

RETAIL

Montblanc, ever the collaborator, ties with US retailer The Webster for capsule collection

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The Meisterstck Webster Special Edition Coffret, as the entire package is called, is priced at \$1,655. Image credit: Montblanc

By STAFF REPORTS

Richemont's Montblanc brand has partnered with U.S. retailer The Webster to launch a limited-edition capsule collection that plays to both companies' strengths.

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Miami Beach, FL-based The Webster is known for its collaborations and curated collections with luxury brands. So is the Germany-based Montblanc an equally fervent collaborator with likeminded brands in adjacent, complementary categories.

"I am thrilled to partner with Montblanc and to have an exclusive that is so very much The Webster it is such an honor," said Laure Hriard Dubreuil, founder and creative director of The Webster, in a statement on Montblanc.com.

"Montblanc is the epitome of luxury; every little detail is addressed, from the design to the function of their writing instruments," she said.

Inking a deal

The Webster sells apparel and accessories from brands such as Givenchy, Burberry, Versace, Saint Laurent, Burberry, Bottega Veneta, Loewe, The Row and Moncler Genius.

The **capsule collection** comprises a fountain pen, 50ml ink bottle and stationery all with a touch of The Webster's signature pink color and pink flamingo mascot.

The key piece in the collection is a Solitaire fountain pen with a platinum-plated cap and barrel, as well as a bold pink lacquer forepart. The Webster pink flamingo is etched on the 18K rhodium coated nib.

A notebook decorated with The Webster flamingo rounds off the capsule collection, presented in a black coffret emblazoned with a flamingo.

The **Meisterstck Webster Special Edition Coffret**, as the entire package is called, is priced at \$1,655.



Fountain pen, ink and paper: Montblanc goes by the book for collaborations. Image credit: Montblanc

In the bag

Montblanc is the master of collaborations.

In August it announced a deal, timed with the beginning of the U.S. Open, to create 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 ([see story](#)).

Prior to that, Montblanc in June joined hands with Japanese streetwear label A Bathing Ape, also known as Bape, for a limited-edition cobranded collection of accessories.

For the collaboration, Montblanc business bags were given an urban look with camouflage prints ([see story](#)).

Montblanc x Bape was the latest tie up between luxury and streetwear, as casualization maintains its hold on fashion trends.

Earlier in February, Montblanc announced a collaboration with German automaker on a set of luggage that is designed to fit in the trunk of its 8 Series Coup.

The Montblanc x BMW Luggage Set featured five different bags that were inspired by California, such as a surf bag and guitar bag ([see story](#)).

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.

THE COLLABORATIONS extend to non-luxury brands.

A recent deal was with Disney for the Montblanc Great Characters Limited Edition Walt Disney set of fountain pen, ink stand and notebook.

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