

A 2010 preview at Frankfurter Buchmesse:

The New Moleskine Passions: Journals for the loves of your life.

Recipe Journal



Wine Journal



Book Journal



Film Journal



Music Journal



Wellness Journal



Moleskine Passions is a collection of six different journals to record and recall memories, thoughts and notes about six different passions: **Recipes**, **Wine**, **Book**, **Film**, **Music** and **Wellness**.

Moleskine lovers can use them to collect information and reviews about books they read, restaurants they visited, concerts they attended, dishes they tasted. And to share these information with others.

Each journal is a personal archive to fill in according to different needs and feelings:

- Pages divided by printed tabs, with a themed layout for supporting you in taking notes.
- Pages divided by blank tabs, that the user can personalize with the enclosed adhesive labels.
- Blank pages for freedom of expression.
- Enclosed adhesive labels, with words and icons.
- Themed charts, calendars, glossaries, listings.

The black cover, one of the icons of the Moleskine brand, for the first time in the brand's history is fully embossed with a tight texture of themed images and writings.

Moleskine Passions will be available in bookshops around the world starting from February 2010.

You will soon be able to test the layouts with MSK, the online tool that allows you to print out different page layouts and paste them on your Moleskine notebooks. www.moleskine.com/msk

Moleskine® Collections: books yet to be written.

The brand Moleskine® is synonymous with culture, travel, memory, imagination and personal identity. It is a brand identifying a family of notebooks, journals, planners and innovative city guides, all with one thing in common: they are blank pages and free platforms for creativity, where the content is generated by the user.

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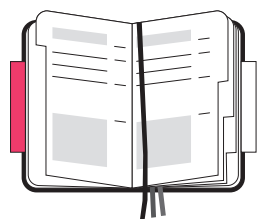
Please see back for list of items with name and icons.

Moleskine is at Frankfurter Buchmesse, H959 hall 8

Moleskine Passions is a collection of six different journals to record and recall memories thoughts and notes.

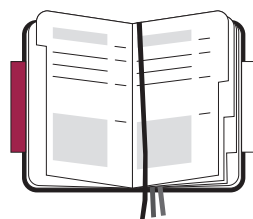


Recipe Journal



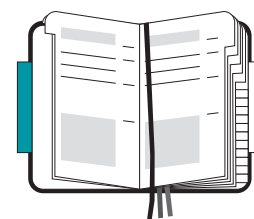
Collect and organize your passion for cooking.

Wine Journal



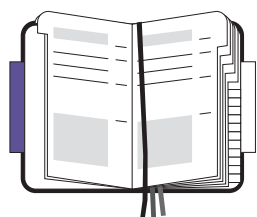
Collect and organize your passion for wine.

Book Journal



Collect and organize your passion for reading.

Film Journal



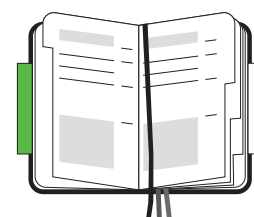
Collect and organize your passion for cinema.

Music Journal



Collect and organize your passion for music.

Wellness Journal



Collect and organize your passion for wellness.

**A 2010 preview at Frankfurter Buchmesse:
Six New Pieces in the Moleskine Folio Collection.
Tools For Creative Professionals and Contemporary Nomads.**



Mixed Sources
Product group from well-managed
forests, controlled sources and
recycled wood or fibre
www.fsc.org Cert no. SGS-COC-005549
© 1996 Forest Stewardship Council

With a variety of page layouts, Moleskine notebooks are always been partners for the creative professions and a worldwide symbol of contemporary nomadism.

The heir of the legendary notebook used for the past two centuries by international artists and thinkers, it was brought back to life in 1997, by a small Milanese publisher choosing for it the literary name created by Bruce Chatwin in his book *The Songlines*.

Today, the brand Moleskine® is synonymous with culture, travel, memory, imagination, and personal identity.

Folio is a collection of top quality large Moleskine formats, A4 and A3. Now 6 new items have been added, conceived for professionals who love to personalize their own desks and give value to them, in functional and aesthetic terms. It is also a set of tools Moleskine lovers can use to build their own “portable office”, to represent themselves in all occasions and meetings.

Closely connected to the digital world through a network of websites, blogs, online groups and virtual archives, Moleskine brand creates always new connections between analogue and digital, paper and pixel.

With MSK, the online cut and paste tool, you can transfer digital content into Moleskine pages or print out different page layouts to paste them on your Moleskine notebooks to personalize the page layout of you notebook. See www.moleskine.com/msk

Now with the Folio collection you can also print on A4 Moleskine paper, with the typical cream color.

The paper of the Folio Collection is FSC (Forest Stewardship Council) certified.

The new items in the Moleskine Folio Collection will be available in selected bookshop, design stores, art supply and stationary stores around the world starting from July 2010.

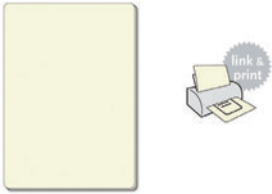
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Six New Pieces in the Moleskine Folio Collection

Moleskine printable A4 paper



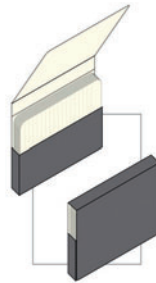
Soft document holder



Post-it pocket (ruled and plain in one pack)



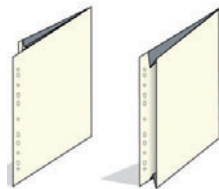
Card pocket (20 pcs in one pack)



Ring binder



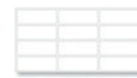
Ring binder organizing set



Expandable inner pocket



Dividers (6)



Adhesives for personalization