

APPAREL AND ACCESSORIES

Montblanc taps cricket player to engage South African, Indian markets

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Montblanc men's wallet and watch

By STAFF REPORTS

Richemont-owned Montblanc is appealing to Indian and South African consumers with a new athlete ambassador.

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Cricket player Abraham Benjamin de Villiers, the captain of the South African One-day International Team, will act as the face of the brand's watches, writing instruments and accessories in the two nations. In recent years, Montblanc has named a number of regional ambassadors, allowing the brand to cater to the interests of specific markets.

Up to bat

The 33-year-old Mr. de Villiers began his professional cricket career at 20. Born in South Africa, the sports star also played cricket for the Delhi Daredevils in the Indian Premier League's first three editions.

Also in India, the athlete has played for the Royal Challengers Bangalore since 2011.

Along with his multinational presence, Mr. de Villiers boast millions of fans, with 3.1 million following his Instagram account.



AB de Villiers

"We are delighted to welcome AB de Villiers to the Montblanc family as our new ambassador," said Jérôme Lambert, CEO of Montblanc. "He is one of the most exciting athletes competing in the world today.

"With his disruptive and instinctively innovative approach to his sport, AB de Villiers embodies the same pioneering spirit that drives Montblanc to keep pushing boundaries."

Mr. de Villiers joins a roster of Montblanc ambassadors that have included royalty and entertainers.

Last year, the Germany company extended its relationship with actor Hugh Jackman, naming him its North American brand ambassador.

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 was tapped to appear in campaigns and make event appearances ([see story](#)).

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