the collection by calling or emailing Montblanc. A wish list option is also available.

Montblanc's e-StarWalker, including the Fineliner exchange refill, retails for \$525 while the Pix, sold with a rollerball refill, can be purchased for \$350. A single StarWalker e-refill is available for \$155 and Montblanc's cases are \$245.

The collection with Samsung will be available in boutiques beginning in October.

For consumers who are more aligned with the aesthetics of Apple's iPhone, the e-StarWalker and Pix instruments do not work, but Montblanc offers the StarWalker Extreme ScreenWriter for use on these and other devices.

### Embracing mobile

As wearables enter the market, from Google Glass to smart watches, at high speeds, luxury brands must look for inventive ways to benefit from this technological shift.

With rich heritages, watch brands pride themselves on innovation and detailed craftsmanship. The incorporation of Google Glass, or similar innovative wearable technologies, can enhance the consumer experience and bring traditional horology into the future without the chance of product dilution.

As Google Glass becomes a sure reality and less a futuristic vision, Swiss watchmakers such as Alpina and Frederique Constant have worked the technology into their marketing strategies ([see story](#)).

High-end automakers have streamlined mobile technology to enhance the consumer experience while driving.

For instance, Italy's Ferrari and Germany's Mercedes-Benz are early adopters of Apple's new CarPlay infotainment system that syncs up dashboard and wheel controls to the

consumer's Apple device. Until other automakers incorporate this system, Apple's technology is going to give these two brands an advantage in the luxury market due to the proliferation of iPhone owners ([see story](#)).

Looking beyond mobile Web sites, applications and commerce will help brands ensure relevance as consumers move toward an increasingly digital life.

"Samsung created the so called 'phablet' device range- larger than a smartphone but smaller than a tablet," said Simon Buckingham, CEO of [Appitalism](#), New York. "As such, it makes sense for Montblanc to partner with the leader in the category, especially since Apple is not traditionally a big believer in stylus products and therefore the opportunity to partner with them for such an instrument is likely to be small.

"I think this product is very innovative and will open the Montblanc brand to a new generation and set of customers," he said. "Montblanc fountain pens are an item that few people use in this digital age, so having a digitally aware and compatible product is an astute and necessary move for the Montblanc company."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/eiPKi4MgRtA](http://www.youtube.com/embed/eiPKi4MgRtA)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.