

APPAREL AND ACCESSORIES

## Moynat fetes travel ties through Orient Express documentary

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*Moynat is known for its travel trunks. Image credit: Moynat*

By STAFF REPORTS

French leather goods house Moynat is highlighting its travel history by supporting a new documentary that delves into the story of the Orient Express.

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"In Search of the Orient Express" will air March 16 on Arte. The legendary train is synonymous with luxury, leading brands to align themselves through partnerships and marketing efforts.

### Travel log

The televised documentary by Louis Pascal Couvelaire was coproduced by BBC France, Together Media and Bleu Kobalt Productions.

During the 19th century, Belgian businessman Georges Nagelmackers, the founder of the International Company of Sleeping Cars, took a bet with the Orient Express, creating a train line that connected Western Europe with Turkey. In 1883, the Orient Express made its first journey from Paris Strasbourg to Constantinople.

Throughout its years, the Orient Express carried famous faces including Josephine Baker, Mata Hari and Agatha Christie. It was also immortalized in Ms. Christie's "Murder on the Orient Express" novel.

The train line also carried individuals across the Iron Curtain during the Cold War years, passing through Munich, Vienna and the Balkans.

Regular service on the Orient Express stopped in 1977, a casualty of readily available air travel.

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An extraordinary journey: discover an extract of the new documentary *In search of the Orient-Express*, the great epic of the legendary train. Premieres on @artefr on March 16. A film by Louis Pascal Couvelaire, coproduced by @bbcfrance, Together Media and @bleukobaltproductions with the support of #MOYNAT. #orientexpress @orientexpress @snf

A post shared by Moynat (@moynat) on Mar 14, 2019 at 2:41am PDT

### *Instagram post from Moynat*

The documentary aims to uncover the train's fate by seeking out abandoned cars. Throughout the film, the director tells the story through both historian and expert interviews and reenactments and fictional scenes.

Moynat's history is tied to travel, having been founded at the time when the French railways were being built. In the brand's early years, it fashioned travel trunks for the traveling affluent.

The brand has previously partnered with the Orient Express train line, now operated by Belmond, for a beauty collaboration. A limited-edition case was made to conceal a bottle of Guerlain fragrance.

Moynat's parent company LVMH is in the process of acquiring Belmond ([see story](#)).

Belmond, S.T. Dupont and Bibhu are a few of the brands who made an appearance in the 2017 film "Murder on the Orient Express."

20th Century Fox's feature, released worldwide, made its debut riddled with subtle product placements that leaned on luxury and sophistication as well as inspiring product creation. While luxury travel brand Belmond acts as a backdrop for the film, Godiva, S.T. Dupont, Globe Trotter, HSN and Bibhu created products and wardrobe ([see story](#)).