



## Press Information

### Leica D-Lux 7 Vans x Ray Barbee Edition: The Journey is the Destination

**Wetzlar, 19<sup>th</sup> November 2021.** Leica Camera AG has teamed up with two stars of the skateboarding scene – the fashion label Vans, and the skater, musician and photographer Ray Barbee – to introduce the limited-edition Leica D-Lux 7 Vans x Ray Barbee: an extraordinary camera that encapsulates the spirit and lifestyle of skateboarding culture. Ray Barbee summarizes the venture’s core emotion: “The joy is in capturing the journey.”

Vans has been creating skate shoes and clothing for more than five decades – staying true to its underground essence whilst gaining global renown. The multi-talented Ray Barbee not only counts as a pioneer within the skateboarding scene, but is also known as a successful musician and Leica photographer. “I am very honored to be working with both Vans and Leica – not just to show the connection between skating and photography, but also to celebrate the enormous contributions of both brands in their respective fields. The coming together of these two brands represents a truly special collaboration.”

The Leica D-Lux 7 Vans x Ray Barbee Edition is covered in Vans’ iconic checkerboard pattern. The top plate of the camera features Ray Barbee’s signature, as well as the Vault logo – a sub-brand which Vans reserves for particularly high-end products and exclusive collaborations. The set includes a specially designed carrier strap and matching dust bag, both in petrol blue. One side of the bag is adorned with Barbee’s quote, “The joy is in capturing the journey,” which has become the motto of this joint venture and its resulting products. The other side of the dust bag shows the famous words of Ernst Leitz II: “Ich entscheide hiermit: Es wird riskiert” (“I hereby decide: the risk shall be taken”) – which marked the go-ahead for the production of the Leica I in 1924.

The limited-edition Leica D-Lux 7 Vans x Ray Barbee has the same technical specifications as the serially produced model, distinguished by a large Micro Four Thirds sensor and fast zoom lens with a full-frame-equivalent range of 24 – 75 mm. Vans complements the collaboration

with specially designed T-shirts as well as shoes (including a petrol-colored model with red eyelets and checkerboard lining) adorned with the afore-mentioned quotes by Ray Barbee and Ernst Leitz II. The Leica D-Lux 7 Vans x Ray Barbee Edition is priced at € 1495 incl. VAT. Selected works by Ray Barbee are on show at the Leica Gallery Los Angeles, coinciding with the camera's market launch.

### **Leica Camera – A Partner for Photography**

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.

### **About Vans**

Vans®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. Vans® authentic collections are sold in 97 countries through a network of subsidiaries, distributors and international offices. Vans® has over 2,000 retail locations globally including owned, concession and partnership doors. The Vans® brand promotes creative self-expression in youth culture across action sports, art, music and street culture and delivers progressive platforms such as Vans Checkerboard Day, Vans Park Series, Vans Triple Crown of Surfing®, Vans Custom Culture, and Vans' cultural hub and international music venue, House of Vans.