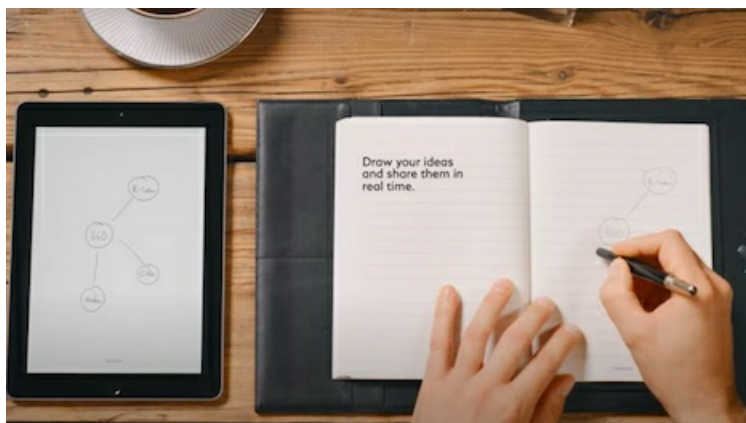


APPAREL AND ACCESSORIES

Montblanc wows with vast capabilities of Augmented Paper

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Consumers can draw, erase and move parts of their notes, and combine multiple notes into one with Augmented Paper. Image credit: Montblanc

By LUXURY DAILY NEWS SERVICE

German luxury goods maker Montblanc is putting it all on paper in its latest spot.

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Montblanc is illustrating the impressive and innovative capabilities of its Augmented Paper in an enlightening short film. The vignette highlights how the luxury good maker has successfully melded the classic and futuristic, taking an entity as quintessential as paper and putting a futuristic spin on it.

"Introducing function to an object of luxury is a fragile and fraught task," said Chris Ramey, CEO of Affluent Insights, Palm Beach. "The spot successfully pairs technology with Montblanc's philosophy and ethos."

Start on paper

The vignette, set to a jazzy instrumental soundtrack, opens with a man standing at his desk. He has all the necessary essentials before him: a cup of coffee, his cell phone and Montblanc Augmented Paper.

As the video conveys through real-time examples, Augmented Paper allows consumers to write directly on the material, with everything written then being accessible and organizable on the user's mobile device.

Montblanc's Augmented Paper takes the classic into the future

The vignette walks consumers through the workings of the innovative offering. First, consumers sync their mobile devices with the paper and then will be able to find everything they have written in the library.

Users can draw, erase and move parts of their notes and combine multiple notes into one and add further notes and highlights with different tools and colors.

With the ink to text feature, users can also convert their handwritten notes into plain text.

The short film also shows the organizational capabilities of Augmented Paper, how consumers can export the notes into different file types and send them to others through email or other messaging.

Consumers can tag their specific notes using different categories and later search to find specific notes using

certain the tags and other capabilities.

Live mode was also showcased, which allows consumers to share their ideas in real time.

The set showcased in the campaign includes a lined paper notebook, a Montblanc StarWalker Ballpoint Pen, encompassed in a leather envelope.

An ode to writing

From informative vignettes to impressive exhibitions, Montblanc is honoring its legacy of providing luxury writing tools.

Earlier this year, Montblanc invited visitors to immerse themselves in the world of handwriting with the grand opening of the permanent "Montblanc Haus" exhibition in Hamburg.



The exterior of the exhibit was inspired by the brand's packaging. Image credit: Montblanc

Set across three levels covering nearly 40,000 square feet, Montblanc Haus explores the brand's history and its artisans, personifying its belief in the value of writing as a tool for expression. Designed by Nieto Sobejanos Arquitectos and inspired by Montblanc's heritage, the building itself pays homage to the packaging of a Montblanc writing instrument, featuring its recognizable color combination ([see story](#)).

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. Since launching the campaign last year ([see story](#)), Montblanc has used #WhatMovesYouMakesYou to celebrate the pursuit of craftsmanship through various intimate portraits ([see story](#)).

"Montblanc drives brand desire by simultaneously fascinating the viewer and reinforcing its ethos to inspire writing," Mr. Ramey said.