

WATCHES AND JEWELRY

Montblanc soars to unfathomable heights with mountaineer ambassador

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Nepalese mountaineer Nimsdai Purja. Image credit: Montblanc

By KATIE TAMOLA

German luxury goods maker Montblanc is taking meaningful contemplation to new heights in an exhilarating new series starring Nepalese mountaineer Nimsdai Purja.

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The series, containing three vignettes thus far, gives the record-breaking athlete three one-word concepts to ponder: fear, motivation and commitment. In each film, Nimsdai fashions pieces from the goods maker's new watch collection, succinctly describing his approach to both challenges and excellence, ultimately illustrating how his steadfastness reflects Montblanc's ethos.

"These videos will be extremely effective, particularly with a younger audience," said Marty Hurwitz, CEO of **MVEye Marketing**, Austin.

"Nimsdai is an inspirational climber and has a spiritual following amongst younger consumers globally."

In a word

Translated in French and Italian, "Mont Blanc" means "white mountain" in English, which is fitting as this series begins with Nimsdai facing expansive mountains, covered in white snow.

Born Nirmal Purja in Nepal, Nimsdai holds the record for the fastest ascent of 14 eight-thousander mountains, mountains that are more than 8,000 meters 26,247 feet in height above sea level.

Nimsdai does not shy away from the concept of going all in.

The first film is a rumination on the word commitment, cinematically opening with Nimsdai's back turned away from the camera and facing the mountains, as the shot pans out to reveal an extensive, exquisitely detailed tattoo also of mountains which covers the majority of his back.

He explains how he got the tattoo a week before he flew to Nepal to climb all of the eight-thousander mountains in seven months. His commitment knows no bounds.

"When you're 100 percent committed, that means you're putting everything on the line," he says.

In "On Motivation," the mountaineer discusses his approach which is one that strives for extreme excellence. The vignette begins with a closeup of the mountaineer wearing a cobalt watch from Montblanc's Iced Sea Automatic collection.

Nimsdai believes in pushing boundaries

"I go big in everything I do," Nimsdai's voiceover says in between shots of him climbing and posing for photos on mountains in extreme weather conditions.

He then explains how some people believe he is in his line of work for fame and attention, a notion he rejects.

Nimsdai claims one of his ultimate goals is to simply push boundaries, and if someone else joins him in doing so, he is all the happier for it.

"If somebody breaks my record, I'll be the first to go there and shake their hand."

Finally, in "On Fear," Nimsdai stars in the most fast-paced and intense vignette of the three, which opens with the mountaineer sleeping, then jolted awake. After getting some light in his tent, the star, who is wearing a Montblanc's Iced Sea Automatic watch, ventures out of his lodging to the edge of a mountain.

"The moment you think you're going to die, the moment you think you're going to fall, the moment you think you're going to lose all of these things will happen," Nimsdai says in a voiceover.

The mountaineer then explains that it is crucial to take ownership of the feeling, to decide that one is more powerful than the fear they are feeling, and that they can control it.

Fear has no holding on the daring mountaineer

"I'm gonna climb this mountain and I'm going to come back alive, that's it," he says at the film's conclusion.

Nimsdai's immense dedication to his work and the intensity with which he approaches it makes him the ideal Montblanc Mark Maker, someone who takes the brand's ethos of "What Moves You, Makes You" very close to heart.

The Montblanc's Iced Sea Automatic collection is available on the brand's website, with timepieces beginning at \$2,975.

Must love one's craft

Montblanc is selective in its ambassador relationships, looking to form relationships with people who thoughtfully define, and strive for, success.

Last year, Montblanc welcomed a new set of enthusiastic, creative doers for the new iteration of its "What Moves You Makes You" campaign.

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 ([see story](#)).

In 2020, Montblanc celebrated the pursuit of craftsmanship by enlisting three unique and ambitious creatives.

Spike Lee, Taron Egerton and Chen Kun appear in Montblanc's "What Moves You, Makes You" campaign featuring the brand's luxury pens, timepieces and leather goods ([see story](#)).

With its relationship with Nimsdai, Montblanc has gone in a daring direction, showing how there are countless passionate individuals in the world striving for greatness in different ways.

"This is one of the more unique celebrity endorsers I have seen and is extremely interesting to me as an observer," said Mr. Hurwitz.

"I feel like this is a compelling new direction for a watch brand seeking to attract next-generation consumers who are well-read and experience-driven in their own lives," he said. "Quite a bold and innovative statement from Montblanc."