



MONTBLANC

MONTBLANC APPOINTS GIORGIO SARNÉ AS MAISON CEO

*Montblanc announced today the appointment of **Giorgio Sarné as CEO**, effective November 15, 2024.*



Giorgio Sarné, a graduate of both Bocconi University in Milan, and Hautes Etudes Commerciales (HEC) Paris, brings over 20 years of senior management experience within the luxury industry. Giorgio held global roles in various Maisons such as Veuve Clicquot and TAG Heuer. Most recently, Giorgio held senior leadership positions at Tapestry Group, where he led Stuart Weitzman as Brand President & CEO for the last four years.

"I am delighted to welcome Giorgio to the Group as CEO of Montblanc. His strong expertise in building soft and hard luxury Brands comes at a pivotal moment as the Maison celebrates the 100th anniversary of the iconic Meisterstück. Under Giorgio's stewardship, Montblanc will continue to share its 118 year-old story and rich legacy of writing culture, leather craftsmanship and watchmaking in fresh and unexpected ways." Philippe Fortunato, CEO of Fashion & Accessories Maisons



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"I am deeply honored and excited to step into the role of CEO at Montblanc, a Maison renowned for its excellence in craftsmanship and innovation. I look forward to working closely with the talented teams at Montblanc to further nourish and celebrate the Culture of Writing globally."

Giorgio Sarné, CEO Montblanc.

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. To spread the message of Inspire Writing, MONTBLANC HAUS opened its doors in 2022, welcoming visitors from all over the world to discover and rediscover the power of putting pen to paper. 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:

All Information and images are available to download on the Montblanc Press Lounge:
<https://press.montblanc.com/>

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