

APPAREL AND ACCESSORIES

Montblanc commends Naruto anniversary with dedicated campaign and capsule

October 12, 2022



The Montblanc x Naruto campaign honors the anime series' 20th anniversary. Image credit: Montblanc

By AMIAH TAYLOR

German luxury goods maker Montblanc has released a new collection in celebration of the 20th anniversary of Japanese manga series Naruto.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The partners have debuted a campaign film alongside an accompanying collection of belts, bags, small leather goods and pens. The Montblanc x Naruto campaign was teased on Instagram to the high-end pen, watch and leather goods dealer's 1.7 million followers two days prior to the animation-themed release on Tuesday.

"The invocation of anime by Montblanc in their latest campaigns serves to both strengthen and amplify their appeal to millennials and Gen-Zers who are discovering anime as a long-present art form," said David Friedman, cofounder of [WealthQuotient](#), New York.

"The Naruto collaboration in particular makes for an easy expression of Montblanc's core values around strength through words while offering a novel incarnation of the cliché saying the pen is mightier than the sword," he said. "Through this collaboration, they accomplish a transformation from mere writing utensil to recorder of history and power through words a literary weapon.

"This will resonate nicely and differentiate their brand from other mere mortal writing pieces."

The pen is a sword

Montblanc found the dedication and resilience of the animated protagonist Naruto Uzumaki to be resonant with its brand ethos of leaving an individualized mark on your environment, sparking the joint effort.

Interested customers can peruse Naruto-themed card holders, pen pouches, tote bags, fountain pens, and specialty orange ink on the Montblanc website. Beyond the new capsule collection of anime-inspired merchandise, buyers can also indulge in the German luxury goods maker's latest spot.

Montblanc x Naruto's campaign film begins with an animated view of the sky, transporting the viewer to a two-dimensional world illustrated to mirror our own.

[View this post on Instagram](#)

A post shared by Montblanc (@montblanc)

The Japanese animated television show "Naruto," debuted on Oct. 3, 2002

An elderly gentleman with long white hair, Naruto's godfather and sparring partner has a powerful opening line.

"In the Shinobi world, it's not how you live, it's how you die," he says.

"A Shinobi's life is not measured by how they live, but rather it's measured by what they manage to accomplish before their death."

In a montage of scenes, Naruto is first shown as an infant bundled in white cloth, then as a boisterous youth compelled to fight.

The "Montblanc x Naruto collab" campaign film

"It's a process called growing up," his godfather narrates.

"It's about being able to think and make your own decisions, but it won't be easy so be prepared to work hard!"

Next, perched atop two giant frogs, Naruto and his godfather enjoy the cadence of a background waterfall. In another scene, Naruto is observed mid-fight with an antagonist, conjuring a ball of blue light with his hands.

"A tale is only as good as its final turn of events, the plot twist," Naruto's godfather says in the film.

He is pictured writing in the beginning pages of a book with a Montblanc pen, in an expert yet fun display of brand crossover. In a jump forward in time, he finishes writing the concluding pages of the large volume.

"Hold on to that unyielding gutsiness of yours, no matter what," Naruto's godfather instructs.

Naruto is seen fighting a gargantuan orange monster with sharp teeth and long fur. Irrespective of his relational size, he hits the animal as hard as he can.

The film ends with Naruto's godfather saying that it is time for him to put down his pen. On the screen in bolded text, "What moves you, makes you," appears.

The collaboration's title flashes in a final message.

It is the German luxury goods maker's hope that the story of Naruto will inspire consumers to leave their own mark on the world.

Mark makers

While some of the famed faces that Montblanc has collaborated with and drawn inspiration from have been fictional, others were literal public figures who have left their mark on society.

In April, the German luxury goods maker released a short film featuring Nepalese record-breaking mountaineer Nimsdai Purja ([see story](#)).

Montblanc has also collaborated with American actress Emma Roberts on the subject of personal inspiration ([see story](#)) and, most recently, the company highlighted its brand ambassador, French football manager Zinedine Zidane, in a powerful short film ([see story](#)).

"Not unlike a Rorschach test, Montblanc is empowering the viewer to see what they want in the writing of their own life," Mr. Friedman said.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.