

APPAREL AND ACCESSORIES

## Montblanc explores history of brand name

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*Montblanc released the second episode of its historical series. Image credit: Montblanc*

By NORA HOWE

German luxury goods maker Montblanc is further exploring its history by unveiling how its founders decided upon the brand name.

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In the second installment of its Signed series, the pen maker informs consumers of the process that led three individuals to establish the Montblanc brand. As it prepares for the 2022 opening of Montblanc Haus, which will function as a museum, visitor center and exhibition space, the brand invites audiences to explore the roots that made the luxury house what it is today.

"Luxury is a marketing-first' business model that drives desire for the brand," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach, Florida. "Luxury plants seeds to create desire."

### Game changer

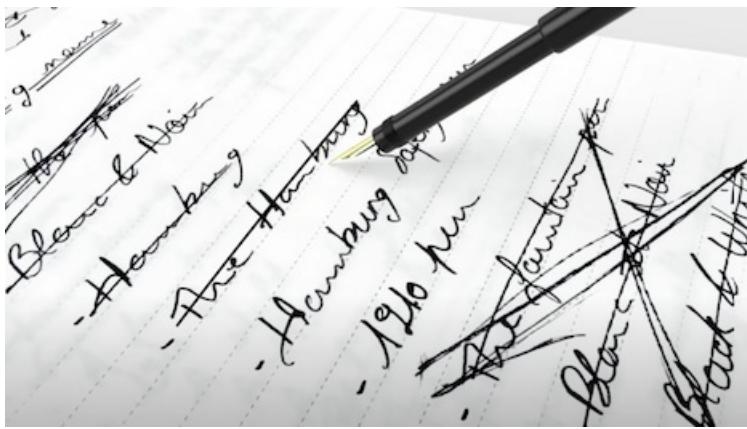
Montblanc has been emphasizing its rich heritage in recent marketing initiatives.

In February, Montblanc debuted a book, "Inspire Writing," exploring the history of writing and literary culture, aiming to reach aspiring writers around the world.

The coffee table book traces Montblanc's legacy as the authority of luxury writing instruments through blueprints, archival images and still photography.

In the book, author Alexander Fury writes about notable writers who have close ties to Montblanc, such as German-Swiss poet Hermann Hesse and current brand ambassador, filmmaker Spike Lee ([see story](#)).

Three months later, Montblanc launched the Signed series with "Raising the Stakes," a two-minute episode telling the story of how the German pen maker was originally founded as Simplex Filler Pen Company by August Eberstein ([see story](#)).



The Signed series aims to offer consumers an inside look on the brand's origins. Image credit: Montblanc

Furthering the brand's journey of self-exploration, the latest installment of the Signed series unveils the origins of the brand's name.

After elevating writing to a new level with a collection of new utensils, Montblanc's founders were challenged with naming their innovation.

Inspired by being at the peak of one's game, they settled on Montblanc.

"Dark in its silhouette and white at the top, and the greatest of its kind the Mont Blanc," a voiceover says in the video. "Peak of Europe."

According to Mr. Ramey, the lapse between episodes could be a strategic marketing move aimed at establishing a long-term relationship with consumers.

"Luxury marketing is not intended to be transactional," Mr. Ramey said. "Spreading out the messaging is more engaging and more effective."

#### *Montblanc Signed: Episode 2*

With a name evoking exceptional craftsmanship and expertise, Montblanc set out to become a benchmark for European savoir faire.

The new Montblanc Haus, expected to open next year, is intended to be a place to inspire writing. With the historical campaign, the brand is encouraging its consumers to stay curious.

#### History lessons

History and craftsmanship are often at the core luxury brands, and examining those origins gives consumers a reason to connect with products.

French fashion label Chanel shined a historical spotlight on its most iconic fragrance in an episode of its "Inside Chanel" video series. Over its lifetime, Chanel has developed brand loyalty through numerous products and relationships, but especially with its century-old fragrance.

As a part of its extensive effort of exposing itself to its consumers, "Inside Chanel" takes audiences through the history and influence of the N 5 fragrance ([see story](#)).

German automaker Porsche highlighted its vibrant history at the 24 Hours of Le Mans, which spans more than 60 years. In the first installment of a new series, viewers were guided by Timo Bernhard, Le Mans overall winner and Porsche brand ambassador, and Fritz Enzinger, vice president of Porsche motorsport ([see story](#)).

"Brand history is important because authenticity and provenance are pillars of classic luxury marketing," said Mr. Ramey. "Narratives and brand stories underscore and reinforce these pillars."