

## MONTBLANC APPOINTS MARCO TOMASETTA AS CREATIVE DIRECTOR

Montblanc announced today the appointment of **Marco Tomasetta as Creative Director**, effective March 1, 2021.

A graduate of Instituto Europeo di Design in Milan, Marco Tomasetta has extensive experience in leather goods and accessories, having worked for numerous renowned fashion brands including Prada, Chloé and Louis Vuitton. Most recently, he was Creative Design Director Men's and Women's Leather Goods at Givenchy.

"We are thrilled to have Marco bring his creative leadership and vision to Montblanc to accelerate its evolution as the Maison of Luxury Business-Lifestyle. Marco is an agile and dynamic innovator who is also committed to the value of fine craftsmanship and timeless design that have always been central to Montblanc's identity. He understands the importance of overarching brand themes across all Montblanc categories, and I am looking forward to him working with our team to refine them in a compelling way. Even though our iconic emblem will remain at the heart of everything we do, we are committed to further breaking boundaries when designing products that appeal to both existing and new clients, mirroring their shifting lifestyles and needs," says Nicolas Baretzki, Montblanc CEO.

"I am excited to join Montblanc, a storied Maison known for its rich heritage and its uncompromising focus on substance through the design and functionality of its products. As a designer, writing and drawing are the starting points of any design process, which is why I was immediately drawn to Montblanc - fusing tradition with pioneering design. I am looking forward to collaborating with Nicolas and the team to chart a new creative vision for the brand that bridges icons like the Meisterstück with new design concepts across product categories that will appeal to this new Montblanc Luxury Business-Lifestyle mindset. Furthermore, there is something incredibly meaningful about being assigned the task of fulfilling the Maison's goal of creating perfect companions that will grow with their owners and become part of their accomplishments," explains Marco Tomasetta, Montblanc Creative Director.

"Montblanc is at an exciting point in its journey as it continues to offer unexpected innovations and designs to an ever growing community of Mark Makers. Marco's vision and passion for beautiful products coupled with his profound respect for the unique heritage of our Maison will inspire us to write together a new chapter of our compelling story," adds Philippe Fortunato, Chief Executive Officer, Richemont Fashion & Accessories Maisons.

#### **About Montblanc**

Synonymous with excellence in craftsmanship and design, Montblanc has been pushing the boundaries of innovation ever since the Maison first revolutionized the culture of writing in 1906. Ingenuity and imagination continue to be driving forces for the Maison today as it advances its expression of fine craftsmanship across product categories: writing instruments, watches, leather goods, new technologies and accessories. Reflecting upon its ongoing mission to create fine lifetime companions born from bold ideas and expertly crafted through the skills of the Maison's artisans, the iconic Montblanc Emblem has become the ultimate seal of performance, quality and an expression of sophisticated style. As part of its on-going commitment to elevating and support those who strive to leave their mark, Montblanc continues to assert its encouragement of education programs around the world and initiatives that inspire people to express their full potential.

#### **Information for Press:**

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