

## Montblanc 3D eyewear collection

- Neosperience developed, in cooperation with Hi Communications, a powerful and interactive tool to showcase Montblanc's collections and instill brand values pillar of the product collections.
- The app sections, designed to represent Montblanc's brand values and distinguishing features, are dedicated to showcase and 3D touch interaction of the company portfolio, also profiled by target segmenting.
- An app enhancing sales/distribution that increased potential and emerging markets penetration, increased customers loyalty, empowered brand awareness and mindshare, also for the new eyewear items.

