In case of loss, please return to:

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As a reward: $ ________________________________
MOLESKINE INTRODUCES NEW MONOGRAM

A flexible graphic that acts as an open platform for creativity

A set of nine modules consisting of the M of Moleskine and eight rounded squares come together to form a grid, evoking the essential design elements of the Moleskine notebook with its rounded corners as well as those of the digital realm. Each module is a flexible space that can house a wealth of content: the letters of the company name, the colors and configurations of the collections, community creations and multimedia content will all fill the new Moleskine monogram.

Since our beginnings as publishers of blank pages Moleskine is constantly evolving, rethinking our purpose as facilitators of creativity and self-expression. As well as notebooks Moleskine makes apps, instruments for writing and reading, print-on-demand services, cases that converge paper with digital and bags for carrying around the analog cloud of tools and devices that serve as identity markers. Playing on this idea, the monogram is adaptable to a variety of formats, media and uses. Organized in a structured grid it brings together these various facets of the brand while maintaining a balance between cohesion and openness, in keeping with the Moleskine values of organization and creativity.

The new monogram presents the brand as designer of open platforms for creativity, communication and sharing. Its aim is to act as a fluid visual icon that communicates the multi-faceted and open nature of the company while unifying its many objects, types of users and brand values.

The monogram and its nine modules will be used as a frame for photo galleries, video sets and social media initiatives, in video billboards and new store openings from July 2013, appearing on new releases from 2014. It will take on particular importance in the Writing, Travelling and Reading Collections as well as in Moleskine Stores and on packaging. In this way the monogram becomes a meeting place of analog and digital, more of which the brand aims to open up to aid the creative process.

The logotype remains unchanged apart from a more emphasized roundness to the curves of the letters, creating a proprietary font for the first time in the company’s history. Particular attention has been given to the letter M, which becomes the pivot for the whole visual identity.
PACKAGING UPGRADE

Paper-band improvements

- New logo and monogram on the front and spine
- Ivory-colored background, combined with the classic color coding to identify the page layouts
- Clear and detailed product descriptions
- Introducing the B-side: printed contents on the inner face

B-side

Graphic tools, note cards, door hangers and other features appear now on the inner face of paper-bands and other packaging, making them reusable after the purchase.

First introduced in 2013 only on new releases, the B-side is being gradually added to existing product packaging as well.
Moleskine is a legendary story

The Moleskine notebook is the heir and successor to the legendary notebooks used by artists and thinkers over the past two centuries: among them Vincent van Gogh, Pablo Picasso, Ernest Hemingway and Bruce Chatwin. 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. 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.

Today Moleskine is a brand that encompasses a family of nomadic objects dedicated to our mobile identities, versatile tools for both every day and extraordinary journeys: notebooks, journals, bags, apps, writing instruments and reading accessories which complement each other in form and function, forming an integral part of our personalities.

Moleskine today

Moleskine objects inhabit the space between analog and digital, allowing users to experience the pleasures and benefits of both mediums without constraints. The Evernote Smart Notebook bridges the two by syncing paper to digital, while the print-on-demand services complete the circle from the cloud back to paper. Our partnership with leading iOS application Paper by FiftyThree allows work created in the app to be printed in a Moleskine notebook, while our collaboration with MILK Books allows digitally-uploaded photos to be beautifully presented in a physical Photo Book. The simplicity and elegance of the Moleskine notebook experience is brought to iOS, Android and Windows Phone in the Moleskine Journal app, while The Hand of the Architect and The Hand of the Designer iPad apps allow for greater interaction with the sketches and processes of leading professionals.
Moleskine has always been synonymous with creativity, providing inspiration for ideas, projects and collaborations. Communities around the world champion the brand through the sharing of images, videos and “hacks” of their notebooks on blogs, social networks and other online platforms. Through cultural initiatives, workshops, events and exhibitions, partnerships are made with up-and-coming and established artists worldwide. Detour is a travelling show of special notebooks created by international artists, writers, architects, designers, film directors and musicians, which supports the non-profit foundation lettera27. The resulting creative innovations are captured in an online gallery at moleskine.com/detour and also in book form with The Detour Book.

Moleskine books reveal and preserve the creative processes of today’s leading industry figures. Important architects and studios from around the world share their sketches and thoughts in the Inspiration and Process in Architecture series, which features the likes of Zaha Hadid, Wiel Arets and Alberto Kalach. The Detour Book, published in 2012, is an archive of contemporary creative thinking, in the making. Other titles celebrate some of the greatest creators of our time by providing insights into their work through drawings, interviews, texts and photographs.
A dedicated section of moleskine.com offers those users who love to share their Moleskine creations online a platform for their images, videos and templates. Once registered they can create a profile and upload their content. The special Moleskine Hacks gallery displays work by people who personalize or “hack” their notebooks, or even combine them with other analog and digital devices. Fans of Moleskine can also download page layouts to customize their notebooks. Beside MSK 2 it’s an online tool for transferring digital content to the notebook. As well as musical staff paper and other layouts, 3D templates are also downloadable, which when printed and assembled become cases, pen holders and paper toys.

Every month Moleskine sends email newsletters to its followers about notable news, launches, events, new videos and limited editions. Subscription to the newsletter is online at moleskine.com. For its trading partners, Moleskine offers a variety of specific communication services including guidelines, media kits, news previews, high resolution photos, press releases, videos for circulation online and for screening in-store and media overviews by topic or region. For further details, contact the head office in Milan.
An appreciation of aesthetics and the quest for quality are the primary aims of Moleskine. We are convinced that a company’s ethics are first and foremost bound to what it creates and how it does so. From concept to design, from choice of materials to final production, we see quality as a careful and attentive vision of the whole and the details. One of the main concerns of the Moleskine design team is to make objects that will last using a combination of automated and manual processes and subjecting them to rigid quality control procedures. If, despite our best efforts, we have overlooked a defect of any kind, an enquiry form is available online at moleskine.com/quality. We will replace any defective item free of charge.

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It is our privilege to make objects that by their nature don’t rely on fashion trends, instead fulfilling their role as cherished companions to be preserved. Our attachment only grows over time, because a Moleskine object is imbued with the thoughts and feelings of its owner. Still, any object made of paper or other materials has an impact on the environment. Moleskine is actively engaged in taking every possible precaution to minimize this impact. Moleskine notebooks are made with environmentally friendly acid-free paper. Moleskine is FSC-certified (Forest Stewardship Council), for responsible management of the world’s forests. Moreover, everything Moleskine produces is PVC-free and compliant with California Proposition 65, one of the most stringent regulations in the world regarding the safety and environmental impact of materials.
Moleskine offers its notebooks as a platform for communication and a vehicle for articulating distinctive messages.

With offices in Milan, New York, Hong Kong and Shanghai, the Custom Editions team creates graphic design projects for companies, cultural institutions, festivals, museums and NGOs all over the world.

All projects are carefully considered prior to their approval, design and production. The result is an impeccable collection of beautifully customized notebooks.

To know more on how to create your own Moleskine custom edition, contact custom@moleskine.com
CUSTOMIZING METHODS

Details make the difference.

Cover

Flyleaf (inside cover)

Paper-band

Inserts

Packaging
NEW ITEMS FALL 2014

PAGE 12
VOYAGEUR
A TRAVELLER’S NOTEBOOK FOR THE DIGITAL AGE

PAGE 13
THE HOBBIT
CLOTHBOUND NOTEBOOK

PAGE 14
LEGO
Notebooks

PAGE 16
NOTEBOOK & PEN PACK

Moleskine® reserves the right to change product configurations at any time.
CLASSIC CLICK BALL PEN
new colors

myCloud BAG SERIES
new color
- myCloud Messenger Bag
- myCloud Backpack
- myCloud Reporter Bag
- myCloud Tote Bag

myCloud CASES
- myCloud Tablet Case 10”
- myCloud Laptop Case 13”

DIGITAL DEVICE COVERS
- Tablet Covers compatible with:
  - iPad Air + Volant Reporter Notebook
  - iPad 3 and iPad 4 + Volant Reporter Notebook
  - iPad mini + Volant Reporter Notebook
- Smartphone Cover compatible with
  - iPhone 5/5S
VOYAGEUR
A TRAVELLER’S NOTEBOOK FOR THE DIGITAL AGE
A new sized notebook for Moleskine in a portable format designed to store printed emails, itineraries and maps.

The essential travelling companion that keeps track of your observations and explorations on the road, so you can concentrate on posting your pics for the folks back home.

Voyageur
A traveller’s notebook for the digital age

Features:
- clothbound
- hard cover
- sections marked by colored tabs
- ruled, dotted, plain pages

Specific content:
- suggestions about how to make it digital
- useful info
- detachable lists

Includes 1 sheet of stickers.

208 pages
4 ½” x 7” (11.5 x 18 cm)
ISBN 978-88-6732-615-0
THE HOBBIT
CLOTHBOUND NOTEBOOK
LIMITED EDITION

Bring the mystery of Wilderland and its hidden treasures to your everyday adventures. This precious object has the great quest at the core of its very fabric.

Ruled Notebook
Hard cover
Large 336 pages
ISBN 978-88-6732-617-4

Features:
- clothbound notebook
- cover with themed graphics
- custom endpapers

Includes Thror’s Map insert.

Enclosed in a custom, cardboard box (5 ½” × 8 ¾” - 14 × 22 cm).

The notebook is protected by a plastic sleeve, but the box can be opened and the cloth touched.

Hold Thror’s Map up to the light to reveal the Moon Runes

with 7 reproductions of Tolkien’s original illustrations from the first edition, and quotes from the novel

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LEGO
LIMITED EDITION

With LEGO and Moleskine imagination knows no boundaries: build on your creativity and create your own LEGO avatar.
LEGO LIMITED EDITION

Notebooks

Ruled Notebook
Hard cover

Features:
- white or red cover, with themed graphics and details and a real LEGO plate
- custom endpapers
Includes limited edition stickers.

Pocket 192 pages
ISBN 978-88-6732-618-1

Large 240 pages
ISBN 978-88-6732-620-4

Plain Notebook
Hard cover

Features:
- blue or black cover, with themed graphics and details and a real LEGO plate
- custom endpapers
Includes limited edition stickers.

Pocket 192 pages
ISBN 978-88-6732-619-8

Large 240 pages
ISBN 978-88-6732-621-1

LEGO Limited Edition
- Corrugate Ground Display - 40 pcs
(Products not included with the display)

It holds up to:
20 notebooks - pocket size
20 notebooks - large size.
19” x 12 ½” x h 51¼”
48 x 32 x h 130 cm
ISBN 978-88-6732-690-7

For more information about display programs, please contact your sales representative.

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Moleskine® reserves the right to change product configurations at any time.
NOTEBOOK & PEN PACK

A perfect match: fuel your ideas with two simple tools that complement each other in form and function.

Notebook & Pen Pack

Pocket
Notebook: Pocket 192 pages
Pen: fine tip 0.5 mm
ISBN 978-88-6732-661-7

Large
Notebook: Large 240 pages
Pen: fine tip 0.5 mm
ISBN 978-88-6732-660-0

Notebook features:
Ruled Notebook
- hard, black

Pen features:
Classic Click Roller Pen
- black ink
- roller gel refill
- refillable
- retractable point
- ABS matte black finish
- black, rubberized steel clip (registered design), with engraved logo, specially conceived to attach the pen to hard cover notebooks

Hanging packaging

The items are enclosed in a box, with transparent lid
(pocket: 5 ¾" x 7" - 14.6 x 17.6 cm / large: 7 ¼" x 9 ¾" – 18.5 x 24.5 cm)

Items included in the box are not to be sold separately.
CLASSIC CLICK BALL PEN
A contemporary palette that brings new shades to the writing experience, from note-taking to self-expression.

Classic Click Ball Pen

Features:
- black ink
- ballpoint refill
- refillable
- retractable point
- ABS matte colored finish
- grey, brushed steel clip (registered design), with engraved logo, specially conceived to attach the pen to hard cover notebooks
- 16 stickers to customize the pen

Hanging packaging

Hay Yellow
Large tip 1.0 mm
ISBN 978-88-6732-662-4
minimum order quantity: 6

Burgundy Red
Large tip 1.0 mm
ISBN 978-88-6732-663-1
minimum order quantity: 6

Tide Green
Large tip 1.0 mm
ISBN 978-88-6732-664-8
minimum order quantity: 6

Sage Green
Large tip 1.0 mm
minimum order quantity: 6

Moleskine® reserves the right to change product configurations at any time

WHAT DO THE THINGS YOU CARRY SAY ABOUT YOU?

Your bag, your case and your pockets are full of objects you chose for their use, or their particular color. All together they convey who you are.

The myCloud Bag Series is defined by what you put inside: YOUR THINGS, YOUR PERSONALITY. YOUR CLOUD.
CREATE A NEW IDENTITY Every Day

→ CHOOSE YOUR OBJECTS ←
GENERATE YOUR personal PROFILE

PLAY NOW
moleskine.com/myanalogcloud

WHO WILL YOU BE TODAY?
myCloud BAG SERIES
The bags defined by their contents. A portable system of physical objects, wires and emails that together symbolize our very identity. Now in the more casual shade of moss green.
Metal snap-hook

Suits both the right- and left-handed among us

Luggage tag included

Metal eyelet to hang hooks or a key holder

Front pocket with zipper / zipper puller with logo

Two-tone lining

Well organized interior

Moleskine® reserves the right to change product configurations at any time
myCloud Messenger Bag

- Moss Green
- minimum order quantity: 2

**External features:**
- elastic band and Velcro closures
- adjustable shoulder strap
- can be fixed on the trolley handle
- waist strap to enhance bag stability
- shoulder strap pad
- 2 front pockets with zipper

**Internal features:**
- fits laptops up to 15" screen and tablet
- 2 elastic bands
- 1 fabric loop with button-fastening
- 1 main pocket with zipper
- 2 medium pockets
- 2 pockets for pens

**Materials and dimensions:**
- water-repellent polyamide
- base made of coupled polyester
- 16 ¼" x 13 ½" x 5 ½"
- 41 x 33 x 14 cm

**Includes:**
- collapsible shopping bag
- luggage tag

---

myCloud Backpack

- Moss Green
- minimum order quantity: 2

**External features:**
- elastic band, zipper and Velcro closures
- adjustable shoulder strap
- can be fixed on the trolley handle
- padded handle
- backpack straps with reflecting inserts
- zipper to open the flap and to hide the backpack straps when the backpack is used as a shoulder bag
- chest strap to enhance bag stability
- 2 front pockets with zipper

**Internal features:**
- fits laptops up to 15" screen and tablet
- 1 fabric loop with button-fastening
- 2 medium pockets
- 2 pockets for pens

**Materials and dimensions:**
- water-repellent polyamide
- base made of coupled polyester
- 13 ½" x 15 ¼" x 6 ½"
- 34 x 40 x 15 cm

**Includes:**
- collapsible shopping bag
- luggage tag

---

myCloud Reporter Bag

- Moss Green
- ISBN 978-88-6732-668-0
- minimum order quantity: 2

**External features:**
- elastic band closure
- adjustable shoulder strap
- 2 front pockets with zipper

**Internal features:**
- fits tablet
- 1 fabric loop with button-fastening
- 1 main pocket with zipper
- 2 opened pockets
- 1 pocket for pens

**Materials and dimensions:**
- water-repellent polyamide
- base made of coupled polyester
- 10 ¾" x 11 ¼" x 3 ¼"
- 27 x 30 x 8 cm

**Includes:**
- collapsible shopping bag
- luggage tag

---

myCloud Tote Bag

- Moss Green
- minimum order quantity: 2

**External features:**
- zipper closure
- adjustable shoulder strap

**Internal features:**
- fits laptops up to 13" screen and tablet
- 1 fabric loop with button-fastening
- 1 main pocket with zipper
- 2 opened pockets
- 2 pockets for pens

**Materials and dimensions:**
- water-repellent polyamide
- base made of coupled polyester
- 13" x 15" x 3 ½"
- 33 x 38 x 9 cm

**Includes:**
- collapsible shopping bag
- luggage tag
myCloud CASES

Carry, connect and share while protecting your device and the digital cloud it leads to with these highly protective cases.

**myCloud Tablet Case 10”**

- **Payne’s Grey**
  - Features:
    - Colored water-repellent polyamide
    - Stretch fabric on sides and bottom to ensure best fit
    - Colored lining and padding to protect the tablet
    - 10 ¾" × 8 ¾" × ¾"
    - 27.2 × 22 × 2.2 cm
    - Hanging packaging
  - Minimum order quantity: 3

- **Khaki Beige**
  - Features:
    - Colored water-repellent polyamide
    - Stretch fabric on sides and bottom to ensure best fit
    - Colored lining and padding to protect the tablet
    - 10 ¾" × 8 ¾" × ¾"
    - 27.2 × 22 × 2.2 cm
    - Hanging packaging
  - Minimum order quantity: 3

**myCloud Laptop Case 13”**

- **Payne’s Grey**
  - Features:
    - Colored water-repellent polyamide
    - Stretch fabric on sides and bottom to ensure best fit
    - Colored lining and padding to protect the laptop
    - 13 ½" × 10 ¼" × ¾"
    - 34.2 × 27 × 2.2 cm
    - Hanging packaging
  - Minimum order quantity: 3

- **Khaki Beige**
  - ISBN: 978-88-6732-672-3
  - Features:
    - Colored water-repellent polyamide
    - Stretch fabric on sides and bottom to ensure best fit
    - Colored lining and padding to protect the laptop
    - 13 ½" × 10 ¼" × ¾"
    - 34.2 × 27 × 2.2 cm
    - Hanging packaging
  - Minimum order quantity: 3

Moleskine® reserves the right to change product configurations at any time.
DIGITAL DEVICE COVERS

Clever covers that play with the classic Moleskine design elements to augment your analog and digital experience.
DIGITAL DEVICE COVERS

Tablet Cover compatible with iPad Air + Volant Reporter Notebook

Smartphone Cover compatible with iPhone 5/5S

Tablet Cover
compatible with iPad Air
+ Volant Reporter Notebook

Features:
- designed for iPad Air
- hard cover
- padded suede lining
- inner rubberized shell to hold tablet in place
- an extra flat pocket
- pen loop
- elastic closure

A customized clip permits to use the tablet in viewing mode.

Includes a plain Volant Reporter notebook with 96 pages, last 8 sheets detachable, acid-free paper.

Hanging packaging

*Black

minimum order quantity: 4

*Khaki Beige

minimum order quantity: 4

Viewing mode

Smartphone Cover
compatible with iPhone 5/5S

Features:
- designed for iPhone 5/5S
- hard cover
- padded suede lining
- inner rubberized shell to hold smartphone in place
- multipurpose flat pockets
- elastic closure

Fits a Moleskine XS Volant notebook (not included).

Hanging packaging

*Black
ISBN 978-88-6732-644-0

minimum order quantity: 4

*Khaki Beige

minimum order quantity: 4

iPhone® is a trademark of Apple Inc., registered in the U.S. and other countries.

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DIGITAL DEVICE COVERS

Tablet Cover compatible with iPad 3 and iPad 4 + Volant Reporter Notebook

Features:
- compatible with iPad 3 and iPad 4
- hard cover
- padded suede lining
- inner rubberized shell to hold tablet in place
- elastic closure

Includes a plain Volant Reporter notebook with 96 pages, last 8 sheets detachable, acid-free paper.

Hanging packaging

iPad® is a trademark of Apple Inc., registered in the U.S. and other countries.

Moleskine® reserves the right to change product configurations at any time.
DIGITAL DEVICE COVERS

Tablet Cover compatible with iPad mini + Volant Reporter Notebook

Black

Features:
- compatible with iPad mini
- hard cover
- padded suede lining
- inner rubberized shell to hold tablet in place
- elastic closure

Includes a plain Volant Reporter notebook with 96 pages, last 8 sheets detachable, acid-free paper.

Hanging packaging

iPad® is a trademark of Apple Inc., registered in the U.S. and other countries.

Moleskine® reserves the right to change product configurations at any time.
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*isopropyl alcohol