

APPAREL AND ACCESSORIES

## Emma Roberts examines her sources of inspiration with Montblanc

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*Emma Roberts stars in Montblanc's newest campaign. Image credit: Montblanc*

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By NORA HOWE

German luxury goods maker Montblanc is finding out what moves people and inspires them to be the best versions of themselves, this time spotlighting American actress Emma Roberts.

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Celebrating the passion and dedication one has for their craft, the young actress explains how she is inspired by being present and hopes to inspire others to do the same. Since launching the #WhatMoveYouMakesYou campaign in 2020 ([see story](#)), Montblanc has released several intimate portraits of notable figures examining their own purpose.

What moves you, makes you

The film opens with a shot of Ms. Roberts in a brightly lit studio, staring contemplatively at a piece of paper with a Montblanc pen in hand. She takes a seat for an interview.

"[Movement] is ever-changing," she says. "It meant different things to me at different points in my life and career.

"Right now, I am trying to move in a way that is more present and really take in what I am doing."

*The actress says her soul is moved by travel and good friends*

She explains how she gets distracted by the convenience and ease of her smartphone or worries about things happening in the future and ultimately misses what is occurring around her at any given moment.

"I feel lucky that I get to do something I love all the time," Ms. Roberts says of acting. "I have been doing it since I was nine years old and now I'm 31 and still doing it, and I still get excited every time I walk onto a set."

Shots of the actress writing in a notebook reveal she is repeatedly writing an inspirational phrase: those who don't believe in magic will never find it.

"What moves you makes you, and it is such a great way to get to know other people and find out what moves them," she says in the video. "It is a great conversation starter to really understand what somebody loves, what brings them joy and what inspires them."

She says she is moved by books, travel, trying new things, making new friends and also catching up with old friends you haven't seen in a while.

#### Love of literature

A collaboration worth noting, Ms. Roberts previously worked with Italian fashion house Valentino for an installment of its Collezione Milano campaign focusing on the art and beauty of literature.

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A post shared by Montblanc (@montblanc)

"The Narratives" iteration was crafted with the literary community in mind, as the maison partners with the actor's book club, Belletrist, in releasing its first text-only ad campaign.

Valentino gave nine authors the opportunity to craft their own stories, all text-only and mentioning the brand, that nine bookstores across the United States will then put on display in their front windows, ultimately celebrating the house, literature and book lovers around ([see story](#)).

"I love daydreaming," she says in her Montblanc interview. "Like when you are reading a book and could just make it all up.

"There is something so comforting about reading and also inspiring."

French fashion house Chanel, too, often promotes its founder's love of literature. For instance, in an "Inside Chanel" episode released in 2020, the brand took a nostalgic look at Coco Chanel's fascination with books and her friendships with a number of notable authors ([see story](#)).

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