

Caran d'Ache welcomes a limited edition of LINE FRIENDS to put pen to paper



The first model in the Caran d'Ache + LINE FRIENDS collection pays homage to BROWN, a bear with a big heart

Characters of LINE FRIENDS, one of the world's fastest growing global character brands, have arrived at Caran d'Ache for a limited edition of its emblematic ballpoint pen that has been crafted with love, care and everything in-between.

Caran d'Ache continues to celebrate the 50th anniversary of its iconic 849 ballpoint pen with a limited edition in collaboration with LINE FRIENDS. Discover the colorful and charming characters of the LINE FRIENDS world through two new models of the 849 ballpoint pen representing BROWN, one of the original characters, and BT21, a series of new characters loved by the millennials worldwide. The world of LINE FRIENDS together, with its appealing characters, has teamed up with the best-seller from Caran d'Ache to make it the very best day-to-day companion.

The first model in the Caran d'Ache + LINE FRIENDS collection pays homage to BROWN, a bear with a big heart. The body of the pen comes in a dark brown color, while a little drop of resin placed on the pen's button by hand shows the lovely bear's face. This special edition ballpoint ought to bring precious memories back once you get writing.

The second model in this exclusive collection depicts the eight free-spirited members of BT21 initiated by Prince TATA from Planet BT who crashed on Earth while traveling with VAN. In order to spread love, TATA decides to become a star. Finally, they have met six fascinating members: KOYA, RJ, SHOOKY, MANG, CHIMMY and COOKY to make "BT21" and they are dreaming of becoming the most famous star in the universe, THE UNIVERSTAR! This fun ballpoint model is decorated with the faces of the eight unique members of BT21. Its striking red body ought to get the pen point dancing, to compose messages of positivity, as is always the case with BT21.

The two models are sold in a slim-pack.

This collection is available from October 2019 at selected Caran d'Ache stores and associated dealers in Switzerland, Asia and the USA.