

APPAREL AND ACCESSORIES

## Michael Kors ensures Scout carriers are selfie-ready with point-and-shoot camera

September 22, 2016



*Michael Kors x Fujifilm Instax Mini 70 and Scout handbag (Photo by @FashionInstant/Alex Sweterlitsch, courtesy of Michael Kors)*

By STAFF REPORTS

U.S. fashion label Michael Kors is using film photography to capture the creativity of the fashion industry with the launch of a branded instant camera.

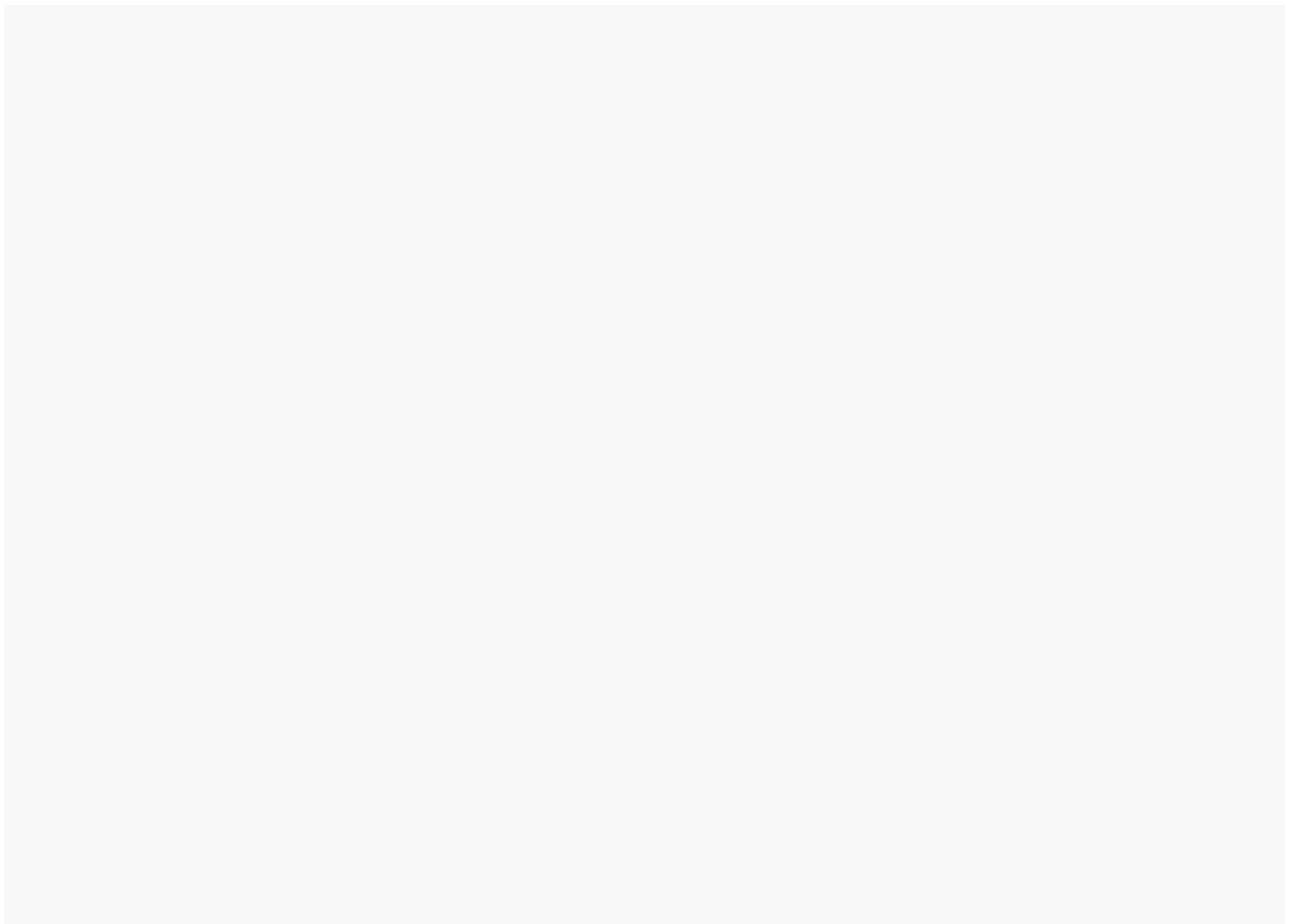
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Michael Kors has collaborated with Japan's Fujifilm to create the Michael Kors x Fujifilm Instax Mini 70 instant film camera. For the branded camera collaboration, Fujifilm found inspiration in Michael Kors' new Scout handbag, a design that recalls the shape and size of vintage camera bags.

### Selfie-ready

The Michael Kors x Fujifilm Instax Mini 70 has been produced in an exclusive gold metallic, reflective of Michael Kors' jet set image. To show that the camera is a collaborative project, Michael Kors' logo is printed on the front of the case body and Mr. Kors' signature appears in a golden hue on the camera door.

Fujifilm's Instax Mini 70 has a sleek design and photographic features such as a selfie mode and a high-performance flash that automatically calculates the surrounding light to adjust the shutter speed accordingly.



Fujifilm and @MichaelKors are pleased to announce a new collaborationour first-ever fashion partnershipthe MICHAEL KORS x FUJIFILM INSTAX Mini 70 instant film camera. It features an exclusive gold metallic color, the brand logo printed on the front, and the designer's signature on the camera door. The camera will be sold as a bundle, including film, and will be available at Michael Kors stores and on MichaelKors.com just in time for the holiday season. #KORSxINSTAX #MyInstax #Mini70

A photo posted by Fujifilm Instax North America (@fujifilm\_instax\_northamerica) on Sep 21, 2016 at 6:22am PDT

The camera's selfie mode also automatically adjusts based on the user's surroundings for "picture-perfect selfies" each time. A front-facing mirror is placed next to the lens for selfie taking ease.

Michael Kors' Scout handbag renews a vintage silhouette with modern functionality. Since the handbag's design was inspired by a tool of photography, it was only natural for Michael Kors to work with a camera manufacturer to create a camera to accompany the style.

To further the association, Michael Kors also offers interchangeable studded guitar straps for the Scout handbag as well as an Instax photo scrapbook, a leather Instax photo keychain and a gold-tone chain strap for the camera.



### *Michael Kors' Scout handbag*

"With the popularity of Instagram, there's been this huge resurgence lately of film – and I love that," said Michael Kors in a statement. "Using instant photography has always been such an integral part of my creative process, whether it's snapping photo of looks in preparation for the shows or taking behind-the-scenes shot.

"Now we use the Instax Mini everywhere from the runway, to the office, to everyday life," he said. "It provides the perfect combination of timeless, tangible photos with fast-paced glamour and modern technology."

Michael Kors unveiled its branded Fujifilm camera during photography trade show, Photokina 2016 on Sept. 21 in Cologne, Germany. The camera and Scout handbag will be available as a packaged bundle, along with ready-to-use film, for the holiday 2016 season.

Similarly, French outerwear brand Moncler showcased its heritage of exploration through a partnership with camera maker Leica.

The two brands sent photographer Fabien Baron on a trip to capture the landscapes of Greenland with the limited-edition Leica X "Edition Moncler" camera. The resulting exhibit, which was shown in both London and New York, brought to light Moncler's history of battling the elements ([see story](#)).