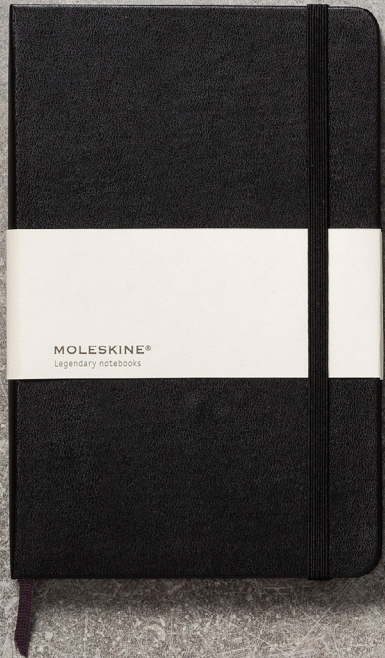


START TELLING YOUR STORY



MOLESKINE

Moleskine is an **iconic, inspirational brand** born from the heritage of a legendary notebook. Its purpose is to unleash the human genius through hands on paper to empower creativity and knowledge in each individual and the entire world.

The **little black notebook** with its typical rounded corners, elastic closure, and expandable inner pocket, was originally a nameless object. A simple black rectangle that held the sketches, notes, stories and ideas that would one day become famous paintings or the pages of beloved books.

It has been **used by many artists and thinkers over the past two centuries:** among them Vincent Van Gogh, Pablo Picasso, Ernest Hemingway and Bruce Chatwin.

In the mid-1980s the notebook that Bruce Chatwin nicknamed 'moleskine' became increasingly scarce and then disappeared completely.

In 1997, a small Milanese publisher brought the **legendary notebook** back to life, choosing this literary name to revive an extraordinary tradition of creativity and self-expression for the contemporary creatives of our time.

MOLESKINE MANIFESTO

Moleskine believes in the timeless power of handwriting as an essential expression of human civilization, a powerful act to unleash human genius and foster the development and sharing of literacy and knowledge. Handwriting is both universal and deeply personal. It's a thoughtful way to express your true self and connect to others in a very intimate yet universally accessible way.

MOLESKINE IN KEYPOINTS:

- Iconic and inspirational brand created in 1997
- Legendary notebook used by famous artists and thinkers
- Global brand with strong global offline and online presence, beloved by international celebs
- Great value proposition recognized by many groups such as business professionals, students, museums, design communities
- Powerful communicator for the world's best brands: Moleskine helps companies to tell their stories
- Long lasting gifting value