

JEWELRY

Montblanc gives back with tennis collaboration

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Montblanc and Novak Djokovic collaborated on a special gift set. Image credit: Montblanc

By STAFF REPORTS

German watchmaker Montblanc is teaming with a tennis star to support children's educational programs.

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Timed with the beginning of the U.S. Open, Montblanc created a special-edition gift set with tennis great Novak Djokovic. Montblanc will support the Novak Djokovic Foundation with funds from the sales of the StarWalker special edition fineliner, which is limited to 300 pieces.

Power of the pen

Montblanc's limited StarWalker Special Edition Fineliner features Mr. Djokovic's signature on the silver pen cap. The set includes an indigo blue notebook, which is also personalized with the athlete's signature.

The gift set retails for 595 pounds, or \$728 at current exchange, and is available for purchase online and at select Montblanc boutiques.



The gift set also including a matching notebook. Image credit: Montblanc

Sales of the set will help support the NDF, which Mr. Djokovic established in 2007. One of the organization's primary goals is to make quality pre-school education opportunities accessible to children from disadvantaged communities

Mr. Djokovic has spoken at length over the course of his career about the importance of early childhood education, particularly writing, in his native Serbia.

Montblanc has supported similar educational efforts in the past.

Taking inspiration from the Rosetta Stone in 2017, Montblanc created a collection of pens and accessories to benefit UNICEF's efforts in China, Djibouti and Brazil. A UNICEF partner since 2004, Montblanc aims to help 5 million children through its latest campaign.

As a "champion of the written word," Montblanc's designs incorporate characters used in different world languages. Keeping to the educational theme, the brand chose to include the first letters that children in six countries learn to form ([see story](#)).

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