

APPAREL AND ACCESSORIES

Montblanc motivates stars to share inspirations behind their work

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Director and writer Spike Lee stars in Montblanc's extensive new campaign. Image credit: Montblanc

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German luxury goods maker Montblanc is celebrating the pursuit of craftsmanship by enlisting three unique and ambitious creatives.

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Spike Lee, Taron Egerton and Chen Kun appear in a Montblanc's "What Moves You, Makes You" campaign featuring the brand's luxury pens, timepieces and leather goods. With an emphasis on storytelling and creativity, the campaign is one of the most extensive recent efforts from Montblanc.

Moving makers

The three men appear in several shorts for Montblanc, intimately sharing their thoughts on their creative processes and memorable work. The campaign includes interviews as well as more narrative vignettes, while subtitled featuring Montblanc goods.

For instance, Mr. Lee, a director and writer, speaks to an offscreen interviewer about how he still prefers writing his scripts by hand rather than typing. He holds a Montblanc fountain pen while discussing how his late mother always encouraged him to do better in school, and how his children keep him humble.

Spike Lee about how his family encourages him

In another vignette, Mr. Lee is seen writing the narration for that same spot. He talks about how he first became interested in writing and filmmaking while growing up in Brooklyn, New York.

"This is the story of a storyteller from Brooklyn," Mr. Lee says in a voiceover.

For other shorts, Mr. Lee explains how he came up with the idea for his iconic film *Do The Right Thing*, as well as encourages aspiring writers to draw inspiration from their own lives.



Chen Kun writes about what motivates him. Image credit: Montblanc

Similarly, Mr. Chen speaks about his experience in acting school and his early roles. He says that his processes are the most important part of his life at the moment, and he is more focused on his craft than the end result.

Those early experiences are seen in Mr. Chen's other vignette for Montblanc, which show him writing about his time in school.

"What motivates me is what I'm passionate about, what I am devoted to," he says in a voiceover.

Taron Egerton imagines about his next acting challenge

Mr. Egerton, a Welsh actor who received critical acclaim for portraying icon Elton John, speaks about how imagination is integral to his work.

In his more narrative film for Montblanc, Mr. Egerton daydreams about his future roles during a late-night taxi ride. For a humorous touch, he is seen on billboards for different potential projects, including as a face of Montblanc.

Among the pieces highlighted in the campaign films are Montblanc's 1858 Geosphere watch and the Meisterck Le Petit Prince fountain pen.

Craftsmanship ads

Like many luxury brands, Montblanc often centers craftsmanship in its advertising.

In its holiday 2016 campaign, Montblanc demonstrated how its materials are worked into distinctive gifts by its skilled craftspeople. Montblanc's #UnboxTheMagicOfCraft goes inside the workspace of a watchmaker with a digital claymation narrative ([see story](#)).

While What Moves You, Makes You focuses more on the stars' craftsmanship rather than Montblanc's, it may be prove to be a winning strategy.

According to the Luxury Institute's 2019 State of the Luxury Industry report, while the majority of consumers characterize luxury as of "superior quality," craftsmanship is becoming less of a concern among affluents. Consumers are also seeking valuable emotional connections to brands ([see story](#)).