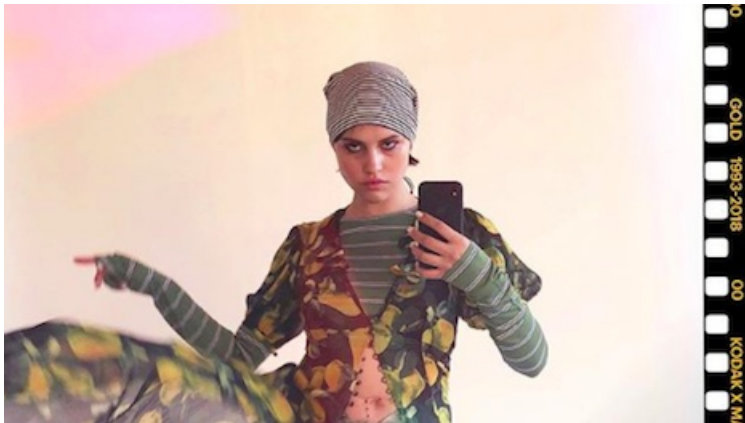


APPAREL AND ACCESSORIES

Marc Jacobs turns smartphones into film cameras with Kodak app

December 14, 2018



Marc Jacobs is turning smartphones into point-and-shoot cameras. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs is mirroring the throwback aesthetic of its 90s grunge-inspired collection by looking to bygone technology.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

To promote its Redux Grunge Collection 1993/2018, Marc Jacobs teamed with Kodak to create a camera application that allows users to apply effects to their photography that mimic shots taken with a point and shoot. With camera phones and digital photography readily available to consumers today, the imperfections of film have become more of a novelty.

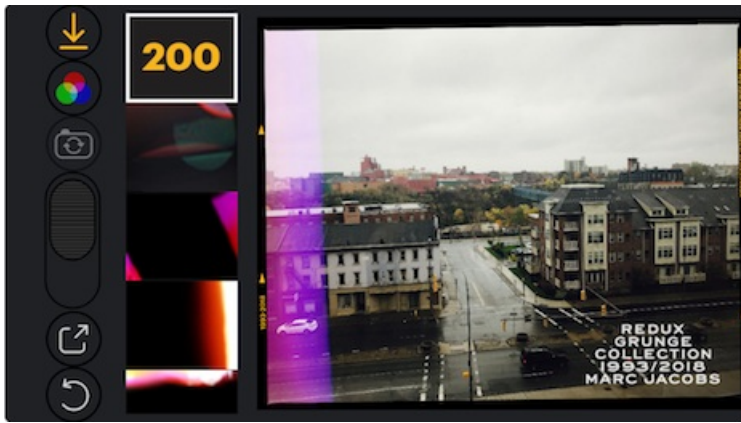
Point and shoot

In a modern twist that exhibits the shift of the fashion industry, Marc Jacobs is bringing back a Perry Ellis collection that previously received backlash from critics.

It seems as though designer Marc Jacobs was ahead of his time when he saw the grunge trend rising from Seattle and the music scene in the early 1990s. The designer is resurrecting a previously failed collection that subsequently got him fired from Perry Ellis, as streetwear has now taken off ([see story](#)).

Marc Jacobs is launching an app tied to the collection that is based on the Kodak VR35 Point and Shoot Camera. While consumers are using their smartphones to take photos with the app, it enables them to add in elements that mimic the effects of film.

For instance, users can add filter effects, light leaks or film frames to their photos for a throwback touch. Consumers can use the app to embellish shots taken with the app or photos that are in their existing camera roll on their phone.



Screenshot of the Kodak x Marc Jacobs app. Image credit: Marc Jacobs

The app is available for free for Apple devices.

Even though consumers today are armed with camera phones, luxury brands have sought to give them alternative photography options.

For instance, Michael Kors used film photography to capture the creativity of the fashion industry with the launch of a branded instant camera.

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.