

CONSUMER ELECTRONICS

Moschino brings fashion aesthetic to Honor smartphone

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Honor View20 phones. Image courtesy of Honor

By STAFF REPORTS

Italian fashion label Moschino is teaming up with smartphone brand Honor to translate its style into technology.

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Celebrating the launch of the Honor View20 phone, a special Moschino edition was jointly designed by the fashion brand and tech company. A number of luxury houses have made the leap into consumer electronics, as the devices become accessories in their own right.

Smartphone style

The Honor View20 puts the focus on photography, with a 48 megapixel sensor and artificially intelligent-driven camera. Also on the device is a TOF 3D camera, which can figure out the distance of a moving object based on time of flight.

"Honor's View series offers ground-breaking technology and flagship performance to deliver a superior user experience," said George Zhao, president of Honor, in a statement. "The Honor V20 Moschino edition is a bold crossover that will revolutionize the fashion experience of younger users around the world.

"Moschino clothing and accessories are acclaimed worldwide for their signature wit, innovation and eccentricity, presenting audacious themes that push the fashion envelope," he said. "To mark this initial launch Honor is thrilled to have collaborated with this esteemed fashion house on this exclusive product range that highlights View20's elegant design aesthetic and pinnacle of technical achievement."



Honor x Moschino collaboration. Image courtesy of Honor

The Honor View20 has launched in China on Dec. 28, and the phone will debut globally in Paris on Jan. 22.

"Honor and Moschino are the perfect combination," said Moschino in a statement. "Honor is a very fashionable, young and trendy brand, and both our aesthetics and brand concepts are targeted at younger, more modern consumers.

"Honor will be the best brand to create this contemporary lifestyle with Moschino."

Moschino has entered other branding partnerships that also portray its youthful personality. The brand recently teamed up with vodka brand Croc for a playful world tour.

The two brands kicked off their partnership during Milan Fashion Week, ahead of Moschino's runway show on Sept. 20. For the next 18 months, the labels will join for a series of international events ([see story](#)).

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