

JEWELRY

Montblanc opens 2 new boutiques in India

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The Montblanc Summit smartwatch. Image credit: Montblanc

By STAFF REPORTS

German watch brand Montblanc is continuing its expansion outside of Europe with the opening of two new boutiques in India.

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India is swiftly becoming a profitable market for luxury brands from around the world. Montblanc has taken notice of this trend, opening two new boutiques in Chennai.

"We are delighted to celebrate the opening of our ninth and tenth boutiques in India, and to continue increasing our presence in the country to serve our loyal customers," said Nicolas Baretzki, CEO of **Montblanc**, Hamburg, Germany, in a statement. "Our market position as the international luxury maison with the biggest retail footprint in India is a demonstration of the pioneering spirit that has remained at the core of Montblanc since it was established in 1906."

Developing markets

In recognition of India's growing importance as a luxury hub, Montblanc has opened two new state-of-the-art boutiques in the country.

Designed by French architect Noé Duchaufour-Lawrance, the boutiques make use of the space for four core sectors of Montblanc products: writing instruments, watches, jewelry and leather goods.

The boutiques are designed with different sections meant to evoke the feeling and material of the respective goods. For example, leather and wood materials are used in the leather goods section while lacquers and fine metals are employed in the writing instruments section.



Montblanc CEO Nicolas Baretzki in India. Image credit: Montblanc

Montblanc has opened these stores in India's fashionable Palladium Mall and Chennai Express Avenue Mall.

India has increasingly become a popular destination for luxury brands. For example, last year, footwear designer Christian Louboutin traveled from Paris to Kolkata, India to present an exclusive, ultra-limited-edition capsule collection for men and women.

Christian Louboutin's project saw the footwear brand partner with Indian haute couture designer Sabyasachi Mukherjee, a favorite of Bollywood stars. The capsule, which marked the third collaboration between the two designers, included one-of-a-kind and some made-to-measure styles in sari fabrics from Mr. Mukherjee's personal collection ([see story](#)).

Montblanc's two new boutiques are a testament to the brand's commitment to developing markets such as India.

"The retail concept that we are currently rolling out across all our markets globally has been exceptionally well received here and opens up the world of Montblanc in a classically contemporary way," Mr. Baretzki said in a statement.