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WHATSUP

STARMARK'S PEN FESTIVAL 2.0 BRINGS BACK THE JOY OF WRITING

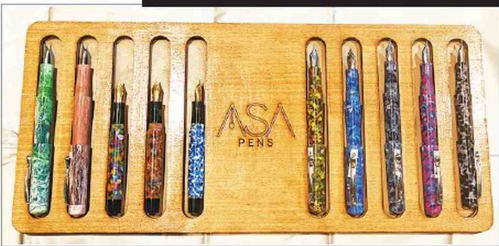
In a world of swipes and taps, the quiet joy of ink on paper reminds us what writing truly feels like. If you are a pen connoisseur, a calligraphy enthusiast, or simply someone who finds joy in fine writing instruments, this is your paradise.

Starmark's Pen Festival 2.0 is nothing short of a dream for every pen lover: a celebration where each pen, from classic essentials to luxurious masterpieces, tells a story. You'll find yourself moving from one display to another, unable to take your eyes off the elegance and craftsmanship. Organised by one of India's

leading bookstore chains, this second edition of the festival is a heartfelt tribute to the timeless art of writing. Featuring an exclusive showcase of over 50 globally renowned brands like Parker, Sheaffer, Lamy, and more, the festival spans a stunning range, from regular-use pens starting at just ₹10 to collector's pieces worth ₹2.25 lakh.

The festival is travelling across all the Starmark locations in the city, running every week from Wednesday to Sunday. As a part of the celebration, customers shopping over ₹5,000 will receive an ink jar from Starmark's own ink collection. Don't miss your chance to discover the joy of writing, all over again!

What: Starmark Pen Festival 2.0
Where and when: Starmark outlets in the city, every week from Wednesday to Sunday, with successful showcases in City Centre Salt Lake and New Town Mani Square mall: July 9 to 13
Quest mall: July 16 to 20
South City Mall: July 23 to 27



ASA Pens presents fountain pens with handcrafted resin bodies, designed for daily writing and collectors alike. These pens stand out for their simplicity and quality craftsmanship. ₹3,500 each



For most writers, a cup of coffee and a pen are essential to begin with. Well, what if we marry them? The Sheaffer Coffee Edition pens (fountain, ballpoint and more) are just the result of that idea; featuring a warm coffee-hued body, a coffee cup symbol on the cap, and award-winning colour design that was recognised in Italy in 2024. Ranging from ₹1,000 to ₹6,000



For admirers of fine art and collectors of exceptional writing instruments, this Sailor King of Pens Naginata Togi Ebonite Fountain Pen is a rare treasure. Inspired by Jakuchu's (Japanese Painter) iconic Tiger painting, this 212nd of only 500 products worldwide features a vivid 'Mouko Yellow Tiger' ebonite body crafted using the traditional Chirashi layering technique. Its striking brownish-yellow-black colourway evokes the bold energy of the original artwork. The pen is fitted with a 21K bicolour gold Naginata Togi nib. ₹2.25 lakh



For many Bengalis, Sulekha isn't just ink, it's nostalgia in a bottle. In collaboration with Starmark, an iconic set of ink jars is also a part of the pen festival line-up.



Rubinato, a brand known for reviving vintage writing, offers a striking feather pen set with red ink, handmade paper, and a Ganesh-embossed paperweight. ₹8,495



"Calcutta is a city of pen lovers, where writing, calligraphy and art thrive. This Pen Festival brings something for everyone, from affordable student pens to premium ones for professionals. With a vast variety of ink and handmade to imported pens, it's a true celebration of writing culture," said Gautam Jatia, CEO, Starmark.

Shreyasee Dutta (t2 intern)
 Pictures: B Halder

Lamy introduces the world's first capless fountain pen, Lamy Dialog 3, with a twist-action mechanism. Available in elegant Piano Black and Palladium finishes, it features a 14K gold nib with platinum plating, retractable clip, and smooth, balanced handling. ₹37,000 each



No celebration of fine writing is ever complete without the timeless presence of Parker. The Duofold Pioneers Collection features a grey lacquer barrel, 23K gold-plated cap and trims, and an 18K bi-tonal rhodium-plated nib. The intricately designed lid is chevron-patterned, and so is the black leather pouch. ₹1.25,000