

WATCHES AND JEWELRY

## Montblanc celebrates its newest smartwatch with moving' campaign

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Montblanc's newest smartwatch collection is directed at those who want to prioritize an active lifestyle. Image credit: Montblanc

By NORA HOWE

German watchmaker Montblanc is examining the definition of success and what moves people to achieve that definition with two new installments of its "What Moves You, Makes You" campaign.

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To honor the release of its newest Summit Lite smartwatch, Montblanc explored what success means to a German couple in the public eye. The "What Moves You, Make You" campaign launched in September with an emphasis on storytelling and creativity.

"Montblanc is shifting its messaging to emphasize storytelling, creativity and passion in order to connect with the customer," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "Luxury watch brands are transitioning from selling to trying to form a connection with their customer."

Powered by passion

The initial series of vignettes featured American director Spike Lee, Welsh actor Taron Egerton and Chinese actor Chen Kun, launching one of the most extensive recent efforts from the brand ([see story](#)).

In continuation with the theme of storytelling and passion, Montblanc offers a glimpse into the lives of a famous couple: German soccer player Andre Schrrle and entrepreneur Anna Schrrle. In each film, Mr. and Mrs. Schrrle both emphasized family as their inspiration.

"Success is something everybody has to define for themselves," Mr. Schrrle said in the film. "When I was a footballer, success was scoring a goal or winning a trophy, but now success is seeing the smile of my daughter."

The 45-second film shows clips of Mr. Schrrle as he trains vigorously. Meanwhile, he discusses through voice over how his career as a professional athlete has changed him.

"For a long time in my career, I wasn't 100 percent doing what is really me," he says. "I want to be the best version of myself and everything that I went through has made me the person that I am right now."

*Andre Schrrle x Montblanc: What Move You, Make You*

In a second short film, Montblanc profiles Mrs. Schrrle, who discusses her journey to discovering her true happiness and passion.

"No matter what hardships and hard phases you've gone through in life, the most important thing is to stay true to yourself and to trust the process of life," she says.

Mrs. Schrrle has taken her passion for yoga and turned it into a career, helping others discover happiness and wellness through healthy lifestyles. Ultimately, it is her family that inspires Mrs. Schrrle to be the best version of herself.

"I had to go on a long journey to discover what makes me happy, and what I found is the most important thing is the love of my family," she says in a voiceover.

"This is a way to connect with what so many people are going through right now with the pandemic," Mr. Pacheco said.

#### *Anna Schrrle x Montblanc: What Move You, Make You*

With the Summit Lite smartwatch, Montblanc is aiming to reach those who want to maximize their performance and prioritize a healthy and active lifestyle. The Montblanc Summit Lite includes, but is not limited to: Bluetooth, WiFi and GPS capabilities; cellular connectivity powered by Wear OS by Google; a heart rate sensor, microphone, barometer, accelerometer, gyroscope and ambient light sensor.

#### Smartwatch takeover

While analog wristwatches are popular with older generations, younger buyers are gravitating toward smartwatches and computerized wrist wear, according to market researcher [Strategy Analytics](#).

The Apple Watch outsold the entire Swiss watch industry in 2019 having shipped 30.7 million units, up 36 percent from 22.5 million units in 2018. In contrast, the Swiss watch industry shipped 21.1 million units in 2019, down 13 percent from 24.2 million in 2018 ([see story](#)).

One month after this research was released, Swiss watchmaker Tag Heuer introduced the third edition of its smartwatch with a slew of digital services geared toward active lifestyles. Although the watchmaker has competed with the digital technology of the Apple Watch since 2015, its pieces range from \$1,800 to \$2,350 nearly four times the price of an Apple Watch ([see story](#)).

"Smartwatches have had a major impact on the luxury watch industry, due to pressure led by Apple," Mr. Pacheco said. "Many customers see smartwatches as a replacement for the traditional timepiece, so brands have had to make a decision to either try and compete with traditional timepieces or pivot and enter this category in some way, which is outside their traditional competency."