

CONSUMER PACKAGED GOODS

‘Writing royalty’: Montblanc celebrates Meisterstck's centennial

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Meisterstck began as an item for internal use, now it has been on the market for 100 years. Image credit: Montblanc

By ZACH JAMES

German luxury goods maker Montblanc is commemorating the anniversary of a classic.

Celebrating 100 years of the Meisterstck pen, the brand is using digital storytelling tools to promote a new, limited-edition collection of reinterpreted designs. Montblanc references the archives as part of the effort, playing into evergreen appetites for nostalgic and heritage-based drops with its latest campaign.

Ink well

History is at the core of the initiative: a series of short films pushed live this week spotlight the evolution of the Meisterstck.

Born in 1924, the product started as a pet project of the label's craftsmen, who first created the writing instrument for personal use.

Once the demand for fountain pen commissions reached a fever pitch in the mid-1920s, the brand decided to sell its invention to the public.

Montblanc would go on to release different versions of the model in the decades that followed. The lot has become a key staple of the maison's iconography.

Meisterstck translates to "masterpiece" in English

Released via the brand's YouTube channel, a :40-second campaign film breaking down Meisterstck's humble beginnings, framing the drop in an untold story from the archives.

Images from the 1920s and beyond fill out the video, with blueprints, design documents, photographs and vintage advertisements adding color to the narrative.

Alongside the campaign, Montblanc has unveiled The Origin Collection, a selection of Meisterstck models that reinterpret the design of the original pen from 1924.



The fountain pen's ink nib is refined through a 35-step construction process. Image credit: Montblanc

Updated fixtures and materials define the modern editions. For instance, while older Meisterstucks were crafted from ebonite and celluloid, today's Meisterstuck is made using precious resin.

The collection spans four colorways, with green, red and blue options available across all three pen formats, including ballpoint, fountain and rollerball.

Base shades aside, gold-coated caps featuring a revived Art Deco pattern top special "Dou" and "Solitaire" editions. Accompanying the launch are various accessories, including colored ink bottles, as well as themed cufflinks and bracelets.

The Meisterstuck Origin line ranges in price from \$615 to \$2,765 and is Available now on the brand's site and in stores.

Time-honored

Elements of heritage appear at the center of most luxury initiatives, with Montblanc's campaign being the latest in a long line of celebratory releases.

While 100 years seems to be the mark many maisons look to as a starting point, shorter milestones have also been highlighted.

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A post shared by Montblanc (@montblanc)

Italian jeweler Bulgari ([see story](#)) and French jeweler Boucheron ([see story](#)) showcased products and collaborations that hit 15

and 20-year marks, respectively. Each hosted online hubs for the occasion.

Montblanc took a similar approach: on a dedicated webpage, the company showcases an interactive walk through the 100-year history of Meisterstck, guiding users through the various redesigns and refurbishments the line has seen in its lifetime.

Surpassing a centennial moment, British department store Harrods ([see story](#)) and Scottish whiskey maker The Macallan ([see story](#)) uplifted the 175th and 200th anniversaries of their respective brands, showcasing holistic longevity rather than the strength of a single product or line.

Heritage is important to luxury consumers and brands, as time-honored traditions translate to familiar, nostalgic codes that draw attention and investment.

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