

MR PORTER



MONTBLANC SUMMIT COLLECTION TO LAUNCH EXCLUSIVELY ON MR PORTER

MARCH, 2017 – (LONDON) MR PORTER, the award-winning online destination for men's style, is pleased to announce its exclusive global partnership with Montblanc to launch the Maison's first smartwatch in cooperation with Google, the Montblanc Summit Collection.

Launching in May, the Montblanc Summit Collection will be sold exclusively through MR PORTER for a two week run before the collection is available for general release across Montblanc boutiques internationally.

Montblanc presents the first high-end smartwatch with both a classic and vintage look creating a digital interpretation of fine watchmaking, utilizing state-of-the-art technology and premium materials – such as slightly **curved sapphire glass** covering the timepieces display, which is a **world first** in smartwatches.

Pre-installed apps include **Runtastic, Google Play, Google Assistant, Uber** and **Foursquare**, making the Montblanc Summit the perfect digital lifestyle companion for the modern man. Key features comprise of a full round touch-screen display, heart-rate monitor, barometer and a 4GB Flash storage that can be used to sync and play music without the need of a smartphone - all connected via Wi-Fi® and Bluetooth®

Teaming up with Google, the Montblanc Summit Collection benefits from the all new Android Wear™ 2.0 operating system for smartwatches, offering the most advanced software and functionalities, whilst delivering key compatibility with Android and iOS devices. Montblanc worked alongside Qualcomm® Technologies to put its Snapdragon™ Wear 2100 processor to full use, aiming to deliver high performance while maximising battery life.

The Montblanc Summit Collection will be available on MR PORTER in **7 different variations** – all housed within a 46mm case in black PVD coated stainless steel, stainless steel, bi-colour stainless steel or grade 5 Titanium, coupled with a selection of sporty and classic straps in rubber, calfskin leather, and Sfumato calfskin leather handcrafted in the Montblanc Pelletteria in Florence – in a range of easy to wear, tonal colours including black, brown, green and deep blue.

"We are delighted to be the exclusive global launch partner of the Montblanc Summit, a pioneering timepiece that is sure to disrupt and take the evolving smartwatch industry by storm. This partnership sees Montblanc's luxury collections on MR PORTER extend from writing instruments, leather goods and accessories, into our growing Fine Watch category - providing our customers with a unique blend of traditional craftsmanship and digital innovation."

Mr Toby Bateman, Managing Director, MR PORTER

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"We are very glad to be partnering with Mr Porter, the go-to destination for the most current trends in luxury menswear for the launch of Montblanc Summit, our first smartwatch. An exciting time for the Maison, where smart luxury is a key theme for new product development, crafting pieces that are beautifully made whilst serve to enrich the life of the user. In this digital age, people want to ensure greater efficiency whilst still owning a timepiece that carries the codes of fine Swiss watchmaking - Summit marries the two things perfectly."

Mr Jérôme Lambert CEO Montblanc International

For more information and technical specifications, please contact:

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About MR PORTER

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by MRPORTER.COM. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries, including same-day delivery to New York and London and next-day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

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About Montblanc

Guided by the pioneering spirit since 1906, Montblanc revolutionised the culture of writing with breakthrough innovations. Today, the Maison continues to push boundaries and evolve the expression of fine craftsmanship across each of its product categories: the pinnacle of luxury writing instruments, timepieces, leather goods, accessories, fragrances and eyewear. With every innovation, Montblanc offers new functionalities and ground-breaking designs imbued with the Maison's heritage of sophistication and crafted to the highest standards through the skills of its artisans in each of its manufactures whether Hamburg, Germany for its writing instruments, the Swiss Jura in Le Locle and Villeret for its timepieces or Florence, Italy for its leather goods. Reflecting its ongoing mission to create fine lifetime companions born from the most pioneering ideas, the iconic Montblanc Emblem has become the ultimate seal of performance, innovation, quality and expression of style. With its origins deeply rooted in the culture of handwriting, Montblanc continues to assert its cultural commitment around the world with the creation of wide-ranging initiatives to promote arts and culture in many forms, while honouring the modern day patrons who support the advancement of the arts.

#Montblanc #BeAhead