

Enduring Relevance Through Excellence

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

EDITORS' NOTE *In 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. For owners ranging from Quincy Jones to Sir Jonathan Ive, Montegrappa pens are a catalyst for creativity and a symbol of personal identity.*

Will you discuss the history of Montegrappa?

Montegrappa was founded in 1912 in Bassano del Grappa, in the foothills of the Italian Alps. Originally established as a manufacturer of gold nibs and fountain pens for the early 20th-century Italian elite, it quickly became synonymous with craftsmanship and design excellence. Over the decades, the brand has stood witness to Italian cultural and artistic evolution – surviving wars, embracing innovation, and remaining steadfast in its commitment to artisanal quality. We're proud to be Italy's oldest writing instruments manufacturer, with a legacy that reflects both heritage and reinvention.

What have been the keys to Montegrappa's ability to stay relevant over the decades?

Authenticity, craftsmanship, and creativity have been our guiding principles. We've never chased trends, but we've always embraced innovation when it serves our identity. From pioneering new materials – celluloid, precious

metals, high tech materials such as carbon fiber or titanium – to collaborating with icons in art, cinema, and motorsports, Montegrappa has always found ways to express timeless Italian elegance while connecting with new generations of collectors and connoisseurs. Relevance, for us, comes from staying true to who we are, while continuously surprising our audience.

Will you provide an overview of Montegrappa's offerings?

Our core collection includes fountain, rollerball, and ballpoint pens, handcrafted in Italy using the finest materials – celluloid, ebonite, sterling silver, solid gold, and more. Within this, we have our Signature collections, such as the Extra 1930 and Zero, which embody our classic design ethos.

We also produce a wide array of Limited and Special Editions that celebrate everything from literature and history to pop culture and motor-sport. Beyond pens, we've expanded into fine accessories – cufflinks, leather goods, luggage, cashmere blankets or caps, and even shoes – all crafted with the same care and Italian sensibility.

Where do you see additional opportunities for brand extensions for Montegrappa?

We see growth in high-end accessories that complement the lifestyle of our clients – luxury leather goods, luggage, shoes and home accessories. At the same time, digital storytelling and curated collaborations offer new avenues for expression. Montegrappa is also increasingly seen as a gifting brand, so bespoke services and personalization are strategic areas of focus. We will continue to pursue extensions that align with our values: craftsmanship, culture, and individuality.



Montegrappa Extra 1930 Signature Collection Fountain Pens

Will you highlight Montegrappa's Limited Editions?

Our Limited Editions are perhaps the most expressive part of our work. They allow us to celebrate grand themes with the highest level of artistry and storytelling. Each edition is an *objet d'art*, often produced in numbered series, with intricate engravings, enamel work, lost-wax casting, and elaborate packaging. Recent highlights include tributes to Dante Alighieri, Michelangelo, and Lamborghini. These are not just writing instruments – they are cultural statements.

Montegrappa will be available in the new Abel Richard boutiques in Beverly Hills, Miami, New York, and London. How did this relationship develop?

The partnership with Abel Richard is the result of a shared vision. Both brands are deeply committed to excellence, innovation, and design integrity. Abel Richard embodies a new, contemporary expression of luxury – one that resonates with Montegrappa's values. We see this partnership not only as a retail alliance, but as a platform for creative collaboration. These flagship locations are curated spaces where discerning clients can discover exceptional craftsmanship across categories, and Montegrappa is proud to be part of that narrative.

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

Our priorities are threefold: elevate brand perception, expand thoughtfully in key global



markets, and deepen our connection with a new generation of collectors. We will continue to invest in product innovation while reinforcing the storytelling that makes Montegrappa so unique. At the same time, we're focusing

on selective distribution – both physical and digital – to ensure a consistent and elevated customer experience worldwide. The goal is not scale for its own sake, but enduring relevance through excellence. ●



Montegrappa Michelangelo 550th Anniversary Genio Creativo Limited Edition Fountain Pen (top); and Automobili Lamborghini 60° Fountain Pens (above)