

JEWELRY

Montblanc embraces the future and past in a single strap

May 31, 2018



Montblanc enters the future with a Smart Strap. Image credit: Montblanc

By STAFF REPORTS

German watch brand Montblanc is investing into the wearable trend, but in a unique manner that allows customers to keep their classic designs.

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

The new Twin Smart Strap is Montblanc's way of solving an issue plaguing the watch industry: how to cater to the tech world while keeping up craftsmanship and design. The strap resolves this by allowing users to attach their existing watch models to the smart band.

Digital and heritage

Montblanc's Smart Strap can be fastened to most existing watch designs in owners' collections. The strap will connect to a mobile application to share information such as notifications, fitness tracking and mobile payments, similar to a smartwatch.

Using Bluetooth technology to connect to users' smartphones, the product allows for style, versatility and digital connectedness.

Through a partnership with Visa and Mastercard, Montblanc Pay will allow owners to pay via contactless payment while on the go.

The payment solution will allow users to include up to five credit cards to use.

A Memories app on owners' phones will provide fitness activity through a ring pattern, similar to existing fitness apps.



Montblanc's new Smart Strap available in August. Image credit: Montblanc

The Twin Smart Strap is available in two widths and in black leather, vintage brown leather, black nylon and black-and-gray striped nylon, hoping to match a wide range of existing watches.

For the starting price of \$450, Montblanc's strap will be available for purchase this upcoming August.

Montblanc also recently appealed to automotive enthusiasts through a multi-year partnership with the Goodwood Festival of Speed.

Drawing on its heritage ties to the motor racing world, the Richemont-owned watchmaker will be the official timing partner of the annual event for the next five years. While Montblanc is a relative newcomer to the watchmaking world, it incorporated a company with more than a century of history in timekeeping ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.