

ADVERTISING

Montblanc taps Hugh Jackman as North American brand ambassador

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Hugh Jackman as Montblanc Brand Ambassador for North America

By STAFF REPORTS

Germany's Montblanc is extending its relationship with actor Hugh Jackman, naming him its North American brand ambassador.

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Chosen for his "pioneering spirit" that reflect the brand's values, Mr. Jackman has been Montblanc global brand ambassador of international markets since 2014. In his new role, timed to coincide with Montblanc's 110th anniversary, the actor will appear in campaigns and make event appearances.

Climbing through history

Mr. Jackman's 20-year career has included an Academy Award nomination and Golden Globe win for his role in *Les Misérables*. He also won an Emmy for his spin as host of the 59th Academy Awards in 2005.

Perhaps most well-known for his portrayal of Wolverine in the Marvel X-Men movie franchise, the actor is now lending his presenting skills to a film for Montblanc.

Telling the story of the maison, the actor begins at the top of a snowy peak. As he descends, he explains that the mountain became the emblem of the house.

He walks off the mountain and onto a set, where actors portray the founders of Montblanc, who focused on creating top notch fountain pens. Mr. Jackman weaves through time and space as he transitions to different parts of the set, dancing at a jazz club or journeying to Switzerland, where Montblanc established a watch collection.

Hugh Jackman presents: The Montblanc Story Pioneering since 1906. For the pioneer in you.

"We could not ask for a better representative for Montblanc than Hugh Jackman," said Montblanc CEO Jrme Lambert in a brand statement. "Hugh's unwavering commitment to his craft, undeniable passion for the arts and magnetic personality exemplify the ideals of the Maison. We at Montblanc are incredibly thrilled to call him part of the Montblanc family."

As Richemont-owned Montblanc celebrates its 110th anniversary in a changing landscape, it is proving that heritage and innovation go hand-in-hand.

The German watchmaker is unveiling a heritage-focused line of products that recall its nautical founding and the early Rouge et Noir products. Looking ahead, the brand will work with the disruption that technology has regularly

wrought upon the watch and fine writing instruments by continuing to cultivate aspiration among the world's future luxurians ([see story](#)).

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