



Press Release

Exclusive binocular design:

Supreme®/Leica Ultravid 8x20 binocular

Wetzlar, September 25, 2020. For its fall 2020 collection, the US brand Supreme® is presenting for the first time a Leica Camera product in the design typical of the New York brand: the Leica Ultravid 8x20 binoculars.

The binoculars, designed exclusively for Supreme®, are fully covered with red rubber armor and bear the Supreme logo on both sides of the housing. The Supreme®/Leica Ultravid 8x20 binoculars were manufactured by Leica in a limited edition of 182 pieces and will be available exclusively at Supreme® sales channels from September 2020 on.

The legendary premium optics of the fully waterproof compact binoculars with 8x magnification provide intense visual experiences and the compact size of the Leica Ultravid 8x20 binoculars makes them perfect for long-term, fatigue-free observation.

All binoculars are made of the finest optical and mechanical components and therefore provide brilliant and high-contrast images. The innovative AquaDura® coating protects the optical systems from water, dirt and damage.

"We are very pleased about the collaboration with Supreme New York. With the Leica Ultravid binoculars, two global and innovative companies have created a great product that combines outstanding optics and innovative design in a unique way," says Matthias Harsch, CEO Leica Camera AG (Wetzlar).

About Supreme®

Supreme® was founded in New York in 1994 and quickly established itself as the brand for the New York skater culture. The company currently operates twelve of its own stores worldwide, including in New York, Tokyo, Paris, London and San Francisco.

About Leica Camera

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary reputation of the Leica brand is founded on a long tradition of excellent quality, German craftsmanship and German industrial design, together with a long standing tradition of innovative technologies. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal and operates its own worldwide network of regional organisations, Leica Retail Stores, Leica Galleries and Leica Akademies. For more information, visit leica-camera.com.

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