



4V  
DESIGN



At 4V Design we have many passions. One of them is photography, others are the love for product development and to do things to the best of our abilities. Our goal is to combine our love for photography and for product development into relevant creations for photography lovers. We love to believe we can help make our small photographic world a more enjoyable and stylish place. For more than ten years we designed and developed camera supports, accessories and digital

cameras for the top leading brands. But large companies are now looking for other values rather than the passion and the love for photography. 4V Design born from the dream of creating a brand with no politics, just love and passion, and a combination of contemporary Italian design, best materials, state of the art manufacturing and optimal functionality to enhance the photographer's experience. We like to let our products to communicate all the passion, the care and attention that we have put in their development. We can only thank all those who will enjoy the fruits of our work and will want to grant us their trust.





## TUSCANY “CUOIO”



4V Design straps are made in Italy with Tuscany Vegetable Tanned “Cuoio”, the best leather available, certified by the dedicated Tuscany Association.

CUOIO is a strong and thick material, exceptionally durable, that maintains its natural characteristics. With the passage of time and with the usage it becomes softer and more beautiful. The production process follows an ancient receipt handed over by centuries that uses no chemicals, just natural and vegetable products. This process makes our “cuoio” anti-allergenic and gift it with its inimitable and fascinating warm scent. CUOIO is practically eternal. It requires to be oiled with specific products from time to time to maintain its characteristics and to refurbish the surface from scratches.

## OLD-SCHOOL MANUFACTURING



Other straps available in the market are all very similar by design, quality and materials. Most of these straps are manufactured in low cost countries and use a simplified construction and design for both cost reduction and lack of craftsmanship skills. The high-quality, old-school leather goods are sadly disappearing due to profit and mass-production logic. At 4V Design we are proud of helping to preserve such precious tradition that still live in our exclusive leather strap collections. For example, the Lusso straps still use the double-layer “cuoio” construction, that connects to the buckle by means of a typical Italian “old School” inlay. Three “cuoio” layers are masterfully thinned down at the edges and connected together by a single stitching that goes all the way the full length of the strap. Just amazing.

## UNIQUE DETAILS



4V Design straps are beautifully detailed as for the best Italian “cuoio” Masters tradition. Thanks to a unique rooted-in-the-past technique, all edges are carefully hand-painted and beautifully finished for superior quality touch. This is a very time-consuming technique that requires an exceptional high precision cutting, stitching and painting. At 4V Design we are so confident in our quality that we proudly signs some of our straps with the contrast stitching in cyan, our bright corporate color. This despite the fact a contrast stitching is extremely difficult to manage in production: it can easily highlight inaccuracies and defects. The reward for all this the awareness of wearing around the neck of piece of art.





## ULTRA-GRIP TECHNOLOGY



A slippery camera strap is both annoying and dangerous. Many materials and solutions have been experimented over time but none has ever been satisfactory, until now. 4V Ultra-Grip is the ultimate solution that combines an exceptional grip with comfort, beauty, lightweight and long lasting performance.

The “Ultra-Grip Technology” comes from the development of Racing Riders Leather Suits. It guarantees an exceptional no-slip support under any condition and on any material. It offers other unique advantages: Comfort, Hygiene, Durability.

The Ultra-Grip Surface is water-proof and washable, doesn't absorb sweat and cannot be colonized by microbes and bacteria. The race-proven construction makes it indestructible and peeling-proof.

## ATTACHMENT BAND



4V Design straps feature a custom connection band based on our exclusive design. This 10 mm band is soft, comfortable, exceptionally strong and durable like no others.

It is made of 100% polyamide and derives from military application bands. Its special design allows for a very high resistance to tear, wear and cut. The herringbone design makes much stronger stitched connections and the camera weight is distributed over a higher number of treads for increased durability.

The band end is uniquely “folded & stitched”. This solution makes 4V straps much safer by preventing the band slipping out of the buckle accidentally. The sleek metal buckle is very compact, with rounded edges and easy to grab thanks to the ergonomic design.

## OPTIONAL ATTACHMENTS



4V Design straps come with two different camera connection options:

- the classic metal split ring attachment with anti-scratch protective leather pads.
- the popular Universal 10mm wide band attachment.

The straps featuring the Universal 10mm band attachment come with a “Fit Kit” that includes different optional attachments accordingly to the strap size.

Large straps come with optional split rings and leather protectors. Medium straps include split ring with leather protectors and a 10mm band quick release optional attachment. Slim straps come with all three optional attachments: split ring with protector, quick release 10mm band and a quick release attachment with chord, ideal for compact cameras.





## COMFORT & ERGONOMICS



Comfort comes first in all 4V Design straps. Our superior comfort comes from the unique combination of four elements:

- the ergonomic shape
- the high performance foam used for the padding
- the unique rounded profile padding
- the innovative materials used for the inner lining.

Ergonomics is one of our key specialties thanks to our long experience in designing motorbike clothing and protective gear. The pre-curved ALA straps and the unique design of the ERGO are a first in the photo accessory industry.

Every 4V strap is designed not only to be gentle and soft on your wrist or neck skin, but also to provide a perfect fit when carried over the shoulder and across your chest.

## ROUNDED PADDING



One of the key features of 4V Design straps is the soft padding. For each strap we invest an unbelievable amount of time in testing different materials and design until we achieve the most comfortable solution.

4V padding is made of high performance foam used for outdoor and sport footwear and garments. It guarantees a long lasting and consistent performance over time.

Foam density and thickness is accurately selected for each strap model and size in order to ensure the best comfort accordingly to the class of camera to be carried. An other unique distinguishing element of our padding is the thick and rounded profile.

With such a design the padding acts as a spacer and prevents the pad edges from cutting into the neck or wrist skin.

## CARBON-LOOK LEATHER



At 4V Design we love to innovate and to develop hi-performance and surprising materials.

Among all 4V Design innovations we are very proud of our unique Carbon-Look Leather.

It is made of genuine cow leather with an exclusive surface treatment.

Despite other carbon-look materials in the market, the beauty of 4V Carbon-Look Leather is that not only perfectly matches the Matt Look, but also the typical Touch & Feel of the real carbon fiber.

The result is a surprising tactile experience combined to great looking luxury camera straps.

The distinctive look of the 4V Carbon Leather is absolutely inimitable. A perfect match to both Stylish and Sport outfit.

## NECK STRAPS COLLECTION

### ALA TOP



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### ALA



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### SELLA



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### LUSSO



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ALA straps are the ideal match of beauty, functionality and comfort. The great fit is granted by the exclusive pre-curved design, the wide length adjustment and the rich padding makes it a great choice for any photographer.

ALA TOP straps feature a full leather pad, also available in carbon-look, and the exclusive 4V "Ultra-Grip" technology, especially useful for advanced users.

ALA straps offer a classic cotton canvas and Tuscany leather design. The 4V soft suede and rich padding makes them exceptionally comfortable.

The Sella Collection combines a classic and sleek Italian design with the innovation and the key features required by a professional strap: wide length adjustment for great versatility, soft padding for long shooting sessions and "Ultra-Grip" technology for maximum performance.

The Lusso Collection born from the Italian "cuoio" artisan tradition and combines the best materials, the most elegant construction and unique features. 4V "Ultra-Grip" and memory foam makes them exceptionally comfortable.

## NECK STRAPS COLLECTION

### CLASSIC



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## APPLICATION

Large straps



Medium straps



Slim straps



The Classic Collection is made of the best Vegetable Tanned Tuscany "Cuoio", unique for color and grain uniformity.

The Classic Straps are a timeless piece of beauty thanks to the sleek and elegant design and the quality details.



## WRIST STRAPS COLLECTION

### ERGO



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### WATCH



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## APPLICATION

Large straps



Medium straps



Slim straps



Ergo wrist straps introduce a new standard in ergonomics and versatility: the unique pre-curved design, the soft padding and the modular connection system for an universal application make them unique.

Watch wrist straps are incredibly comfortable to wear thanks to the ergonomic design and the soft suede padding. The scented Tuscany “cuoio” and the beautiful details make them a stylish bracelet for you and your compact camera.







## NECK STRAPS ALA TOP COLLECTION

This collection is dedicated to all photographers still looking for their ideal strap.

Designed to carry from large to advanced mirrorless cameras, it offers a unique combination of features, benefits and distinctive style like no other strap in the market. The exceptional comfort, the wide length adjustment, the superior quality of details and materials makes it your ideal strap.

- Full leather pad
- Ultra-Grip Technology lining for great safety durability and hygiene
- Pre-Curved Cut for a unique experience
- Unique top flap to keep the trap folded
- Scented Vegetable tanned Tuscany leather
- Beautifully detailed Hand painted edges
- Soft padding ideal for long shooting sessions and heavy equipment
- Wide adjustable length for a great versatility.



The exclusive 4V Carbon Leather matches the Warm Touch & Feel of the real carbon for a surprising tactile experience.



The padding features the 4V Ultra-Grip Technology that guarantees unsurpassed safety, comfort and durability.



Two camera connection choices: Universal 10mm aramid reinforced bands with Fit Kit or fixed Metal Spring Ring attachment.

Adjustable Length -Universal fit 105-134cm / 41.3-52.8"  
-Metal Ring 107-131cm / 42.1-51.6"

**UNIVERSAL FIT  
METAL RING**



CARBON/BLACK  
VB2AT-LU-KV0909  
VB2AT-LR-KV0909



BROWN/DARK BROWN  
VB2AT-LU-VV2324  
VB2AT-LR-VV2324





## NECK STRAPS ALA COLLECTION

ALA collection has the same design, size and main features of the ALA TOP. It offers a more classic look and feel thanks to a different choice of materials.

The pad is made of top quality cotton canvas beautifully contoured with Tuscany vegetable tanned leather. The lining is made of 4V soft suede. ALA is the ideal strap to complement any classic style photographic equipment.

- Leather and Canvas construction pad
- Soft suede lining
- Pre-Curved Cut for a unique comfort experience
- Unique top flap to keep the trap folded
- Scented Vegetable tanned Tuscany leather
- Beautifully detailed Hand painted edges
- Soft padding ideal for long shooting sessions and heavy equipment
- Wide adjustable length for a unique versatility.



The 4V soft suede lining, the rich padding and the pre-curved design make the ALA straps exceptionally comfortable.



The unique flap allows to fold and shortened the ALA straps. A smart solution when using a tripod and packing your camera.



Two camera connection choices: Universal 10mm aramid reinforced bands with Fit Kit or fixed Metal Spring Ring attachment.

Adjustable Length -Universal fit 105-134cm / 41.3-52.8"  
-Metal Ring 107-131cm / 42.1-51.6"



BLACK/BLACK  
VB2AL-LU-CV0909  
VB2AL-LR-CV0909



BLACK/BROWN  
VB2AL-LU-CV0923  
VB2AL-LR-CV0923



BROWN/BROWN  
VB2AL-LU-CV2223  
VB2AL-LR-CV2223



GREEN/BROWN  
VB2AL-LU-CV2723  
VB2AL-LR-CV2723

**UNIVERSAL FIT  
METAL RING**



## NECK STRAPS SELLA COLLECTION

Sella straps combine beauty, function and comfort as never before. The scented Tuscany Leather and sleek Italian Design blends with unique technical solutions. The unique padding and the exclusive Wide-V shape guarantee a surprising comfort. The ingenious adjustment system offers a wide range of length for a great versatility. The solid brass roller buckle adds an extra touch of quality and durability.

- Soft & Flexible padding
- Scented Vegetable tanned Tuscany leather
- Wide-V shape and Rounded Memory Foam padding
- Ultra-Grip Technology
- Wide adjustable length for a great versatility
- Military standard polyamide camera attachment
- Solid Brass Roller Buckle
- Designed to carry from advanced mirrorless to large professional cameras
- Beautifully detailed Hand painted edges.



Sella design comes from an in-depth ergonomic study. The key factors are the Wide-V shape and the unique half-moon cut at the bottom of the pad.



The rounded memory foam padding features the 4V Ultra-Grip Technology that guarantees unsurpassed safety, comfort and durability.



SELLA is available in three color combinations. The warmest shades of the scented Tuscany Leather lined-up with the high-tech 4V Carbon Leather.

Adjustable Length

1102-134cm / 40.2-52.8"



UNIVERSAL FIT

NATURAL/BROWN  
VBSELUV232



COFFEE/BROWN  
VBSELUV2423



CARBON/BLACK  
VBSELUKV0909





## NECK STRAPS LUSSO LARGE COLLECTION

The mission for the LUSSO LARGE straps is to replace the standard DSLR camera strap and to turn photo shooting into a fully enjoyable experience.

The LUSSO LARGE straps provides all the benefits lacking in the OEM straps: great comfort, wide length adjustability, no-slip safety against dropping the camera. On top of the above, the quality and beauty that you and your camera deserve.

- Full leather pad with Ultra-Grip Technology for great safety durability and hygiene
- Round Shaped Slow Memory Foam padding for an extraordinary comfort
- Vegetable tanned Tuscany leather
- Beautifully detailed Hand painted edges
- Length adjustable 20mm wide cotton ribbon
- Includes optional Fit Kit: Metal Spring Rings with anti-scratch leather protectors.

Universal Fit



Beautifully stitched, with hand painted edges and a 20mm wide, length adjustable soft cotton ribbon.



The unique Ultra-Grip round shaped pad with memory foam guarantees unsurpassed comfort, safety and durability.



Camera connection is ensured by the universal aramid reinforced 10mm wide adjustable bands with fit kit.

Adjustable Length  
Universal fit

100-132 cm / 39.4-32"



BLACK/BLACK  
VB2-LP01B-VV0909



BLACK/CYAN  
VB2-LP01B-VV0930



BROWN/BROWN  
VB2-LP01B-VV2323



BROWN/CYAN  
VB2-LP01B-VV2330



WASHED GREEN/CYAN  
VB2-LP01B-VV2830



## NECK STRAPS

### LUSSO MEDIUM & SLIM COLLECTION

The MEDIUM and SLIM LUSSO straps offer a distillate of the spectacular Tuscany “Cuoio Masters” old-school.

The double “cuoio” layer construction, three layer enamels, hand painted edges and beautiful stitching are just unique. The scented Tuscany Cuoio will soften up. The more used the more beautiful it gets. The Ultra-Grip Slow-Memory pad makes them exceptionally comfortable.

- Ultra-Grip Technology lining for great safety durability and hygiene
- Round Shaped Slow Memory Foam padding for an extraordinary comfort
- Unmistakably scented Vegetable tanned original Tuscany “Cuoio”
- Unique fully-stitched double cuoio layer construction
- Beautifully detailed Hand painted edges
- Twin metal buckle for length adjustment
- Includes optional Fit Kit (refer to technical specs chart for details).



Available in two sizes.  
Medium for mirrorless cameras.  
Slim for compact cameras.



The unique Ultra-Grip round shaped pad with memory foam guarantees unsurpassed comfort, safety and durability.



Camera connection is ensured by an aramid reinforced 10mm wide adjustable bands + fit kit. Refer to page 26 for full details.

Adjustable Length  
Universal fit

96-126cm / 37.8-49.6"



**MEDIUM**  
**SLIM**

BLACK/BLACK  
VB2-MP01B-VV0909  
VB2-SP01B-VV0909



BLACK/CYAN  
VB2-MP01B-VV0930  
VB2-SP01B-VV0930



BROWN/BROWN  
VB2-MP01B-VV2323  
VB2-SP01B-VV2323



BROWN/CYAN  
VB2-MP01B-VV2330  
VB2-SP01B-VV2330



WASHED GREEN/CYAN  
VB2-MP01B-WVW2830  
VB2-SP01B-WVW2830





## NECK STRAPS CLASSIC COLLECTION

The CLASSIC collection combines the best scented Tuscany “cuoio” with the sleek Italian design into a beautiful clean and elegant piece. All edges are carefully painted, all stitching and details beautifully finished for an unmistakable superior quality touch. The padding features a unique thick rounded shape that, combined to the soft suede, guarantees an unsurpassed comfort.

- Round Shaped Soft Foam padding with Soft Suede Lining for an extraordinary comfort
- Unmistakably scented Vegetable tanned original Tuscany “Cuoio”
- Hand painted edges
- Length adjustable
- 10mm aramid reinforced attachment bands feature a Stitched & Folded End for extra no-slip safety
- Includes optional Fit Kit (refer to technical specs chart for details).



Available in two sizes:  
20mm wide band Large Strap for DSLR's cameras, 14mm wide band Medium Strap for mirrorless cameras.



Soft suede round padding, beautiful stitching, hand painted edges.



Camera connection is ensured by an aramid reinforced 10mm wide adjustable bands + fit kit. Refer to page 26 for details.

Adjustable Length  
Universal Fit

100-115cm / 39.4-45.3"



**LARGE**  
BLACK/CYAN  
VB2CL-VV0930-BL



**LARGE**  
BROWN/CYAN  
VB2CL-VV2330-BL



**LARGE**  
NATURAL/CYAN  
VB2CL-VV2530-BL



**MEDIUM**  
BLACK/CYAN  
VB2CL-VV0930-BM



**MEDIUM**  
BROWN/CYAN  
VB2CL-VV2330-BM



**MEDIUM**  
NATURAL/CYAN  
VB2CL-VV2530-BM



## WRIST STRAPS ERGO COLLECTION

It is rare to run into something innovative. The ERGO strap is one of those cases. The unique pre-curved design and the inner padding guarantees to evenly distribute the camera weight pressure around the wrist for a perfect balance and comfort, even when carrying larger cameras. The special cut prevents the strap from sliding off the wrist. A beautifully finished bracelet for you and your camera.

- Innovative Ergonomic Shape for Comfort and Safety
- Round Shaped Soft Foam padding with Soft Suede Lining for an extraordinary comfort
- Unmistakably scented Vegetable tanned original Tuscany "Cuoio"
- Hand painted edges
- Length adjustable 10mm aramid reinforced attachment band
- Stitched & Folded attachment end for extra safety
- Includes optional Fit Kit (refer to technical specs chart for details).



The Unique ergonomic cut follows the natural curve of the wrist for an even distribution of the camera weight and a secure grip.



Ergo straps are beautifully detailed and offer an unsurpassed comfort thanks to the soft round padding and the luxury suede Lining.



Camera connection is ensured by an aramid reinforced 10mm wide adjustable band. The included Fit Kit allows for an universal application.

Adjustable Length  
Universal fit

22-27cm / 8.7-10.6"



BLACK/BLACK  
VBI-LS01B-VV0909



BLACK/CYAN  
VBI-LS01B-VV0930



BROWN/BROWN  
VBI-LS01B-VM2323



BROWN/CYAN  
VBI-MS01S-VV2330



WASHED GREEN/CYAN  
VBI-LS01B-WV2830





## WRIST STRAPS WATCH COLLECTION

The WATCH straps are designed for small and medium advanced compact cameras. Like the cameras it is designed to carry, the WATCH strap is a concentrate of quality, beauty, features and performance. The special “watch” shape, the soft suede and rounded padding makes it incredibly comfortable to wear. It is much more than a camera strap: it's a stylish and beautifully finished bracelet.

- Innovative Ergonomic Shape for Comfort and Safety
- Round Shaped Soft Foam padding with Soft Suede Lining for an extraordinary comfort
- Unmistakably scented Vegetable tanned original Tuscany “Cuoio”
- Hand painted edges
- Reinforced Multi-Core camera attachment String.



The special Watch Shaped bracelet is designed for optimal weight distribution and to auto-fit the natural curve of the wrist.



Watch straps are beautifully detailed and offer an unsurpassed comfort thanks to the soft round padding and the luxury suede Lining.



Reinforced Multi-Core String connector for advanced small and medium compact cameras.

Length

23cm / 9.1”



BLACK/BLACK  
VBI-MS01S-VV0909



BLACK/CYAN  
VBI-MS01S-VV0930



BROWN/BROWN  
VBI-MS01S-VM2323



BROWN/CYAN  
VBI-MS01S-VV2330



WASHED GREEN/CYAN  
VBI-MS01S-VV2830

## NECK STRAPS COLLECTION

ALA TOP	STANDART ATTACHMENT	OPTIONAL FIT KIT (included)				
Adjustable Length -Universal fit 105-134cm / 41.3-52.8"			VB2 AT-LU-KV0909	VB2 AT-LU-VV2324		
-Metal Ring 107-131cm / 42.1-51.6"			VB2 AT-LR-KV0909	VB2 AT-LR-VV2324		
<b>ALA</b>						
Adjustable Length -Universal fit 105-134cm / 41.3-52.8"			VB2 AL-LU-CV0909	VB2 AL-LU-CV0923	VB2 AL-LU-CV2223	VB2 AL-LU-CV2723
-Metal Ring 107-131cm / 42.1-51.6"			VB2 AL-LR-CV0909	VB2 AL-LR-CV0923	VB2 AL-LR-CV2223	VB2 AL-LR-CV2723
<b>SELLA</b>						
Adjustable Length 102-134cm / 40.2-52.8"			VB SELUVV2325	VB SELUVV2423	VB SELUKV0909	
<b>LUSSO LARGE</b>						
Adjustable Length 100-132cm / 39.4-52"			VB2 LP01B-VV0909	VB2 LP01B-VV0930	VB2 LP01B-VV2323	VB2 LP01B-VV2330
						VB2 LP01B-VVW2830
<b>LUSSO MEDIUM</b>						
Adjustable Length 96-126cm / 37.8-49.6"			VB2 MP01B-VV0909	VB2 MP01B-VV0930	VB2 MP01B-VV2323	VB2 MP01B-VV2330
						VB2 MP01B-VVW2830

## NECK STRAPS COLLECTION

LUSSO SLIM	STANDART ATTACHMENT	OPTIONAL FIT KIT (included)						
Adjustable Length 96-126cm / 37.8-49.6"			VB2 SP01B-VV0909	VB2 SP01B-VV0930	VB2 SP01B-VV2323	VB2 SP01B-VV2330	VB2 SP01B-VVW2830	
<b>CLASSIC LARGE</b>								
Adjustable Length 100-115cm / 39.4-45.3"			VB2 CL-VV0930-BL	VB2 CL-VV2330-BL	VB2 CL-VV2530-BL			
<b>CLASSIC MEDIUM</b>								
Adjustable Length 100-115cm / 39.4-45.3"			VB2 CL-VV0930-BM	VB2 CL-VV2330-BM	VB2 CL-VV2530-BM			

## WRIST STRAPS COLLECTION

ERGO	STANDART ATTACHMENT	OPTIONAL FIT KIT (included)						
Adjustable Length 22-27cm / 8.7-10.6"			VB1 LS01B-VV0909	VB1 LS01B-VV0930	VB1 LS01B-VM2323	VB1 MS01S-VV2330	VB1 LS01B-VVW2830	
<b>WATCH</b>								
Length 23cm / 9.1"			VB1 MS01S-VV0909	VB1 MS01S-VV0930	VB1- MS01S-VM2323	VB1 MS01S-VV2330	VB1 MS01S-VVW2830	





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