

Celebrating the analog-digital continuum

The new Moleskine® Cover for Amazon Kindle

New York, NY – Moleskine, the legendary manufacturer of books-yet-to-be-written, introduces a new analog-digital hybrid tool designed for “e-bookworms.” From paper to electronic ink and back again, Moleskine comes full circle with protective covers for the Amazon Kindle, the world’s most popular e-book reader.

The features and style of this cover are those of a classic Moleskine notebook: sleek rounded corners, strong elastic band, and the legendary smooth black cover. Inside, a suede lining protects the electronic device, while four corner elastic bands hold it in place. Each cover includes a package of two reporter-style notebooks with black flexible cover, rounded corners, and blank ivory paper for jotting notes and insights.

The Moleskine brand, worldwide leader in the traditionally analog stationery industry, envisions the analog-digital relation as a continuum, not a divide. The very idea of this new cover came from so-called Moleskine “notebook hackers,” who create their own custom-made accessories that weave together paper pages and digital tools. Throughout the web, hundreds of [REDACTED] “hackers” publish their inventions. Dedicated blogs, Flickr pages, and even YouTube videos highlight the power and vitality of the Moleskine digital-analog connection.

Further developments in the analog digital continuum will be announced by Moleskine in the coming months. For more information on the Moleskine line of products, please visit www.moleskine.com.

Technical specs

Exterior:

Moleskine® signature hardcover board/oilcloth material
Reinforced elastic band closure

Interior:

2 Moleskine Volant Reporter plain notebooks
Four double stitched wide elastics to hold the Kindle device
Lightly padded plush suede microfiber lining

Pricing:

Kindle (6” device) \$39.99
Kindle DX (9.7” device) \$59.99

Availability:

Available worldwide on amazon.com starting mid June 2010.

[For high resolution images or other press inquiries:](#)

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MOLESKINE®

www.moleskine.com

About Moleskine®

Legendary notebooks

Moleskine® is the heir of the legendary notebook used for the past two centuries by artists and thinkers, from Vincent Van Gogh to Pablo Picasso, from Ernest Hemingway to Bruce Chatwin. The anonymous and essential little black notebook, with its unique rounded corners, elastic closure, and expandable inner pocket, was originally produced for more than a century by a small French bookbinder that supplied Parisian stationery shops frequented by the international literary and artistic avant-garde. This trusty, pocket-sized travel companion held their sketches, notes, stories, and ideas before they became famous images or beloved books.

The Moleskine® Notebook

In 1997, a small Milanese publisher brought the legendary notebook back to life, choosing for it this literary name, thus restoring an extraordinary tradition. Following Chatwin's footsteps, Moleskine® begins its journey once again, this time as an indispensable complement to today's mobile technology. Capturing reality on the move, preserving details, impressing the unique aspects of experience upon paper, Moleskine is an accumulator of ideas and emotions, which are then released over time.

About Moleskine® and Moleskine® America, Inc.

The Moleskine brand was born in 1997, reproducing the legendary notebook of artists and thinkers of the past two centuries. Since January 1, 2007, Moleskine is also the name of the company which manufactures and distributes the legendary notebook and its newer descendants. Moleskine srl was born of the experience of Modo&Modo, the small Milanese publishing house which, in 1997, created the Moleskine brand, thus rediscovering and reviving an extraordinary tradition. In the autumn of 2006, Modo&Modo Spa was purchased by SGCapital Europe, now Syntegra Capital, with the aim of fully developing the potential of the Moleskine brand. Moleskine srl is a small creative company in constant growth. Today, Moleskine srl has over 50 employees and a vast network of partners and collaborators, located in Milan, Italy. In May of 2008, its American affiliate, Moleskine America Inc., was founded and is currently stationed in the Meatpacking District of New York, home of artists, designers, and visionaries from around the world.