

APPAREL AND ACCESSORIES

Montblanc fetes Westfield WTC opening with limited-edition backpacks

August 29, 2016



Montblanc men's wallet and watch

By STAFF REPORTS

Germany's Montblanc has brought its revamped retail concept to New York's recently opened shopping destination, Westfield World Trade Center.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Montblanc's new boutique, opened since Aug. 17, pays homage to the brand's heritage as a maker of writing instruments, timepieces, leather goods and men's accessories and jewelry. Identified as New York's latest landmark, Westfield World Trade Center is already being penned as "the new port of entry to Lower Manhattan," as the area will benefit from nearly 16 million passersby per year ([see story](#)).

New York welcome

Montblanc's recently opened boutique at Westfield World Trade Center follows the opening of its new concept stores in Paris, Taipei, Seoul and Hamburg. Montblanc's revamped concept aims to enhance in-store customer experience through integrations of interactive mobile marketing, visual, auditory and sensory solutions ([see story](#)).

Working with French interior designer Noe Duchaufour-Lawrance, Montblanc found inspiration in its pioneering spirit, which has been executed through three main design themes: Cursive handwriting, its brand emblem of Mont Blanc's snowcap and its passion for craftsmanship.



Montblanc storefront at Westfield World Trade Center, New York

These elements were then applied to touchpoints such as the retail space's calligraphy-shape design, black lacquered wall panels, structured architecture, dark wood compositions and craftsman-made wooden furniture.

"For more than a century, Montblanc has built up trust with the finest products and exquisite craftsmanship allowing us to create collections that are passed from generation to generation," said Sylvain Costof, president of Montblanc North America, in a statement.

"This year Montblanc marks its 110th anniversary and we are very glad to introduce the new boutique at Westfield World Trade Center to push boundaries and inspire the world with highly crafted pieces," he said.

"The new concept boutique offers the best service to our customers inviting them to a journey of discovery into the heart of the Montblanc universe," he said.

To fete its opening at Westfield World Trade Center, Montblanc has designed a limited-edition backpack from its Urban Spirit collection for the occasion.



Montblanc's Urban Spirit collection

With only five pieces produced, the Urban Spirit New York backpack is made of Italian matte leather and features a map of New York's subway lines, fitting given that World Trade Center is a main artery of the city's transportation system.