

JEWELRY

## Montblanc reconnects with nature in new design, campaign

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Montblanc's 1858 line. Image credit: Montblanc

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By STAFF REPORTS

German watchmaker Montblanc is appealing to the adventure seeker and nature lover with a new product line and campaign.

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Montblanc is hoping to reconnect consumers with themselves through nature in its new 1858 line, which it believes captures the spirit of the outdoors. To promote the new design, Montblanc has launched a photography series with photographer Dennis Leupold and musician Kristian Matsson as they yearn to reconnect with nature after their busy workdays.

### Nature and design

The new 1858 Geosphere design was inspired by the vintage Minerva watches from the 1930s, and accompanies both Mr. Leupold and Mr. Matsson throughout the campaign journey.

Montblanc's new campaign features the two ambassadors throughout their workday, transported to a world in the wild, with the sounds and sights of nature. Their faces are hidden throughout the campaign, until the end of a short film reveals who they are.

After their journey throughout nature, both men feel a heightened sense of purpose.



*Montblanc's 1858 campaign. Image credit: Montblanc*

"It is sometimes easy to get caught up in the intense pace of life and forget that the best way to recalibrate and find focus is to experience the beauty of nature," said Nicolas Baretzki, CEO of Montblanc, in a statement. "Any kind of outdoor exploration is a great source of inspiration, contributing to greater creativity, happiness and inner strength.

"By sharing the special stories of these two remarkable individuals who transition from a hectic work day to be faced with the beauty of nature and their own existence, this campaign becomes a reminder to everyone to immerse themselves in the great outdoors as a way to reconnect with themselves and the world," he said.

Montblanc also recently invested into the wearable trend, but in a unique manner that allows customers to keep their classic designs.

The 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 ([see story](#)).