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## Montblanc pays tribute to Princess Grace of Monaco with new collection

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By KAYLA HUTZLER



Montblanc has created a collection to honor Princess Grace of

Monaco that includes a jewelry set, timepiece and writing instrument which reflect the style and elegance of Princess Grace, while also donating \$1 million to her namesake foundation.

Every piece of the collection contains rose petal details as a tribute to the many roses that were named after the princess, who was formerly known as the actress Grace Kelly. The collection is being marketed through private galas and events – the first of which was held in the Monte Carlo Opera house in Monaco – and via online catalog.

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“The Montblanc collection Princesse Grace de Monaco was inspired by the timeless

style and universal beauty of this iconic woman and by her passion for roses,” said Carlo Giordanetti, creative director of **Montblanc**, Hamburg, Germany.

“Our first inspiration came from the amazing picture of Grace Kelly pulling the curtains and wearing this amazingly graphic, timeless, structured black dress,” he said.

“This image is capturing a real timeless moment, and was the inspiration for the neckline signature design of the writing instrument clip, the high jewelry necklace and the watch details.”

Montblanc is a brand most well-known for its writing instruments, but is also a producer of leather goods, fragrances, timepieces, jewelry and eyewear.

Princess Grace married Prince Rainier III of Monaco in April 1956, and died on Sept. 14, 1982.

Royal writ

The Montblanc Princesse Grace de Monaco comprises a necklace with matching earrings and bracelet, a watch and a pen.

The jewelry is made of teardrop diamonds, which resemble rose petals from a distance.

The stones are .25 carat diamonds and pink sapphires and embedded in white gold.

The watch is white with red gold features. Its face is surrounded by diamonds with a pink sapphire in place of the number six.

The band is made of white alligator skin.



The pink sapphire stones are a tribute to the princess' vitality of spirit, per Montblanc.

The pen is made entirely of solid gold with diamond and ruby accents.

"The collection is unique under many aspects," Mr. Giordanetti said. "It is consistent and refined in all the product lines to convey the same delicate, feminine and aristocratic feeling.

"It is also the first time that such a complete, very high-end collection of jewelry, watches and precious writing instruments carries the princely monogram of Princess Grace," he said.

Having a ball

The collection is being mainly being marketed through private events at 23 Montblanc stores in key cities around the world.

The global launch gala was held Sept. 8 in the Monte Carlo Opera house in Monaco, and had a slew of celebrity guests including model Naomi Watts, actress Daryl Hannah, model and actress Jerry Hall and socialite Olivia Palermo.

A three-act lyrical performance by theater visionary Robert Wilson was a highlight of the event.

The night also marked the donation of \$1 million dollars to the Princess Grace Foundation from Montblanc.

The foundation supports emerging talent in theater, dance and film through various grants.

“Contributing to programs that support the arts is a fundamental aspect of Montblanc vision and contribution to society,” Mr. Giordanetti said.

Indeed, Montblanc has also partnered with the Best Buddies foundation to support people with developmental diseases ([see story](#)).

In addition to the global and regional launch events, the brand has created an e-catalog at the microsite at <http://www.montblanc-tribute-to-grace.com>.



Montblanc is hoping to reach a sophisticated audience through the Princess Grace collection.

“We want to reach women who understand the values of timeless style, inner elegance, sophistication in an active lifestyle and the power of a strong personality, women who recognize an icon and can be inspired by her, women who know how to live a dream and women with innate class,” Mr. Giordanetti said.

Final Take

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