

CONSUMER PACKAGED GOODS

Montblanc slots Meisterstück into Olympic-themed collection

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Items from the special-edition line are available online and at Montblanc boutiques worldwide. Image credit: IOC

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

German luxury goods maker **Montblanc** is gearing up for one of the year's biggest events, which starts this week.

New Heritage Collection fountain pens, the result of a partnership between the brand and the International Olympic Committee (IOC), are now available for purchase. Art and design details inspired by previous Games adorn the limited-edition drops as Montblanc continues to promote the centenary anniversary of the Meisterstück.

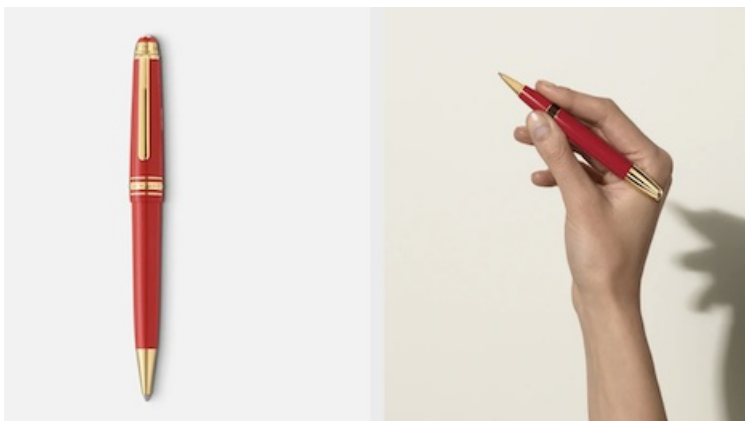
Olympic proportions

The scarlet-toned Meisterstück x Olympic Heritage Paris 1924 Special Edition features the official red hue of the 1924 Summer Olympics, held in Paris.

The writing instrument's surface is embellished with a javelin thrower, referencing vintage posters that advertised the event. Other iconography, such as the rings, laurels and the Olympic Heritage logo, is included as well.

Handcrafted with a solid gold nib, "Olympic Games Paris 1924" is engraved on its cap. A frame surrounds the design, taking cues from the cover of official competition reports.

Montblanc's second launch celebrates the opposite season's programs.



Customers can pick from either fountain, ballpoint or rollerball renditions of the Paris and Chamonix writing instruments. Image credit: Montblanc

Arriving in shades that mimic the glow of snowy peaks, Meisterstück x Olympic Heritage Chamonix 1924 Special Editions homages the first edition of the Olympic Winter Games.

The event, hosted by Chamonix, France, occurred in the Mont Blanc region. The German label is named after the Western mountain range.

Each of these pens is engraved with "Olympic Winter Games Chamonix 1924" and is decorated by a ski jumper, in a nod to graphics created a century ago.

The cap ring displays the famous rings and the Olympic Heritage emblem. Montblanc's logo, set in coral resin, is on the cap top.

Clients can choose from fountain, ballpoint or rollerball pen renditions of the Paris and Chamonix writing instruments. The collection is available [online](#) and at Montblanc boutiques worldwide.

Activations for the 100th anniversary of the Meisterstück ([see story](#)) have been rolling out all year.

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