

The Pinnacle Of Luxury Writing

An Interview with Giuseppe Aquila, Chief Executive Officer, Elmo & Montegrappa S.p.A.

EDITORS' NOTE *In more than 25 years at the helm of Montegrappa, Giuseppe Aquila has been a driving force in legitimizing writing instruments as a global luxury category. After leaving college, Aquila spearheaded the brand's international expansion with a renewed commitment to luxury and private bespoke production. His vision of pens as objets d'art won awards and helped foster a thriving collector community. Over recent years, a focus on contemporary customer experience has seen him open more than a dozen mono-brand boutiques and break new ground with an avant-garde approach to materials, design and engineering.*



Giuseppe Aquila

COMPANY BRIEF *Italy's first pen manufacturer, Montegrappa (montegrappa.com) has been setting standards for prestige writing instruments for more than a century. In the early twentieth century, portable fountain pens were the technological revolution of the day, and the Venetian maker's earliest customers included the young Ernest Hemingway. Today, pens offer refuge from digital technology, and Montegrappa pens are a catalyst for creativity and a symbol of personal identity.*

How do you define Montegrappa's mission?

At Montegrappa, our mission is to create objects of enduring value that celebrate creativity, culture, and self-expression. Since 1912, we have been crafting writing instruments that combine Italian artistry, technical excellence, and storytelling. In an increasingly digital world, we believe that handwriting remains one of the most personal forms of communication. Our role is not simply to manufacture pens, but to create meaningful instruments that inspire people to record their ideas, achievements, and aspirations for generations to come.

Will you provide an overview of Montegrappa's offerings?

Montegrappa offers one of the most comprehensive collections in the luxury writing instrument sector. Our portfolio ranges from everyday fine writing instruments and accessories to highly sophisticated limited editions crafted in precious metals, enamel, and other noble materials.

Over the years, we have become known for creating collections inspired by history,

literature, cinema, art, sport, and popular culture. Alongside our writing instruments, we have expanded into leather goods and luxury lifestyle products that embody the same values of craftsmanship, elegance, and functionality. Designed for contemporary living, these collections embrace a philosophy of quiet luxury – understated yet distinctive, practical yet refined – offering customers beautifully crafted objects that accompany them throughout every aspect of their personal and professional lives.

What distinguishes Montegrappa is our ability to combine traditional craftsmanship with contemporary creativity, ensuring that each product carries both functional value and emotional significance.

Will you highlight Montegrappa's upcoming releases?

Innovation remains a fundamental part of our strategy, and we are particularly excited about several important limited editions that will be unveiled this Fall. Among the most anticipated is our Automobili Lamborghini

Miura 60th Anniversary, a collection celebrating one of the most beautiful and influential automobiles ever created. The Miura transformed the automotive world and remains an enduring symbol of Italian design excellence, making it a natural source of inspiration for Montegrappa.

We are also unveiling 007 A View To A Kill, the latest chapter in our long-standing James Bond collection. This edition pays tribute to one of the most iconic films in the franchise and captures the spirit of adventure, sophistication, and innovation that have made James Bond a global icon for more than six decades.

These launches exemplify our approach to product development: combining exceptional craftsmanship with powerful stories that resonate with collectors and enthusiasts around the world. Alongside these landmark releases, we continue to develop new fine writing collections and exclusive collaborations that reinforce Montegrappa's position at the forefront of the luxury writing instrument industry.

Is Montegrappa focused on additional brand extensions?

Absolutely. One of the most exciting developments within Montegrappa today is the



Montegrappa's Automobili Lamborghini Miura 60th Anniversary collection



Luxury bags from Montegrappa's AMB-ITTON Collection (above and below)

expansion of our brand beyond traditional writing instruments. Our vision is to evolve Montegrappa into a broader luxury lifestyle brand while remaining firmly rooted in the values that have defined our success for more than a century. While fine writing remains at the heart of our identity, we are creating new opportunities for customers to experience the Montegrappa world through complementary categories that embody the same standards of excellence, craftsmanship, authenticity, and attention to detail that distinguish our writing instruments.

Our lifestyle collections now encompass luxury bags and backpacks, travel luggage, fine cashmere accessories including blankets and caps, as well as cufflinks, belts, and premium sneakers. Every product is proudly made in Italy, crafted from the finest materials available, and produced by specialist artisans whose expertise reflects the very best of Italian manufacturing tradition.

We are highly selective in this process. We have no interest in licensing our name indiscriminately or pursuing growth for its own sake. Every new category must reflect the quality, heritage, and emotional connection that people associate with Montegrappa. Our objective is to build a coherent luxury universe – one that extends the values of the brand into every aspect of our customers' lives while preserving the authenticity that has distinguished Montegrappa since 1912.

Will you discuss Montegrappa's commitment to service excellence?

Service excellence is one of the pillars of our business. A luxury product is only as strong as the experience that surrounds it. We are fortunate to have customers who remain loyal to Montegrappa for decades, and we consider it our responsibility to support them

throughout the life of their writing instruments. This includes personalized customer service, comprehensive after-sales support, restoration services, and access to specialist expertise from our team in Bassano del Grappa.

We are equally committed to providing exceptional retail experiences. In the United States, Montegrappa collections can now be discovered at the Abel Richard + Montegrappa boutiques in Beverly Hills, Miami, and New York. These destinations offer clients an unparalleled luxury shopping experience where our fine writing instruments and lifestyle accessories are presented within an environment that celebrates craftsmanship, design, and personalized service.

Whether someone purchases their first Montegrappa pen or commissions a unique one-of-a-kind creation, our objective remains the same: to exceed expectations and build long-term relationships based on trust, care, and an unwavering commitment to excellence.

How do you focus your efforts leading Montegrappa?

My role is to ensure that we honor our heritage while continuously evolving for future generations. A significant part of my time is dedicated to product development, strategic partnerships, international growth, and strengthening relationships with our customers and distributors

around the world. I am also deeply involved in preserving the culture of craftsmanship within our organization because the skills of our artisans remain one of Montegrappa's greatest assets.

At the same time, I focus on fostering innovation. The luxury market is changing rapidly, and successful leadership requires balancing respect for tradition with the willingness to embrace new opportunities, technologies, and business models.

What are your priorities for Montegrappa as you look to the future?

Our priorities are centered around sustainable growth, international expansion, innovation, and brand elevation. We will continue investing in product excellence and in the development of exceptional limited editions that reinforce our position at the pinnacle of luxury writing. At the same time, we intend to accelerate our lifestyle expansion strategy, introducing new categories that strengthen our relationship with customers and increase the relevance of the brand in everyday life. Another important objective is to further enhance our direct connection with consumers through our boutiques, digital platforms, and experiential initiatives that allow people to discover the craftsmanship behind Montegrappa.

Above all, we want to ensure that Montegrappa remains the global reference point for luxury writing instruments while evolving into a broader symbol of Italian excellence, creativity, and refined living for the next century and beyond. ●

