

## **SAY HELLO TO THE FASTEST EVERYDAY CAMERA BAG!**

**After 2 years of development he is ready: “Herr Michl”.**

Vienna, November 15<sup>th</sup>, 2018: Four Austrian creatives developed something that all photographers are dreaming of: The fastest everyday camera bag! Herr Michl is now available on the crowdfunding-platform Kickstarter (<https://www.herrmichl.com/kickstarter>). Be fast and get one of the very first bags. The Kickstarter campaign will run until 14<sup>th</sup> of December.

So why is it the fastest camera bag? The secret is: The strap of the camera is also the strap of the bag. The innovative design of the bag makes it possible to get the camera out of the bag and in again with one single move. The camera is always connected with the bag, which makes both components theft proof. The idea is so innovative that the patent registration is already in progress.

In addition to the camera you can also store a second lens, your phone, additional batteries, as well as your belongings, super safe behind a zipper of the bag.

Each photographer, hobby or professional, knows the situation when the perfect picture appears in front of you and you wished you had your camera ready. But often the camera is stored in a bag or a backpack. And when you finished fumbling for your camera, the motive is gone. This is exactly the problem Marie and Michael, two professional photographers, faced too often during their travels. “We were preparing a trip to Vietnam and again we were looking for a light and easy to use camera bag that protects our camera and makes it super easy to pack and unpack it.” explains Michael. “Whenever we travel we with just one camera and one lens. We love to keep it simple.” Marie further explains.

Together with Iris Fritz, a designer, and Bettina Chochola, a bag manufacturer, they joined their forces to “Böse Fritz & Cho” and created the bag “Herr Michl”.

“My vision was to create a fast and easy to use bag that doesn't look like a typical camera bag. The solution we came up with, is a system where you only need one move to get the camera out of the bag and another move to get it in again.” explains Iris. Bettina spent the last 15 years designing bags. Designing a camera bag was a completely new challenge. “To meet ecological standards we decided to use 100% percent PET recycled felt. Felt is the perfect material for our bag, as it is super lightweight, shock proof and water resistant.” Bettina explains. The strap is made out of durable natural tanned leather, which satisfies their high requirements for a perfect fitting.

The bag comes in two sizes to fit both, DSLRs, as well as compact, mirrorless cameras. The bags are handcrafted in Austria with a strong focus on sustainability.

### **Important links:**

Kickstarter campaign: <https://www.herrmichl.com/kickstarter>

Website: <https://www.herrmichl.com>

Video about Herr Michl: <https://vimeo.com/299538890>

**In case of questions please contact:**

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### **Can I meet "Herr Michl" somewhere?**

Yes, you can! We are at the "Photo & Adventure" fair in Vienna on November 24th/25th and would love to get to know you in person. There you can also meet "Herr Michl".

### **Böse Fritz & Cho**

Böse Fritz & Cho is a combination of the project partner's last names: Bösendorfer, Fritz und Chochola. They met during an Austrian creative coaching project called „C hoch 3“. There, Michael presented the first prototype of the bag which was nothing more than a piece of fabric sewed together. When Iris and Bettina saw this, they needed to laugh. But they got the idea behind it. Herr Michl is the first bag that is available under the label of Böse Fritz & Cho. But this will be just the beginning. The partners already have a bunch of new great ideas for the development of other outstanding bags.

### **Herr Michl on Kickstarter**

Kickstarter is a platform that enables the financing of products and ideas with crowdfunding. Herr Michl is available since November 15<sup>th</sup> on Kickstarter. The first 25 bags will be available for a special starting price, after that there will be different categories of offers. The campaign goal is the funding of 5000€. Will this amount be financed, production of the ordered bags starts.