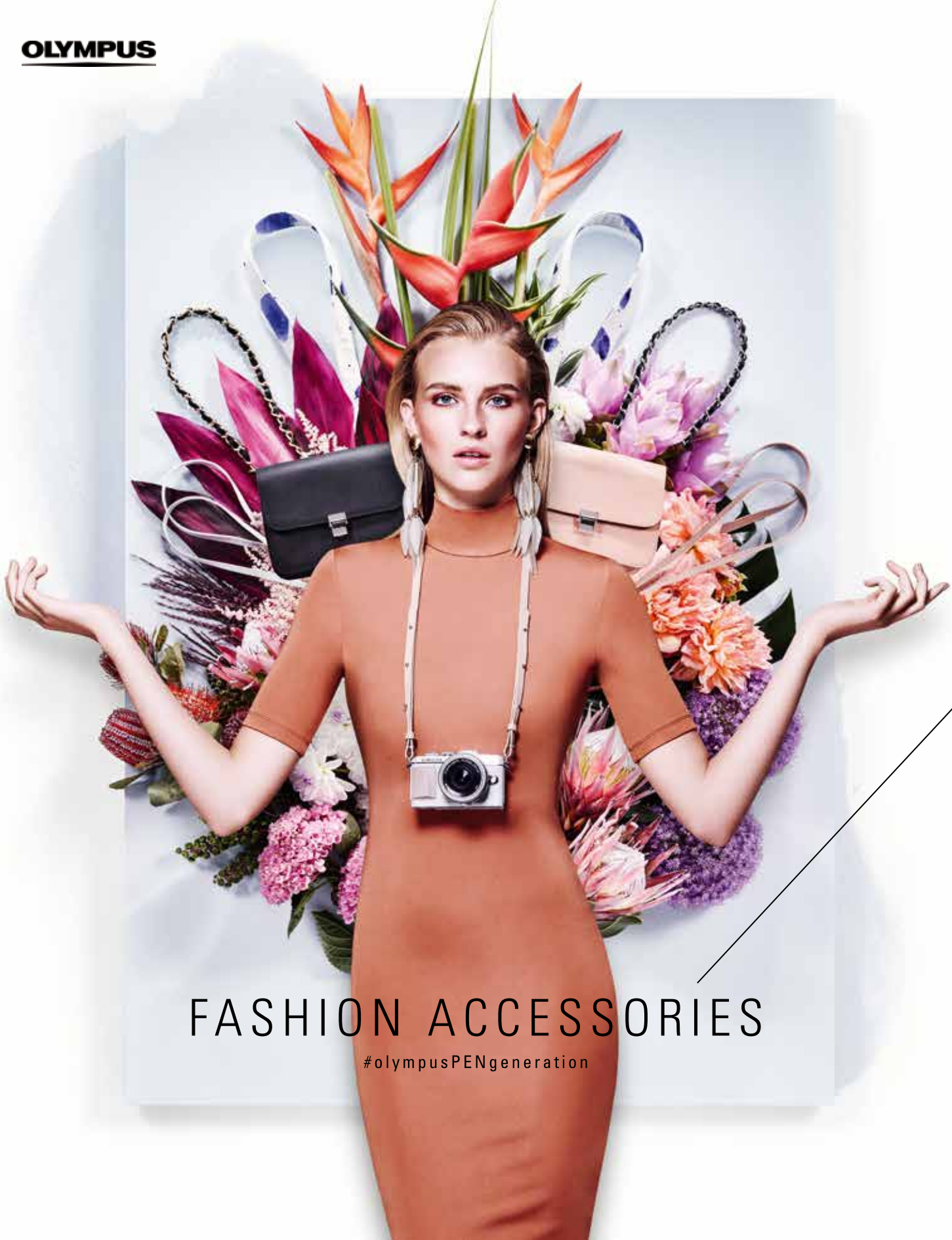


OLYMPUS



FASHION ACCESSORIES

#olympusPENgeneration



PEN GENERATION

OH, IT'S FASHION!

The OLYMPUS PEN – not just a camera, but a fashionable must-have that's complemented by beautiful accessories. These eye-catching items, round off any look perfectly, are inspired by the PEN Generation. This is a range for fashion-conscious women with a zest for life and a passion for design, photography and life in the city.

Internationally renowned fashion bloggers like Camilla Pihl, Paula Ordovás, Sarah Mikaela, Anne-Kathrin Strauss and many others write reports for the Generation's online magazine. These are the people who travel around the world to present the hottest trends from all major fashion capitals and who show us how to wear them together with their style pieces – the OLYMPUS PEN and the fashion accessories. In tutorials they also reveal valuable fashion-photography tips and tricks.

WHY DON'T YOU JOIN THE OLYMPUS PEN GENERATION AND SHOW US YOUR WORLD?



www.olympus-europa.com/s/PENgeneration/

THE PEN GENERATION





FEMININE.
ELEGANT.
MINIMALIST.

LEATHER COLLECTION



ANNE-KATHRIN STRAUSS
les-attitudes.com

Anne-Kathrin Strauss designed the timeless fashion accessories. As a fashion blogger and former model, she has a feeling for the fashion requirements of our times. She is known internationally for her inimitable style and perfect looks.

LEATHERLICIOUS

Little White Feather, Black like my Dress and Just Nude. These in-vogue shades are the perfect colours for the new OLYMPUS shoulder straps. This season the OLYMPUS Hand Straps also come in shades like Strawberry Kisses, Peach Blossom Love, Bohemian Pool Party and a Hint of Mint. Our timeless leather accessories are designed by the fashion blogger Anne-Kathrin Strauß. The appealing powder and pastel tones that she chose will delight any leather fans who prefer a softer look.

The camera bag is another absolute must from the leather collection. Superbly supple leather and a detachable strap that doubles as a camera strap are guaranteed to set fashion-lovers' pulses racing. It looks stylish and elegant with all the functional advantages of a padded camera bag inside. Next to the camera there is enough space for a lens and a smartphone. The result is a combination of traditional design and a contemporary response to flexibility and versatility, showing that fashion is all about the details.

SHOULDER BAG

- JUST NUDE
- BLACK LIKE MY DRESS



SHOULDER STRAP

- LITTLE WHITE FEATHER
- JUST NUDE
- BLACK LIKE MY DRESS



HAND STRAP

- STRAWBERRY KISSES
- LITTLE WHITE FEATHER
- JUST NUDE
- BLACK LIKE MY DRESS
- PEACH BLOSSOM LOVE
- BOHEMIAN POOL PARTY
- A HINT OF MINT





CAMERA OUTFIT / HEI COFFEE



CAMERA OUTFIT / IN 4 COLOURS
BURGUNDY TEMPTATIONS, OLIVE EN VOGUE,
INTO THE BLUE AND HEI COFFEE



BUCKET BAG / IN 2 COLOURS
INTO THE BLUE AND OLIVE EN VOGUE

BODY JACKET AND SHOULDER STRAP /
AVAILABLE IN 4 COLOURS



BURGUNDY TEMPTATIONS



OLIVE EN VOGUE



INTO THE BLUE



HEI COFFEE

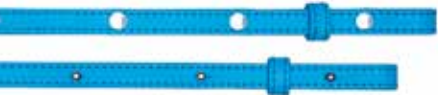
LEATHER COLLECTION

MADE OF GENUINE SUEDE

The outstanding pieces of the new OLYMPUS Fashion Accessories are our Body Jackets, Shoulder Straps and Bucket Bags manufactured from genuine suede and in classy colours. With the Camera Outfit containing a stylish Body Jacket and a matching Shoulder Strap you can give your camera a different look. The padded Bucket Bag has all the advantages of an ordinary camera bag but will fit in with your style way better.

design
by
MALAIKARAISS

HAND STRAP AND
SHOULDER STRAP /
AVAILABLE IN
3 COLOURS



BLUE BON BOOM



ARIZONA DREAMING



ORIENTAL NIGHTS



SHOULDER STRAP / ORIENTAL NIGHTS

MALAIKARAISS COLLECTION

Make your OLYMPUS PEN an accessory with a wow factor attaching the new OLYMPUS Shoulder Straps and Hand Straps, manufactured from genuine leather in the fashionable colours Arizona Dreaming, Oriental Nights and Blue Bon Boom or the exclusive pattern Camouflower.

EXPRESSIVE SHADES CHOSEN BY FASHION
DESIGNER AND STYLE ICON MALAIKA RAISS.

design
by
MALAIKARAISS



MALAIKARAISS
malaikaraiss.com

Malaika Raiss is one of Berlins most important fashion designers. Now a new colour range of OLYMPUS Fashion Accessories was chosen by her. "Garments and accessories are always meant to be an interplay that fascinates and inspires a viewer. These beautiful camera straps are matching my current collection", explains Malaika Raiss the cooperation.



HAND STRAP / BLUE BON BOOM

FOR
MATERIAL
GIRLS.

—
STYLE COLLECTION





NECKLACE STRAP

- BE MY ROCK STAR
- HOLY GOLDIE



CLUTCH

- BE MY ROCK STAR
- HOLY GOLDIE
- BLACK DESIRE

A TOUCH OF GLITTER AND SPARKLE MAKES A GIRL MORE ATTRACTIVE.

Whether you're clubbing or on an elegant gala's guest list – dancing the night away makes life so much more fun. These are moments you'd like to preserve for ever. But who wants to carry around a camera with a big bag that isn't very stylish? OLYMPUS fashion accessories are the perfect companion for any camera and add a real touch of night-time glamour. Those clutches in silver, gold and black quilted pattern can be combined with colour-matched straps or the necklace camera strap promising a touch of decadence that everyone likes at parties. Feeling daring? Choose contrasting colours to create your individual look.

These items make your camera practical and stylish and a favourite accessory on the dance floor.



FASHION. ART?
DEFINITELY!

DESIGNER COLLECTION



INK COUTURE

Fashion has long become an art form of its own. Renowned designers are considered the greatest artists of our times. So it's no surprise that painting and design in this Shoulder Strap are combined to produce something unusual. Designed with calligraphy ink by the artist and fashion blogger Sarah Mikaela, this isn't just de rigueur for all fashionistas, it's a work of art with its finger on the pulse. The choice of the royal blue ink is no coincidence. The sophisticated colour is one of this season's trends. Whether it's part of a royal blue look, or just as a highlight to an outfit, this shoulder strap is one fashion accessory you can't do without.



SARAH MIKAELA
framboisefashion.com

Sarah Mikaela drew inspiration for the camera strap design from her work with calligraphy ink. The artist and fashion blogger is a real sweetheart of street style and produces exceptional fashion photography. Her adopted home is London which is always first choice for her photo shoots.





design
by
MALAIKARAISS



NEW:
CAMOUFLOWER

FASHIONISTAS OF PHOTOGRAPHY

Only accessories make an outfit a true fashion style. That's why OLYMPUS has created accessories with a wow factor – the OLYMPUS Designer Collection. The OLYMPUS Shoulder Straps Get Together, Art meets Fashion, Killing me Softly, Hello Peacock, Feel Boho, Funky Town, Floral Fantasy and Color Play radiate a sense for trends and harmonious patterns. At the same time the shoulder straps are easy to exchange so that they can be changed with your daily outfit. Wonderful companions for all fashion-conscious photographers.

FOR EVERY WOMAN.
EVERY DAY.
EVERY DAY DIFFERENT.

OUR DESIGNS



ART MEETS FASHION



COLOR PLAY



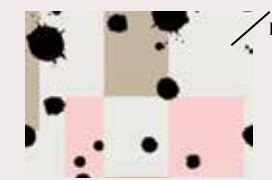
GET TOGETHER



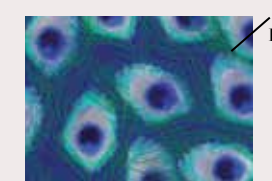
FEEL BOHO



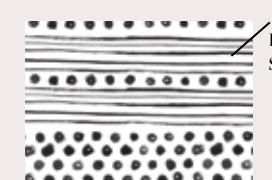
FLORAL FANTASY



FUNKY TOWN



HELLO PEACOCK






KILLING ME SOFTLY

FROM POUCHES AND PATTERNS

Killing me Softly, Hello Peacock and Ink Couture – these are the names of the new accessories of photograph-enthused fashionistas. The beautifully designed OLYMPUS Pouches in two sizes hug the OLYMPUS PEN and its lenses softly. The padded sides of these pouches protect your PEN and lenses. The outstanding designs and shapes make the OLYMPUS Pouch an object of fashion desire which complements every style perfectly.



POUCHES

-  HELLO PEACOCK
-  KILLING ME SOFTLY
-  INK COUTURE



FASHION ACCESSORIES

#olympusPENgeneration

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