

Limited Edition 'Harajuku Lovers' Digital Camera - Only 3,000 Produced

May 16 2005



Designed for her fans, the limited edition (only 3,000 produced) "HP Photosmart R607 Harajuku Lovers Digital Camera by Gwen Stefani" is styled in turquoise and white with maroon-colored accents, including hearts and Japanese kanji and katakana characters. The camera retails for \$249 and features a host of stylish extras, including a carrying case and charms designed by Gwen herself.

On Tuesday, Gwen will be presenting Ellen DeGeneres and a few lucky

Ellen DeGeneres Show audience members with the first cameras off the production line. Ellen viewers and Gwen fans will be able to log onto www.hp.com/buy/gwen to enter to win a camera. Fans can also get a peek at the HP Photosmart R607 Harajuku Lovers Digital Camera by Gwen Stefani in action as it is prominently featured in Gwen's new No. 1 music video, "Hollaback Girl."

"I started Harajuku Lovers because I wanted to design something more creative than a standard merchandise line. So we decided to launch a fashion and accessories line based on the same Japanese influence as my album 'Love. Angel. Music. Baby.'," said Stefani. "A camera is clearly a modern day accessory so I thought, 'Why not design a unique, stylish version of it?' So we added it to the line, and it's super-kawaii ('super-cute' in Japanese)."

The HP and Gwen Stefani collaboration is an ideal meeting of form and function, offering customers amazing quality, ease of use and a stylish design. The camera's accessory package includes an authenticity card verifying which number of the 3,000 cameras made the individual owns, a stylish case and charm designed by Stefani, a wrist strap with a heart-shaped charm, and a DVD with Gwen Stefani video, audio interview, wallpapers and more.

The HP Photosmart R607 Harajuku Lovers Digital Camera by Gwen Stefani is an ultra-compact, 4.1 megapixel camera that features HP's innovative Real Life Technologies such as adaptive lighting technology, panorama preview mode for capturing panoramic shots, in-camera red-eye removal to instantly eliminate red-eye without a PC or software, HP Image Advice and HP Instant Share.

16) retrieved 23 April 2024 from <https://phys.org/news/2005-05-limited-harajuku-lovers-digital-camera.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.