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Montblanc Unveils the George Street Flagship Boutique



Sydney, Australia – Montblanc announces the opening of its George Street Flagship Boutique in Sydney, marking a new chapter for the Maison. "The Montblanc George Street Flagship Boutique represents a key milestone for our Maison, establishing our first Australian flagship and strengthening our retail footprint across Oceania. We are proud to now call this distinguished heritage-listed building home, a space that beautifully harmonizes our Maison's enduring legacy with the city's rich history. We look forward to our clients experiencing the Montblanc universe in this wonderful new location, where they can discover our savoir-faire, and rich heritage in writing culture," says **Giorgio Sarné, Montblanc CEO**.

Celebrating Australian Heritage Through a Historic Setting

Housed within a beautifully preserved heritage building from the mid-19th century, the George Street Flagship Boutique honours Sydney's architectural past while inviting it into the present. Original iron pillars, aged brickwork, structural trusses and the restored façade remain visible throughout the space, revealing layers of history shaped by generations of city life and commerce. These historic elements are thoughtfully integrated with Montblanc's design language, connecting local architectural heritage with the Maison's legacy of craftsmanship since 1906.



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Craftsmanship Expressed Through Architectural Design



The boutique's architectural story begins with its striking black and white façade, inspired by Montblanc's emblem, and continues through Meisterstück-inspired door handles featuring the signature three-ring detailing and resin finishes – a considered detail at first touch. Inside, a sculptural paper chandelier subtly echoes the Montblanc mountain silhouette, with smaller paper chandeliers continuing this motif throughout the boutique.

Transformed paper walls are sculpted and hand-finished with flowing textures inspired by the emblem's form, creating surfaces that feel strong like wood yet soft like leather – a refined expression of material innovation. Warm wooden flooring and custom-crafted furniture complete the space, drawing inspiration from the wooden worktables traditionally used by artisans.

A Home of Writing in Sydney



Designed as a contemporary writing destination, the boutique invites locals and visitors around the world to engage with the art of writing from the moment they enter the boutique. Subtle ink-inspired patterns across the carpets, calligraphy wallpaper featuring infinite eight strokes, and enlarged nib forms behind the leather goods wall reflect the precision, craft and culture behind every writing instrument.



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Upon reaching the upper floor, guests encounter the light-filled library inspired lounge which offers a moment of quiet reflection, while the private VIP room centres around an interactive writing desk designed by Artistic Director, Marco Tomassetta. Framed by fluted glass doors inspired by ink bottles, the space invites guests to put pen to paper and full immerse themselves in Montblanc's #LetsWrite spirit.

Discover the Montblanc George Street Flagship:

<https://www.montblanc.com/en-au/montblanc-george-street.html>

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 in Hamburg, 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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