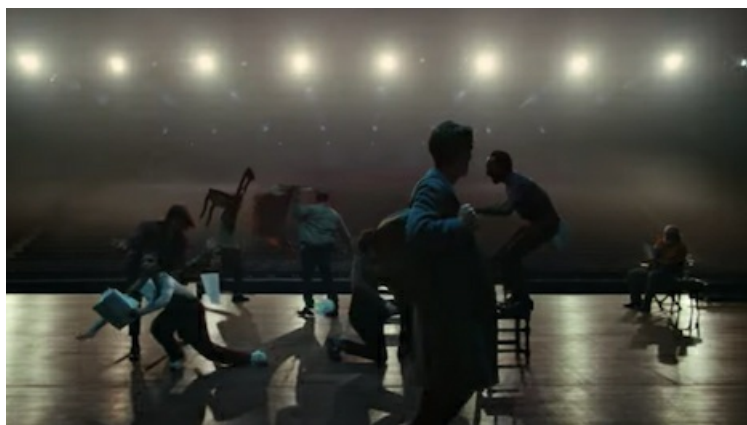


APPAREL AND ACCESSORIES

Montblanc makes time move backwards in thought-provoking short

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Mr. Murphy's profession and passion for acting unfold as the ultimate example of thoughtful craftsmanship in the short film. Image credit: Montblanc

By KATIE TAMOLA

German luxury goods maker Montblanc is inviting consumers to contemplate destiny in their latest campaign.

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Brand ambassador Irish actor Cillian Murphy ruminates on how the choices we make form our fates in a dreamy new ad showcasing the new Montblanc Extreme 3.0 collection. With such an intense setup and reflections from the ambassador, a respect for both the brand and the courage to follow one's calling is successfully fostered in Montblanc's latest vignette.

"This spot follows the Montblanc ethos in that it is understated and the product is almost secondary," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

Mr. Pacheco is not affiliated with Montblanc.

Time stops

The new vignette is unassuming, less about physical items and more about contemplating the decisions and paths that people make and take.

Mr. Murphy's profession and passion for acting unfold as the ultimate example in the short film.

Time moves backward in a new short film from Montblanc

It opens with Mr. Murphy aptly on a stage, reading a script in a sea of fellow actors. Suddenly, the actors freeze, and then join time in moving backward.

As everyone and everything around him moves backward, Mr. Cillian grabs his Montblanc Extreme 3.0 backpack with M Lock and heads for his exit. His voiceover then bellows a thought-provoking question.

"If you could go back...would you change your direction?" the actor asks.

With his backpack in tow, he walks outdoors, seeing strangers moving in reverse. He smirks to himself as his narration continues provoking thoughts from consumers, luring them into a pensive state about whether they would

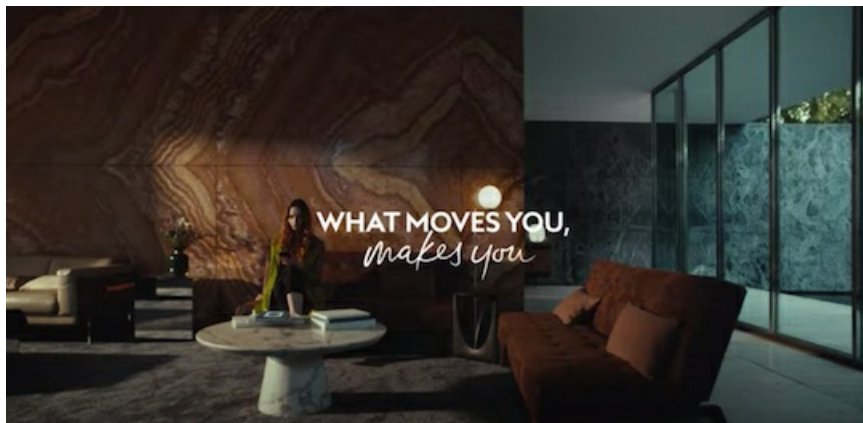
change their previous directions and decisions if given the chance.

An intense instrumental soundtrack continues to permeate as the actor witnesses the backward reading of a book and a coin toss in reverse.

Mr. Murphy then enters a hotel lobby. He opens his backpack and removes a document, presumably his script from the very beginning of the vignette.

"How we move through this world defines us just as much as our passions," he says.

Through this quick yet intense film, the German luxury goods maker reminds viewers of its ethos based in excellence. Montblanc gives consumers confidence to take pride in their decisions and directions, and to always keep moving forward.



A Montblanc mantra. Image credit: Montblanc

"As long as you're headed towards what moves you, you're on the right path," Mr. Murphy's voiceover says at the film's end.

People, and time, then resume moving forward.

What makes you "you"

The very end of Montblanc's latest vignette showcases its previously displayed mantra in a white text overlay, "What Moves You, Makes You."

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

In individual interviews, Mr. 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](#)).

Since launching the campaign last year in 2020, Montblanc has been using #WhatMovesYouMakesYou to celebrate the pursuit of craftsmanship through various intimate portraits ([see story](#)).

Mr. Murphy has chosen his path as well as his craft and has made headway in fostering it to the best of his ability. Montblanc continues to support the notion of taking pride in what one does, whether it be acting, or any other calling a consumer is passionate about.

"[Mr. Murphy] is fitting for this spot, because it poses the general question [about] if you could go back, would you change your direction, which I think is a frequent point of reflection for actors," Mr. Pacheco said.