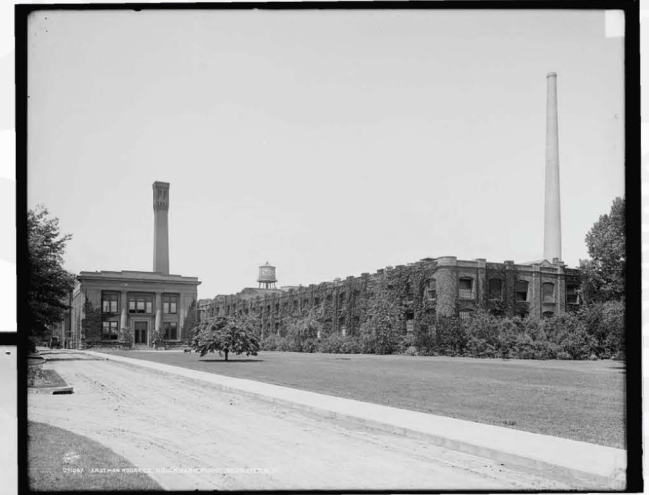




HUF X KODAK

A BRIEF INTRODUCTION

Founded in Rochester, New York, Kodak's innovation created some of the most legendary camera models and moments on film for the 20th century. As a scrappy local brand, Kodak built an empire by evolving the art of photography in real time, becoming the "brand name" of American cameras and film.



HUF X KODAK

WAIT...WHY!?

Fans of the film aesthetic since day one, HUF X Kodak celebrates the art of shooting film with the brand that defines the aesthetic. Unplugging from an overly digital world, we shot images with the crew and skate team, throwing it back to the colors, grit, and spontaneity of analog photography.



★★ PROJECT

MARKETING SUPPORT

HUF x Kodak marketing support will include an extended social rollout and campaign, including digital advertising, product seeding, press push, and activation.

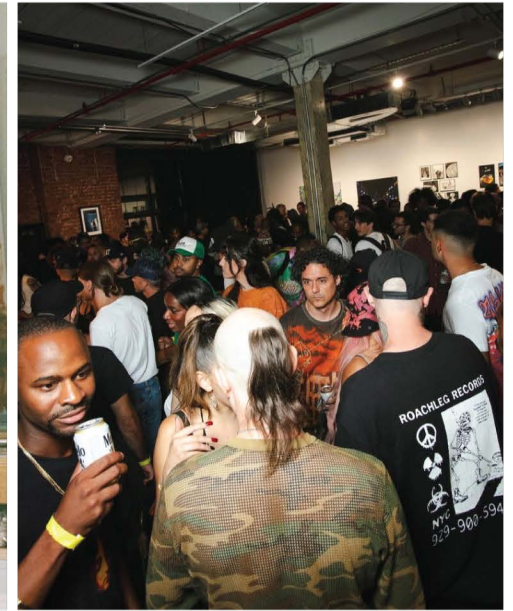
ACTIVATION HIGHLIGHTS:



Campaign shot entirely on film.



A series of video vignettes highlighting emerging film photographers and videographers.



Film photography art show and launch event.

★★★ PROJECT

Along with 1 and 2 star support, 3 star stories are the most heavily marketed projects of the year. Each project is bolstered by a multi-pronged approach, ranging from a robust social plan, richer digital ad strategy, outdoor advertising, retail activations, full-scale press push, events and other custom activations.

★★ PROJECT

Along with 1 star support, 2 star stories are elevated through a longer-digital life, including a digital ad program, product seeding, press push, and additional messaging

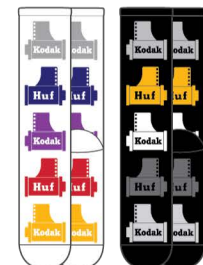
★ PROJECT

One and done right. Digital-focused releases

A BRIEF INTRODUCTION

THE COLLECTION

Pulling from Kodak's vast archive of classic advertisements, packaging, and product design, HUF x Kodak blends each brand's vision through a new lens. Showcasing the intersection of street photography and skate culture, through retro branding, reimagined graphics, and unexpected accessories, HUF x Kodak captures new moments and ideas through a classic medium and modern design.





JK00466 - COLLAGE BOMBER JACKET

PVP: 300€



FRONT SIDE



REVERSE SIDE

BLACK

- Reversible Bomber Jacket
- Full Zip Closure
- Mixed Rib Knit At Collar, Cuffs, And Hem
- FRONT SIDE
- Flight Satin Nylon Exterior
- Printed Artwork At Left Chest And Back
- Embroidered Artwork At Left Cuff
- Dual Front Zip Closure Pockets

- REVERSE SIDE:
- All-Over Sublimated Taffeta Artwork
- Onion Quilt Pattern Detail
- HUF | Kodak Tyvek Label At Back
- Dual Welt Hand Pockets

Interior Label Detail





HUF

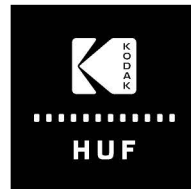
KN00551 - DARK ROOM JACQUARD KNIT SWEATER
PVP: 150€



BLACK

- 100% Cotton Knit Crewneck Sweater
- All-Over Jacquard-knit Artwork
- 1x1 Rib-knit Collar, Cuffs And Hem
- HUF | Kodak Exterior Woven Label At Lower Left Side

Exterior Label Detail





PF00752 - INVENTION P/O HOODIE

PVP: 120€



BLACK

-
- Printable Hooded Sweatshirt
 - Printed Artwork At Center Chest And Back
 - Kangaroo Pocket
 - Drawstring Hood
 - HUF | Kodak Woven Label At Interior Neck



HUF

PF00753 - GOLDEN HOUR CREWNECK
PVP: 110€



ASH

- Printable Crewneck Sweatshirt
- Printed Artwork At Front, Left Cuff, And Back
- HUF | Kodak Woven Label At Interior Neck





TS02465 - INNER VISION L/S TEE
PVP: 65€



BLACK

-
- Long Sleeve Tee Shirt
 - Printed Artwork At Center Chest And Sleeves
 - HUF | Kodak Woven Label At Interior Neck

TS02466 - REAR VIEW S/S TEE
PVP: 50€



WHITE

-
- Short Sleeve Tee Shirt
 - Printed Artwork At Front And Back
 - HUF | Kodak Woven Label At Interior Neck



HUF

TS02467 - IMAGINE WHAT S/S TEE
PVP: 50€



BLACK

-
- Short Sleeve Tee Shirt
 - Printed Artwork At Left Chest And Back
 - HUF I Kodak Woven Label At Interior Neck





TS02468 - POWER FLASH S/S TEE
PVP: 50€



WHITE

-
- Short Sleeve Tee Shirt
 - Printed Artwork At Center Chest And Right Sleeve
 - HUF I Kodak Woven Label At Interior Neck



HUF

TS02469 - TRIPLE FILM S/S TEE
PVP: 50€



BLACK

- Short Sleeve Tee Shirt
- Printed Artwork At Left Chest And Back
- HUF | Kodak Woven Label At Interior Neck



HT00878 - HUF X KODAK SNAPBACK

PVP: 55€



BLACK



WHITE

- 100% Cotton Twill 6-Panel Hat
- All-Over Embroidered Artwork
- Adjustable Plastic Snap Back Closure



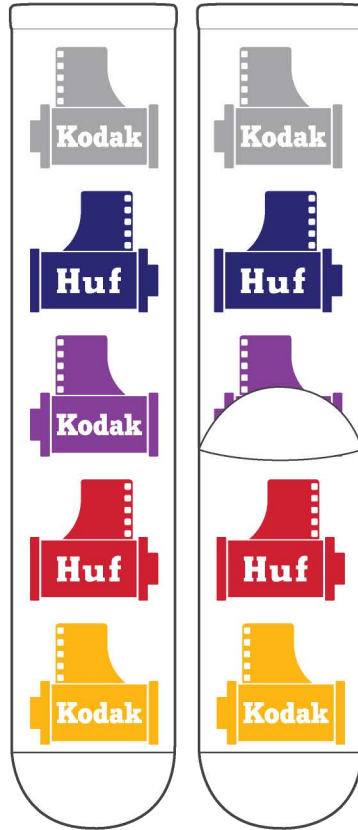
HUF

BN00172 - CAMERA CLUB BEANIE
PVP: 40€

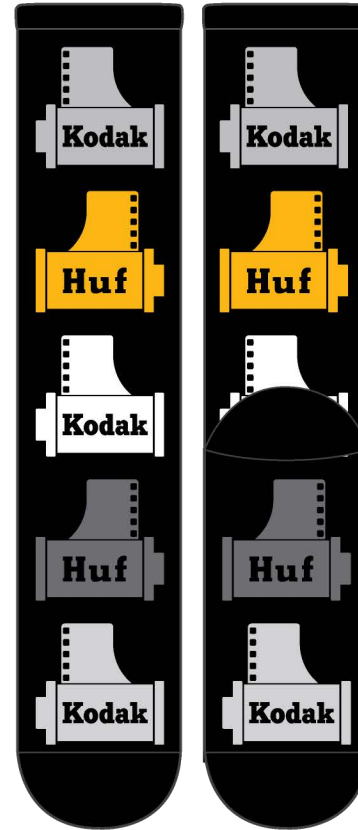


BLACK

-
- 100% Acrylic Fold Over Beanie
 - Jacquard-Knit Artwork Around Head
 - Woven Huf Label At Front Fold



WHITE



BLACK

-
- Crew Length Sock
 - Jacquarded Artwork
 - One Size Fits All
 - HUF | Kodak branding



HUF

AC01078 - HUF X KODAK LOCKET

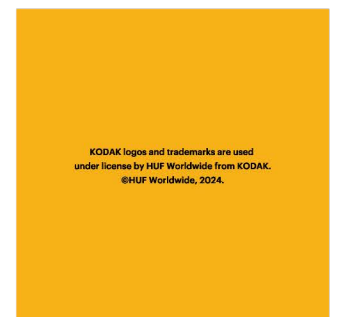
PVP: 110€



GOLD

- 3D Camera Locket Pendant
- 23.0" Box Chain
- HUF | Kodak Film Box Inspired Packaging

PACKAGING DETAIL



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AC01080 - COLLAGE FILMER BOARD

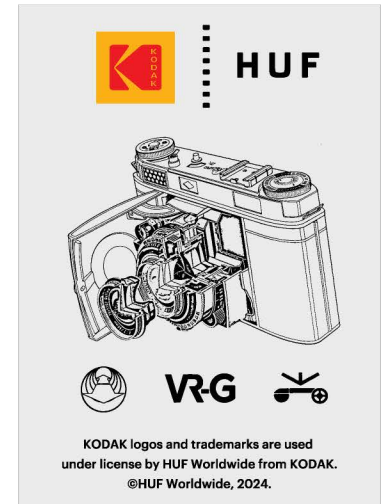
PVP: 99€



WHITE

- 9.8" X 32.0" Filmer Shape
- Heat Transfer Artwork On Top And Bottom
- Wheel Well Cutouts
- 7-Ply Maple

SKATE DECK TOP PRINT DETAIL



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AC01081 - COLLAGE SIDE BAG

PVP: 60€



MULTI

-
- 600D Nylon Side Bag
 - All-Over Sublimated Artwork
 - HUF | Kodak Woven Label At Front
 - Fully Jacquarded Adjustable Length Strap
 - Twill Binding
 - Plastic Carabiner
 - Approximately 4.0" W X 7.0" H X 2.5" D



HUF

AC01079 - HUF X KODAK FILM BOX KEYCHAIN

PVP: 35€



MULTI

-
- Metal Flip Top Film Container
 - Keychain Clip
 - Fits One Film Canister
 - HUF | Kodak Branding



HUF