

MEDIA/PUBLISHING

Montblanc debuts tome exploring history of writing

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The Inspire Writing coffee table book is published by Assouline. Image credit: Montblanc

By LUXURY DAILY NEWS SERVICE

German luxury goods maker Montblanc is looking to move aspiring writers with a new coffee table book dedicated to the written word and the brand's connection with literary culture.

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In partnership with luxury book publisher Assouline, Montblanc has released *Inspire Writing*. The coffee table book traces Montblanc's legacy as the authority of luxury writing instruments since its founding in 1906.

Power of the pen

Inspire Writing is the collaborative work of fashion journalist and author Alexander Fury and still life photographer Laziz Hamani.

The coffee table book, which retails for \$225 on the Montblanc ecommerce site, has a black sleeve with the Montblanc logo in white and comes with a red slipcover. The front cover has a detailed close-up shot of a Montblanc fountain pen nib.

Hermann Hesse couldn't have said it better. Get inspired to leave your mark with [#InspireWriting](#): the first-ever book devoted to the power of writing and the legacy of [#Montblanc](#).

Published by [@AssoulinePub](#)

Find it at <https://t.co/hamXJNFfOk> pic.twitter.com/aSHexZ6EYa

Montblanc (@montblanc_world) **February 17, 2021**

The new book from Montblanc examines the craft of writing

Inside, *Inspire Writing* follows Montblanc's history and includes blueprints of its luxury fountain pens, archival

images and new still photography. Mr. Fury also writes about notable writers who have close ties to Montblanc, such as German-Swiss poet Hermann Hesse and current brand ambassador, filmmaker Spike Lee.

The book also examines the power of handwriting, connecting the personal art form with self-expression and craftsmanship two pillars of the Montblanc brand.

Luxury brands often partner with high-end publishers to delve into their heritage or ethos.

Last year, French fashion label Christian Dior explored the influence of florals on its history and designs in an expansive new book. *Dior In Bloom* features writing from Alain Stella, Justine Picardie, Jrme Hanover and Naomi A. Sachs, as well as flower portraits by fashion photographer Nick Knight ([see story](#)).

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