

APPAREL AND ACCESSORIES

Montblanc fosters thoughtful ethos with assist from Zinedine Zidane

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As the athlete handwrites words using a Montblanc fountain pen, the narrator discusses how Mr. Zidane meticulously chose the words he would use in relaying his and his father's stories. Image credit: Montblanc

By KATIE TAMOLA

German luxury goods maker **Montblanc** is ruminating on the force behind words in a new short.

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Spotlighting the brand's newest Mark Maker, French football manager Zinedine Zidane, the vignette touches on how words can be the ultimate force and shaper of fates. In Montblanc's typical refined fashion, the vignette quietly showcases its own offerings, revealing them to once again serve as a tool for consumers in powerful expression.

"This film offers consumers a more intimate look at what, and more importantly how, what they do impacts them beyond just being their work," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"It shows the power of the written word and how it can inspire and be a powerful way to remember someone."

Tracing the course of a life

Mr. Zidane, nicknamed "Zizou" by football fans, is a decorated coach and former attacking midfielder.

He has been lauded as one of the most influential players in football, has made appearances at the World Cup, European Cup, Champions League and Golden Ball and is a contemporary icon for the sport.

The latest vignette from Montblanc shines a bit more light on Mr. Zidane as a person, and son, however.

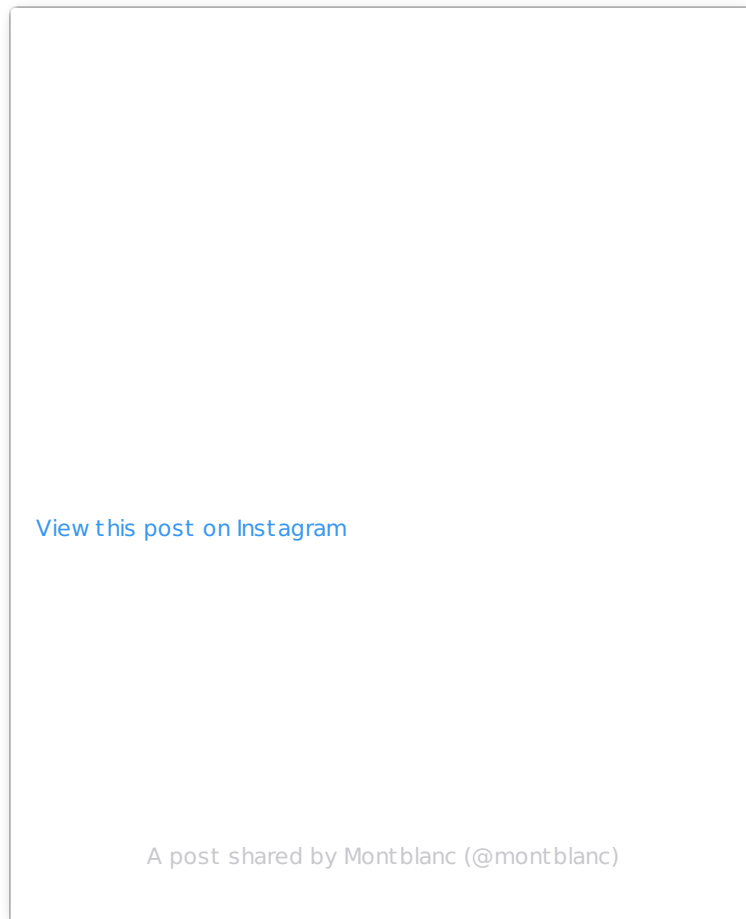
Mr. Zidane has boasted several accomplishments, including writing the preface for his father's book

Opening with the brand name and athlete's name in white text, the film is shot in a poetic choice black and white, with the former player sitting solitarily at a table, writing intently.

Mr. Zidane's passionate and ethical ethos is viewed as a reverberation of his father, author Smail Zidane.

The athlete was tasked with writing the preface to his father's autobiographical book, where Mr. Zidane discusses his personal challenges. In tapping the right words, he has relayed his story from humble beginnings in Algeria to rising to the top of football in France.

The narrator of the vignette discusses how the former Real Madrid coach took a discrete and thoughtful approach, similar to one he maintained as an athlete, in crafting this important preface.



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As he handwrites words using a Montblanc fountain pen, the narrator discusses how Mr. Zidane meticulously chose the language he used to relay his and his father's stories.

"One cannot imagine the power of the words that trace the course of a life," the narrator says.

Mr. Zidane is cognizant of his roots and has maintained a thoughtful approach to expressing himself, with Montblanc products at the ready to aid.

As previous Mark Maker vignettes have concluded, the screen displays a Montblanc mantra, "What moves you, makes you."

Putting passion first

Montblanc continues to put people and passion at the forefront of its campaigns while spotlighting brand offerings as supporting characters.

Mr. Zidane's vignette is similar to the quiet nature of Montblanc's other recent film starring brand ambassador Irish actor Cillian Murphy.

Last month, with Mr. Murphy, Montblanc invited consumers to contemplate destiny in its latest campaign.

In the film, the actor 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 ([see story](#)).

Last month, Montblanc also illustrated the impressive and innovative capabilities of its augmented paper in an enlightening short film. The vignette highlights how the luxury goods maker has successfully melded the classic and futuristic, taking an entity as quintessential as paper and putting a futuristic spin on it ([see story](#)).

"The vignette reflects the Montblanc ethos in that it brings to life the What Moves You Makes You concept," Mr. Pacheco said.

"It ties the power of the written word from a father to his son and how those words remain with and inspire him," he said. "It ties into what moves the people featured in the series."

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