

BMW
GROUP



MONTBLANC FOR BMW 2023.

PRODUCT INFORMATION AND ARTWORK OVERVIEW. SEPTEMBER 2023.

MONTBLANC FOR BMW 2023.

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MONTBLANC FOR BMW 2023. PRODUCT INTRODUCTION.

BMW's iconic design language intertwines with **Montblanc's** enduring legacy.

Drawing inspiration from both BMW's trinity pattern and Montblanc's contemporary designs, each piece in this collection is crafted to captivate the senses. With every stroke and contour, these designs reflect a shared passion for excellence.

With BMW's illustrious heritage and Montblanc's dedication to timeless elegance, this collaboration captures the spirit of innovation and the pursuit of perfection.

Both these companies, born in an age of pioneers, share a common philosophy: heritage and progress, functionality and fascination.

The unique design cooperation **Montblanc for BMW** has created products that meet the highest aspirations of quality and design.

The campaign assets will be aligned with the communication (colouring, mood) of the i5 and can well be combined.



MONTBLANC FOR BMW 2023. PRODUCT OVERVIEW.

MONTBLANC FOR BMW 2023. OVERVIEW. 7 PRODUCTS.

Small leather goods



Bags



MONTBLANC FOR BMW 2023. PRODUCT DETAILS.

MONTBLANC FOR BMW 2023.

SMALL LEATHER GOODS.

MONTBLANC FOR BMW CARD HOLDER

- Five credit card slots
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material:	100% Saffiano-printed full-grain bovine leather
	Cotton and polyamide lining
Colour:	Black
Made in:	Italy

Article no.:	80 21 5A8F286
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MONTBLANC FOR BMW LUGGAGE TAG

- With hidden card slot
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material:	100% Saffiano-printed full-grain bovine leather
Colour:	Black
Made in:	Italy

Article no.:	80 21 5A8F290
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MONTBLANC FOR BMW 2023.

SMALL LEATHER GOODS.

MONTBLANC FOR BMW WALLET

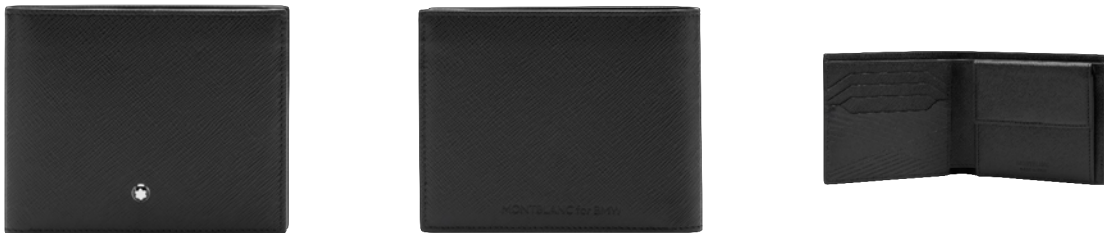
- Six credit card slots
- Two compartments for banknotes and two additional pockets for small items
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material:	100% Saffiano-printed full-grain bovine leather	Article no.:	80 21 5A8F288
	Cotton and polyamide lining		
Colour:	Black		
Made in:	Italy		

MONTBLANC FOR BMW WALLET WITH COIN CASE

- Four credit card slots
- Two banknote compartments, an additional pocket and a dedicated coin case
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material:	100% Saffiano-printed full-grain bovine leather	Article no.:	80 21 5A8F287
	Cotton and polyamide lining		
Colour:	Black		
Made in:	Italy		

MONTBLANC FOR BMW 2023. BAGS.

MONTBLANC FOR BMW BACKPACK

- Three main compartments and an additional small pocket in the front offer room for documents, devices and writing instruments
- Padded shoulder straps
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material:	100% Saffiano-printed full-grain bovine leather Cotton and polyamide lining
Colour:	Black
Made in:	Italy

Article no.:	80 22 5A8F292
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MONTBLANC FOR BMW SLING BAG

- Compact and lightweight, with a matching strap for easy transportation
- Designed to hold mobile phones, cards and other small essentials
- One main compartment and a zipped pocket on the front
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material:	100% Saffiano-printed full-grain bovine leather Cotton and polyamide lining
Colour:	Black
Made in:	Italy

Article no.:	80 22 5A8F293
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MONTBLANC FOR BMW 2023. BAGS.

MONTBLANC FOR BMW BOWLING BAG

- Distinctive silhouette and capacity for essentials
- Suitable companion for business and leisure
- Carry it either by hand or over the shoulder with an adjustable, detachable fabric strap
- Made from luxurious Saffiano-printed leather
- Embossed 'MONTBLANC for BMW' branding
- The Montblanc emblem on the front side



Material: 100% Saffiano-printed full-grain bovine leather
Cotton and polyamide lining
Colour: Black
Made in: Italy

Article no.: 80 22 5A8F294

ARTWORK OVERVIEW.

MONTBLANC FOR BMW 2023. ARTWORK OVERVIEW.

STANDALONE PRODUCT ASSETS

21



RANGE SHOT

1



CAMPAIGN ASSETS

15



ARTWORK. STANDALONE PRODUCT ASSETS.

ARTWORK. STANDALONE PRODUCT ASSETS.



DI23_000162032



DI23_000162031



DI23_000162318



DI23_000162317



DI23_000162314



DI23_000162316



DI23_000162315



DI23_000162313



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DI23_000162311

ARTWORK. STANDALONE PRODUCT ASSETS.



DI23_000162032



DI23_000162031



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ARTWORK. STANDALONE PRODUCT ASSETS.



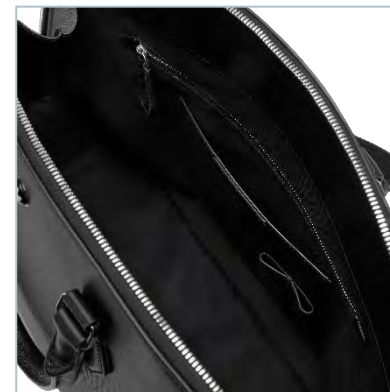
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ARTWORK.
RANGE SHOT.

ARTWORK. RANGE SHOT.



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ARTWORK. CAMPAIGN ASSETS.

ARTWORK. CAMPAIGN ASSETS.



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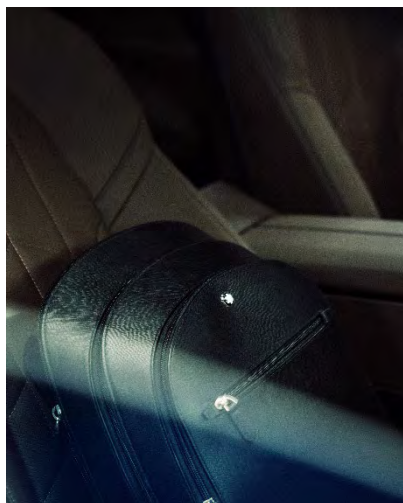
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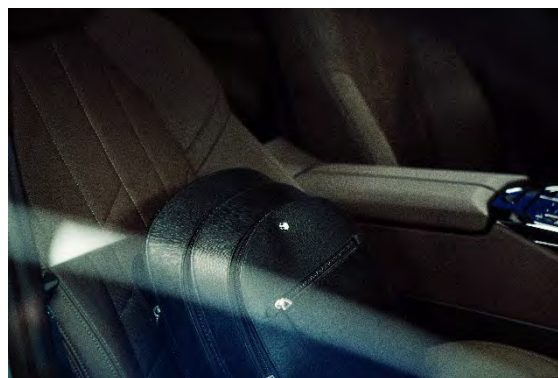
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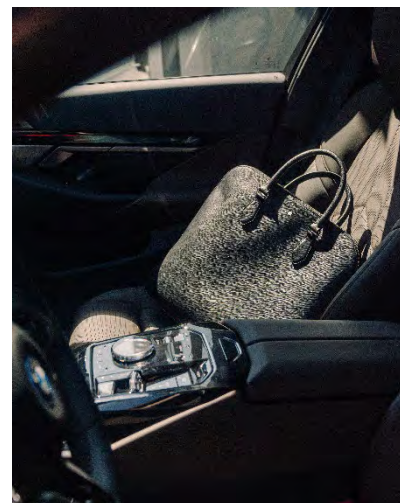
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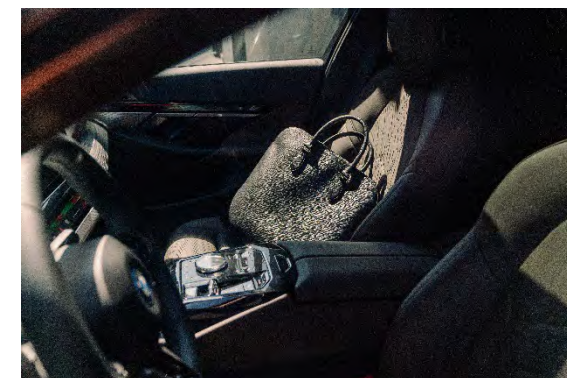
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ARTWORK. CAMPAIGN ASSETS.



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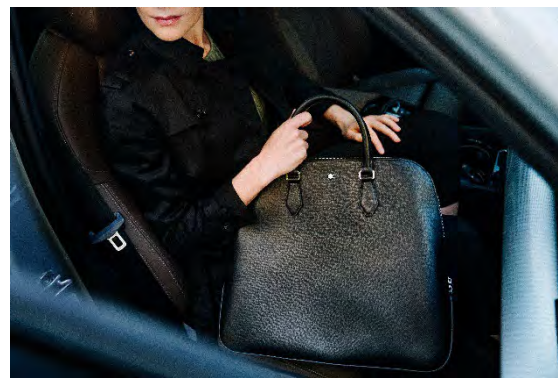
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