

APPAREL AND ACCESSORIES

Montblanc proudly introduces familiar new mark makers

August 26, 2021



Cillian Murphy stars as one of two creatives featured in the campaign's latest installment. Image credit: Montblanc

By NORA HOWE

German luxury goods maker Montblanc has welcomed a new set of enthusiastic, creative doers for the new iteration of its "What Moves You Makes You" campaign.

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In individual interviews, Irish actor Cillian Murphy and South Korean-born music producer Peggy Gou redefine the meaning of success through an examination of the things that motivate and empower them. Since launching the campaign last year ([see story](#)), Montblanc has been using #WhatMovesYouMakesYou to celebrate the pursuit of craftsmanship through various intimate portraits.

Mark Makers

Mr. Murphy, who stars in the popular Netflix drama "Peaky Blinders," began his acting career at the age of 19, after playing guitar in a rock band with his brother.

In his interview with Montblanc, the Irish actor suggested that, even from a young age, he always felt that a story should not only move a person, but change them. For him, emotion is always key, both as a performer and a viewer.

The Irish actor recalls how powerful stories inspired him to be an actor

"I like people to go to a theater, and come out feeling winded and emotionally shattered," he says. "That's my preference, you know, that you feel completely altered by what you've seen."

He defines real storytelling by its ability to immerse an audience in the truth of the narrative and performance.

Despite failing as a musician, as Mr. Murphy recalls, he remained drawn to the electricity of an audience, and aimed to replicate the "rock and roll" energy in the theater.

As an actor, his goal is to be involved in someone's experience discovering a film that completely changes and moves them.

Similarly familiar with the live stage, Peggy Gou, born Kim Min-ji in Incheon, South Korea, initially moved to London to follow her passion for fashion. After working as the London correspondent editor for *Harper's Bazaar Korea*, she

followed her passion for music to Berlin.

Since then, the DJ has played sets in cities around the world, including Amsterdam, Ibiza and Barcelona and at music festivals like Coachella, as well as Virgil Abloh's Off-White fashion show.

"Something should move you to be better, to do better," Ms. Gou says. "If you don't feel that, then you're in the safe zone."

The renowned DJ found success by following what she loved

She credits her healthy eating habits for keeping her mind clear and sharp. Her personal style, which she claims is directly correlated with her attitude towards herself, is made up of a collection of sounds she likes.

While the subjects in both films are seen using Montblanc pens and wearing various branded accessories, the campaign does not seem to be pushing products on consumers, but instead prioritizing the lives and stories that the goods complement.

Selling stories, not products

In the wake of the COVID-19 pandemic, people are actively seeking real connections. Consumers are no longer looking to brands to sell them products, but for authentic stories and relationships.

French Cognac brand Rmy Martin celebrated the cultures of Cognac and music through a film series featuring Grammy-nominated recording artist 6LACK (pronounced "black").

Appearing in the "Ground's Melody" series, 6LACK reveals how music is strongly influenced by the cities and communities in which it was created, similar to the production of cognac. The first episode focused on 6LACK's hometown of Atlanta, while the newest chapter paid tribute to the Los Angeles community which has fostered musical excellence for generations ([see story](#)).

German automaker Porsche highlighted urban youth culture across Europe with the help of music journalist Niko Hls in an installment of its "Back to Tape" editorial series, examining the art of graffiti.

Since 2017, "Back to Tape" has taken a holistic approach to exploring the roots of hip-hop and urban culture in Germany and across Europe, seeking a dialogue beyond just genre or clothing. For the latest effort, three graffiti artists turned Mr. Hls' "Hip-Hop Culture A Road Trip through Europe" into legally sprayed artworks ([see story](#)).

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