

MOBILE

Bond Black pens bespoke notes in seconds using mobile app

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Bond's logo

By JEN KING

Stationery brand Bond is aiming to preserve the art of handwritten letters for affluents pressed for time with the introduction of a subscription mobile application.

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Considered by some to be a dying artform, luxury brands have implemented measures to preserve handwriting through a number of services and products. In the case of Bond, the brand is working to safeguard it by pairing it with the convenience of digital technology.

Signed, sealed, delivered

Bond's general business is dedicated to sending notes such as invitations, thank yous and holiday cards.

Consumers can select an image of their own, customize a greeting and use stock flourishes to personalized their cards.

For professionals, Bond offers business solutions that are customizable, scalable and easy to use, such as branded letterhead and envelopes, plus an account management service to handle postage and processing.

Bond's more exclusive aspect is called Bond Black, an invitation-only app-based service.

The service is explained through a video that shows a woman enter an elevator and before she arrives on the lobby level, she has sent a personalized note. Bond's video shows her opening the Bond Black app, typing out her message and hitting send to spur the note's creation in only a matter of seconds.

While the woman uses the Bond Black app, the film cuts between the elevator scene and the note being produced by a machine. Once a message is created, Bond Black mails out the note to the intended recipient.

Bond Black promotional video

Each note is printed on 100 percent cotton notecards made at the world's oldest paper mill in France. Messages are penned with carbon high-quality ink using a fountain pen by a firm specializing in hand-engraving for more than a century.

Members can select one of 40 handwriting styles provided in the Bond Black library. For \$2,000, a user can supply her own handwriting using Bond's computational analysis system.



Bond Black example, as seen in the promotional film

A yearly membership for Bond Black is priced at \$1,200 and includes 120 notecards and envelopes, per [Town & Country](#). Access to the Bond Black concierge is also included, with the assigned concierge taking care of contact address, special occasion reminders, custom delivery options and optional gifting.

Interested consumers must request an invitation on Bond Black's Web site.

Digitally written

Luxury houses have been tasked with the responsibility of preserving tradition, whether it is craftsmanship or white-glove service. Now, brands are extending their role of conservator to uphold handwritten correspondence.

To protect traditional forms of communication and etiquette, luxury brands have turned, paradoxically, to digital concepts that encourage peer-to-peer interactions by sending notes via mobile applications. As technology continues to advance and consumers move farther and farther away from handwritten notes and cards, the form may become ancient history, but through the help of luxury brands, stationery-based correspondence is undergoing a period of resurgence ([see story](#)).

Since affluent consumers are pressed for time, luxury brands have devised ways to introduce thoughtful peer-to-peer communication touchpoints to replace personality that is often lacking or completely removed from modern conversations via devices.

In doing so, brands have created an opportunity to market physical products that can be used for written communication.

For example, Germany's Montblanc is allowing enthusiasts to handwrite on their tablet and send the note to a friend or family member through a new iPad application.

The app allows users to try out different Montblanc pens and ink colors, as well as learn about the products that the brand offers. Highlighted writing instruments such as the Montblanc Screenwriter will bring the brand into the digital world and will likely reach younger generations who may not be familiar with Montblanc's offerings ([see story](#)).

Final Take

Jen King, lead reporter on Luxury Daily, New York