



Press information

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Limited special edition: LEICA D-LUX 6 'Edition by G-STAR RAW' The unique compact camera for fashion aficionados



In collaboration with G-STAR, the Dutch jeans and fashion label, Leica Camera AG, Solms, presents a limited special edition of the Leica D-Lux 6 compact camera. Inspired by the successful G-STAR RAW collection, the new Leica D-Lux 6 'Edition by G-STAR RAW' features an unusual colour concept. Its distinctive look, equally unique and timeless, makes it a stylish accessory for fashion aficionados who appreciate extraordinary products with an extra-special touch.



The body of the Leica D-Lux 6 'Edition by G-STAR RAW' is finished in the typical RAW design, and features the script 'LEICA BY G-STAR RAW ... JUST THE PRODUCT'. This special edition's leather trim is also unique – in fact, it is used for the first time ever on a Leica compact camera. The distinctive dot structure plays an essential role in defining the outstanding style of the Leica D-Lux 6 'Edition by G-STAR RAW' and lends the camera particularly effective grip characteristics.





The Leica D-Lux 6 'Edition by G-STAR RAW' comes as a set including a camera case in brown leather in the RAW look, branded with the G-STAR logo. The set also includes an exclusive carrying strap and a matching hand strap, both in the same leather as the case. The Leica D-Lux 6 'Edition by G-STAR RAW' is a worldwide limited special model and is now available from selected Leica Stores.



G-STAR has previously collaborated in RAW crossovers with companies like Land Rover, Vitra and Cannondale – companies whose products stand for the ideal fusion of classic manufacturing traditions and groundbreaking technology. The Leica D-Lux 6 'Edition by G-STAR RAW' is the latest designer product to follow in the footsteps of the RAW Defender, the RAW Ferry, the RAW Cannondale and the RAW Prouvé. The G-STAR and Leica brands are united in their appreciation of premium-quality products that are characterised by authenticity, long life and functional design.

The technical specifications of the Leica D-Lux 6 'Edition by G-STAR RAW' are the same as those of the standard model. The Leica D-Lux 6 combines a fast lens with a 1.7" CMOS image sensor that is especially large for this compact camera format. This enables it to achieve an imaging quality that sets entirely new standards for its class. With a zoom range of 24 to 90 mm (35 mm equivalent), its lens is ideal for a broad spectrum of photographic applications and makes the camera particularly versatile for everything from macro shots and wide-angle architectural and landscape photography to photojournalism and portraits. A comprehensive range of features – including automatic mode, manual setting options and full-HD video recording capability – expands its users' creative horizons. Its intuitive handling concept provides ideal support in all situations to guarantee that every moment is captured in dazzling quality.



About G-STAR

G-STAR RAW is a modern denim label marketed by the Dutch jeans and fashion label. Since its launch in 1989, the successful G-STAR label has enjoyed a reputation as a denim pioneer and is famous for its legendary jeans styles. The company's philosophy has always revolved around the principle 'just the product', and maintains a constant focus on unconventional craftsmanship in denim. With its 3D denim concept and the launch of G-STAR Elwood using only untreated RAW denim fabrics, G-STAR set new fashion standards in the denim segment. Find out more on www.g-star.com.

About Leica Camera AG

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. And today, in combination with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualisation and perception. Leica Camera AG has its headquarters in Solms, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Australia, Italy and the USA. New and innovative products have been the driving force behind the company's positive development in recent years. Further information is available on www.leica-camera.com.



(This press release is issued by Schmidt Marketing (HK) Ltd. on behalf of Leica Camera AG.)

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About Schmidt Group & Schmidt Marketing (Asia) Ltd.

Schmidt Group, founded in 1896, streamlined its distributorship business into three independent business enterprises in 2001, forming Schmidt Electronics Group Asia Ltd, Schmidt BioMedTech Asia Ltd, and Schmidt Marketing Asia Ltd.

Schmidt Marketing Asia Ltd. is one of Asia's leading integrated distribution, marketing and



service providers with a network of operations in Hong Kong, China, Taiwan, Singapore, Malaysia, Thailand and Vietnam. The company has been the exclusive distributor of Leica Camera AG for many decades and also represents a number of other world famous photographic brands on an exclusive basis as well as being an exclusive distributor of exquisite jewellery, timepieces, televisions and many more luxury consumer products.

In 2011, Schmidt Marketing Asia Ltd reached another milestone by extending its business into the retail industry opening Schmidt Flagship Store's in Hong Kong, Singapore and Malaysia. In 2012, Schmidt Marketing Asia Ltd marked its pilot step into the wine and spirits industry when it opened two Schmidt Vinothek's in Hong Kong and in March this year will expand again by opening its first Schmidt Vinothek in Vietnam.

For more information, please visit our website at <http://www.schmidtmarketing.com/>

