

APPAREL AND ACCESSORIES

Montblanc brings Bape's streetwear style to leather goods line

June 27, 2019

Montblanc x Bape. Image courtesy of Montblanc

By STAFF REPORTS

German watchmaker Montblanc is joining with Japanese streetwear label A Bathing Ape, also known as Bape, for a limited-edition cobranded collection of accessories.

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For the collaboration, Montblanc business bags have been given an urban look with camouflage prints. Montblanc x Bape is the latest tie up between luxury and streetwear, as casualization maintains its hold on fashion trends.

Streetwear meets heritage

Founded in 1993 in Tokyo, Bape is known for being disruptive. The streetwear label creates its own prints, one of which features in the Montblanc collection.

Bape's ABC camo print in green and brown has been printed onto Saffiano leather goods such as a document case, portfolio, pen case and wallet.

The collection leverages Montblanc's craftsmanship, as well as its focus on creating functional accessories.

Montblanc x Bape will be retailing in Bape stores and select Montblanc boutiques.

#BAPExMontblanc . We teamed up with the Japanese fashion label #BAPE to celebrate the characteristic Harajuku street style with the Limited Edition Sartorial collection.

A post shared by Montblanc (@montblanc) on Jun 27, 2019 at 9:00am PDT

Instagram post from Montblanc

"This collaboration is the result of two universes merging a luxury maison and an urban streetwear maverick," said Zaim Kamal, creative director of Montblanc, in a statement. "While they may seem to be very different, they are bound by the same focus on creativity.

"These are pieces designed for individuals driven by creativity; who dare to make a bold statement through pieces they choose to accompany them through life," he said.

This Bape partnership fits into Montblanc's goal to deliver mobility and performance through style.

Montblanc recently collaborated with BMW on a set of luggage that is designed to fit in the trunk of its 8 Series Coup.

The Montblanc x BMW Luggage Set features five different bags that are inspired by California, such as a surf bag and guitar bag. Automakers often team with lifestyle brands on collaborative products that are specially designed around particular models, allowing the luxury driving experience to extend to categories such as luggage ([see story](#)).

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