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▲ Polaroid Go Gen 3_Pokemon Pikachu Edition

Polaroid unveils Pokémon collaboration with nine special-edition pieces

Iconic Polaroid cameras take the shape of beloved Pokémon, Pikachu, Sylveon and the Poké Ball

Polaroid, the original instant photography brand, and Pokémon, one of the most beloved entertainment properties in the world, have teamed up on a limited-edition collection of cameras, film and accessories.

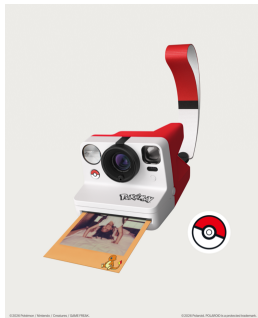
Celebrating 30 years of Pokémon, the collection marks Polaroid's biggest collaboration yet and includes three cameras, three film frames with custom dark slides and iconic accessories.

The products have been designed to bring Pokémon's playful energy to Polaroid's iconic cameras, while encouraging both younger and older fans of Pokémon to embrace the tactile, analog joy of shooting with Polaroid.

The new Polaroid x Pokémon Special Edition range includes:

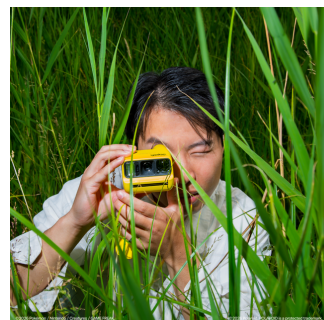
Special edition Now Gen 3 - Pokémon design

- Polaroid Now Camera Generation 3 - Pokémon Edition: 139.99 USD, 139.99 EUR, 129.99 GBP



Special edition Go Gen 3 – Pikachu design

- Polaroid Go Camera Generation 3 - Pokémon Pikachu Edition: 99.99 USD, 99.99 EUR, 89.99 GBP



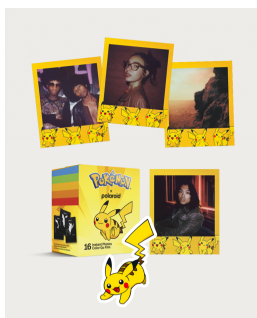
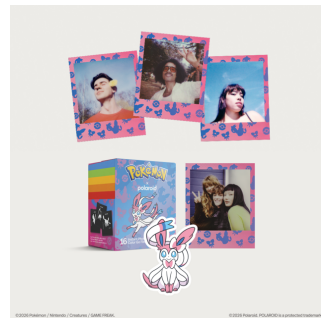
Special edition Go Gen 3 - Sylveon design

- Polaroid Go Camera Generation 3 - Pokémon Sylveon Edition: 99.99 USD, 99.99 EUR, 89.99 GBP



Special edition film with Pokémon frames

- Polaroid Color i-Type Film - Pokémon Edition: 22.99 USD, 21.99 EUR, 21.99 GBP
- Polaroid Go Color Film - Pokémon Pikachu Edition - Double Pack: 24.99 USD 22.99 EUR, 21.99 GBP
- Polaroid Go Color Film – Pokémon Sylveon Edition - Double Pack: 24.99 USD, 22.99 EUR, 21.99 GBP

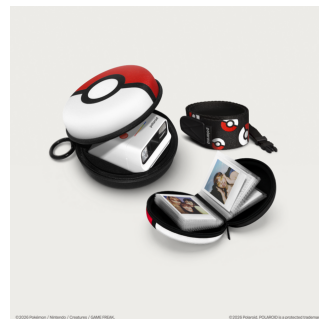
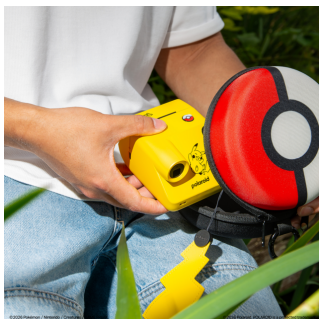


With custom dark slides for i-Type and Go film



Playful accessories

- Polaroid Go Camera Case – Pokémon Edition: 24.99 USD, 24.99 EUR
- Polaroid Go Photo Album – Pokémon Edition: 24.99 USD, 24.99 EUR
- Polaroid Camera Strap – Pokémon Edition (compatible with both cameras): 14.99 USD, 14,99 EUR





"Pokémon has always been about discovery, connection, and exploration. Working with Polaroid feels like a natural extension of these values: encouraging fans to capture moments that matter most to them in their own way and turn their favourite memories into tangible keepsakes."

Mathieu Galante, Sr. Director, Licensing, The Pokémon Company International.

The Polaroid x Pokémon collection will launch globally in limited quantities on polaroid.com, with pre-orders opening August 25, 2026, on polaroid.com and Pokémon Center, the premier online destination for official Pokémon merchandise, in the U.S., U.K. and Canada followed by full release on October 5, 2026.

About The Pokémon Company International:

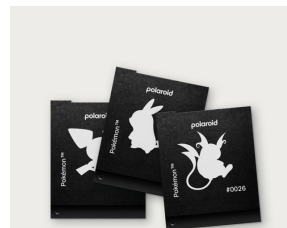
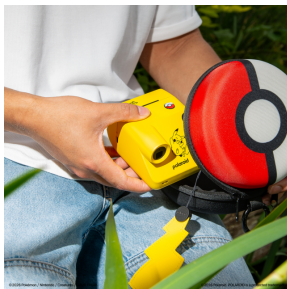
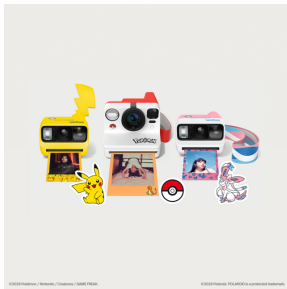
The Pokémon Company International manages the Pokémon property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, please visit www.pokemon.co.uk.

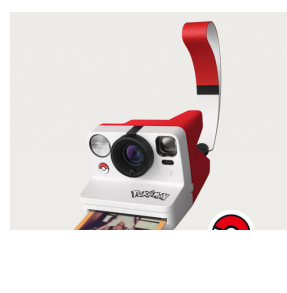
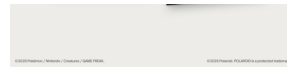
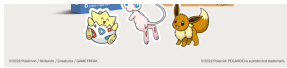


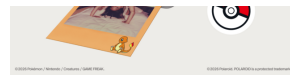
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About Polaroid

Polaroid was founded in 1937 by Edwin Land as an icon of innovation and engineering. The company's launch of the Polaroid Land camera in 1947, which marked the genesis of instant photography, and subsequent introduction of the breakthrough Polaroid SX-70 camera in 1972 and many others, would firmly cement Polaroid's standing as a technological pioneer and cultural phenomenon during its peak. However, at the turn of the century, the company would be faced with new realities surrounding digital technology's swift rise and ceased the production of instant film in 2008. But that was short-lived; a dedicated group of instant photography fans would save the last Polaroid factory in the Netherlands under the name 'The Impossible Project,' paving way for the eventual rebirth of the original 'Polaroid' brand in the years following.

Today, Polaroid is in pursuit of unlocking the beauty in everyday life with instant photography tools that empower creators across the globe to capture meaningful moments. With recent introductions like the world's smallest instant camera, the Polaroid Go camera, and the world's first instant camera with built-in manual controls, the Polaroid I-2 camera, the company that we have come to know and love for over 80 years is rooted back in the spirit of analog innovation for the modern age.

Contact details

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