

APPAREL AND ACCESSORIES

Montblanc animation emphasizes craft to inspire thoughtful gifting

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Montblanc #UnboxTheMagicOfCraft, holiday 2016

By STAFF REPORTS

Germany's Montblanc is unboxing the magic of craft in a digital claymotion narrative meant to encourage holiday gifting while promoting the brand's quality goods.

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In its holiday 2016 campaign, Montblanc demonstrates how its materials are worked into distinctive gifts by its skilled craftspeople. Holiday marketing in the luxury space often relies on this type of artisan tale to promote its goods as ideal, thoughtful gift options.

Crafting gifts

Shared socially, Montblanc's #UnboxTheMagicOfCraft begins with a view of a Victorian-style home on top of a snow-covered hill, with large mountains in the background.

The perspective then changes to show three craftspeople opening windows or doors to begin their morning at their respective workshops. Once the storyline is established, Montblanc goes inside the workspace of a watchmaker.

Shown in a lab coat and magnifying spectacles, the watchmaker examines the innards of a timepiece before a closeup shows him tightening a screw meant to hold down a gear.



Montblanc tannery scene for holiday 2016

In the next vignette, Montblanc travels to the workshop where its writing instruments are made. A craftswoman is shown sharpening the point of a gold pen nib before inspecting the final product under a large magnifying glass.

The final craftspeople scene shows a tanner picking a swatch of leather from a shelf and measuring the material. Once properly measured, the tanner applies Montblanc's black-and-white star emblem to the leather.

Next, the three craftspeople are shown in a split frame. Each stands behind the finished product made by their specific workshop. A Montblanc leather wallet, a watch and gold nib fountain pen are shown inside gift boxes.

In the final shot, a box truck is shown driving down the snow-covered mountains before pulling up in front of a store, Montblanc presents visible in its bay. A sales associate inside the store then shows the trio of products to a woman, who points to an undisclosed gift.

The narrative ends when she exchanges presents at home with her beau, revealing that she selected the Montblanc timepiece as the ideal gift for the holiday.

Happy Holidays from Montblanc: The Magic of Craft

Last year, Montblanc asked its enthusiasts to take a moment to put a smile on the faces of others through acts of kindness this holiday season.

In addition to gift giving and time spent with loved ones, the holiday season is often a reflective one when consumers are more aware and appreciative of acts of compassion. For the holiday season, Montblanc concentrated its effort around the notion of inspiring kindness in a host of ways that do not necessarily need to be wrapped and placed under the tree ([see story](#)).

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