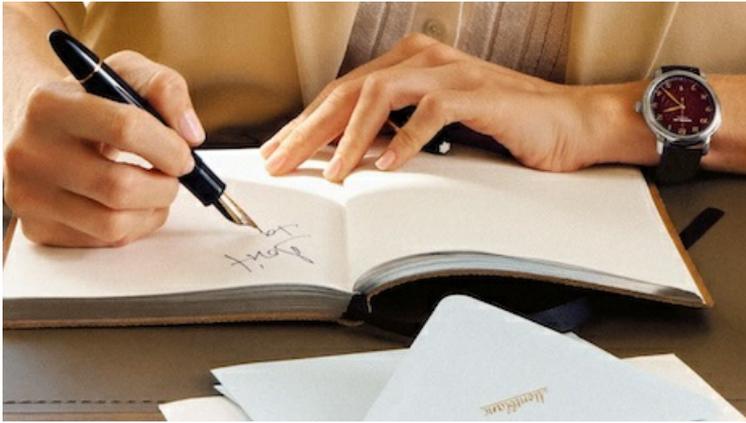


CONSUMER PACKAGED GOODS

Art of the Desk' centers new content from Montblanc

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The seasonal push launched late last month. Image credit: Montblanc

By ZACH JAMES

Creativity is at the core of the new campaign from German luxury goods maker Montblanc.

Titled "Art of the Desk," the initiative highlights the importance of writing alongside its spring/summer 2026 selection of the house's tools of the trade, spanning accessories to calligraphy instruments. To solidify the concept, the company is enlisting an all-star cast to provide commentary on their artistic philosophies surrounding the written word.

Turning the page

In a central short film, the brand is showcasing the many reasons that people, despite modern solutions and alternatives, still return to conveying their thoughts on paper.

The placement stars American filmmaker and storied collaborator Roman Coppola, American actors Cooper Koch and Kiernan Shipka, American model Dree Hemingway and German-Spanish actor Daniel Brhl. Each of these talented individuals sits at the Montblanc Desk, the figurehead of the seasonal initiative, and speaks on their personal relationship with writing.

Montblanc presents "Art of the Desk Talks"

Dubbed Art of the Desk Talks, the video highlights the pieces from the spring/summer selection as its eclectic cast provides glimpses into their respective creative processes, speaks on their relationship with the written word and details how their contemporary lives still relate to the pen and page, all while sitting at the same German-made desk.

Mr. Coppola, who has worked with Montblanc many times in the past, most recently with its Holiday 2025 campaign, highlights the increased importance of working on paper now, as people's interactions with physical media become more and more fleeting with time, increasing his drive to work by hand.

Thought collection and journaling center Ms. Shipka and Mr. Koch's reflections, while Ms. Hemingway, the great-granddaughter of the acclaimed American author Ernest Hemingway, has connections to the craft that are even more personal. The actress-turned-model also condenses her experiences into journals, though she has a peculiar preference for partaking in the hobby outside of the office, instead favoring drafting while on airplanes due to the inherent solitude of the space.



Each of the cultural figureheads brings a distinct perspective to the desk. Image credit: Montblanc

Meanwhile, Mr. Brhl ponders whether people write to forget or to remember, ultimately concluding that, regardless, he must jot down his ideas, otherwise they will disappear into the void forever. He also muses on the importance of the desk to his life, as he often works atop a surface passed down by multiple generations of family members.

Montblanc's spring/summer 2026 collection, comprised of stationery, desk objects and writing accessories, is available now.

Diverse voices

With Art of the Desk, the company not only continues the narrative it began with its Let's Write campaign last year ([see story](#)), but also plays into the ensemble trend in the greater luxury space.

By assembling a cast of filmmakers, models and actors, each holding a vastly different personality, the group is joining a growing motif in high-end marketing; the label even highlights the desk as a character in an accompanying short film.

Art of the Desk expands into a second placement

This trend has been most prevalent in fashion, with Italian label Gucci's new creative director asserting that the brand caters to varied personas and dress styles, most recently showcased in its spring/summer 2026 eyewear campaign ([see story](#)). Many more have taken part as well, with the narrative casting a wide net, both in its stars and in its influence on potential clientele.