



PRESS RELEASE

For immediate release

THE PLAYER'S PEN: MONTEGRAPPA MEETS MONOPOLY

A luxury MONOPOLY board marks the 85th birthday of the famous property-trading game. But that's just the packaging for MONOPOLY L.E.: a dazzling pair of pens crafted from precious metals – and steeped in tycoon style.

In an age when games can fall in and out of fashion within months, MONOPOLY is still going strong after 85 years. Launched by Parker Brothers on 5 November 1935, the vast array of boutique editions and formats available today underlines the game's wide, timeless appeal. As an icon of family fun, sentimental ties to the game run deep. Many a modern-day magnate can recall sessions around the MONOPOLY board as formative, early experiences.

Recent years have seen MONOPOLY's influence expand to hotels, theme parks and a host of brand partnerships to leverage its status as an icon of wealth creation. The Italian writing instrument manufacturer, Montegrappa, is among the names joining its 85th birthday celebrations – delivering a pair of MONOPOLY L.E. pen designs that personify the game in style and spirit.

The limited-edition MR. MONOPOLY is made in versions of 18K gold and sterling silver, and carries the 'You Only Live Once' motto and a wad of MONOPOLY money above a



caricature of the game's famous mascot. The legendary tycoon's cane is the inspiration for a gem-studded pocket-clip that also features on the 85TH ANNIVERSARY companion model. Both designs' playful use of art-deco architecture references the year of MONOPOLY's invention, while channelling a much-loved era of pen design.

Bravado and hand-made precision have long made Montegrappa a darling of luxury shoppers and pen collectors around the world. Whether celebrating high culture or pop culture, the Venetian brand's editions are well known for imaginative detailing and extras that set aficionados' pulses racing.

For the MONOPOLY L.E., the most significant extra arrives via the edition's elaborate packaging, which doubles as a private deluxe version of the game. Tokens cast from sterling silver are used to play upon a 50x50 cm wooden gameboard, which features secret compartments to house pen and play pieces.

MONOPOLY L.E. is available from fine stationers, jewellers and via Montegrappa's online boutique.

ENDS

About Montegrappa:

Montegrappa has been manufacturing the world's most magical pens in the same artisanal factory for more than a century. Combining luxurious materials, high craftsmanship and unrivalled writing pleasure, the independent maker's quality and individualist flair make it a firm favourite of dignitaries, creatives and collectors.

