

# PRESS RELEASE

Polaroid Magic Goes Digital. [Snap / Send. Print. Share.](#)



[www.polaroid.com](http://www.polaroid.com)

## POLAROID TEAMS UP WITH LADY GAGA AND ANNOUNCES NEW PRODUCT PIPELINE

### NEW STOCK OF DIGITAL INSTANT PRODUCTS TO HIT HONG KONG MARKET BEFORE CHINESE NEW YEAR

During the recent CES Consumer Electronics Show in Las Vegas, Polaroid proudly announced the appointment of pop icon Lady Gaga as creative director for a specialty line of Polaroid Imaging products. The partnership brings together one of the world's most iconic brands with today's fastest rising musical artist and cultural trend setter, known for her string of smash global hits including Paparazzi, Bad Romance and Poker Face, her fashion forward design aesthetic and her exceptionally close connection with her fans.

[Read on...](#)



[POLAROID TEAMS UP WITH LADY GAGA AND ANNOUNCES NEW PRODUCT PIPELINE](#) (in YouTube)

#### Excerpts from Press Release :

“The Polaroid TWO Instant Digital Camera and the Polaroid PoGo 2x3” Bluetooth printer will be available in key outlets in Hong Kong before Chinese New year.”

Polaroid PoGo™

Polaroid TWO

#### Download :

[Press release](#)  
(Word document)

[Polaroid PoGo](#)

[Polaroid TWO](#)  
(product image)



China, Hong Kong and Macau sole agent :

**SHRIRO IMAGING**

Hong Kong • Beijing • Shanghai • Guangzhou