

“IT’S A VERY INTERESTING WORD.

At Montblanc we’ve replaced it with the word ‘achievement’ and I can identify with that way of thinking. For me it’s linked to an overall vision and moving nearer to that vision, which could be your family life, or your working life or the company. There are some days when you move further away from the vision and other days when you get closer again, but you have your whole life to make it happen.

The second thing that is important to me when it comes to achievement is that it’s all relative. Therefore it’s important for me every day to get the feeling that I’ve made a significant step in the right direction. I’m very much in favour of a ‘carpe diem’ approach when it comes to life and I think it’s the most appropriate way to behave in the busy world we live in. My biggest success is the enthusiasm in the team and from our partners and our clients when it comes to this maison. You can’t measure it but I definitely feel it and I think it’s a good gauge of pleasure and commitment.” ▲

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MONTBLANC CEO, JEROME LAMBERT

The Watchman

Following a stint in charge of Jaeger-LeCoultre, Jerome Lambert has been leading luxury brand Montblanc for two years. Here the Frenchman discusses his interpretation of success.