



Press Information

Leica presents a new collection of brand accessories

Wetzlar, 16. November 2021. Just in time for the Christmas season, Leica Camera AG is putting a collection of top-quality and practical brand accessories on the market. Photography fans can make use of the items throughout their day: it begins in the morning with a favourite beverage wrapped in porcelain with an aperture scale design, before grabbing the keys kept safely on a robust keyring with embossed logo. Heading out onto the street, the baseball cap with the characteristic red appliqué combines sporty chic with understatement, while the stick umbrella elegantly accompanies any walk – even in the rain. If further touches of style are part of the plan, the collection offers a fine notebook for friends of the written word or of the quick sketch, as well as other essentials such as a water bottle, cable etui and shopping bags in exclusive Leica design. In the evenings there's a game of Poker to be won with the Leica Akademie playing cards. All in all, the day has great creative potential for enthusiasts of the legendary brand.

Aperture scale mug. Black porcelain with aperture scale and Leica logo. RRP 35,- euros.

Rope key chain. Robust keyring, black, made of plant-tanned leather and top-quality climbing rope. RRP 38,- euros.

Cap with embossed logo and engraved cap. Black with red details, visor with discrete Leica embossing or Leica SL lettering (engraved and lined with rubber). RRP 25,- euros.

Stick umbrella. Black with thin edging in red, discrete Leica logo, press button to open. RRP 40,- euros.

Hard cover notebook. Black leather look, with red ribbon and red elastic band; ivory-coloured, lined paper; 23.5 x 16.4 cm. RRP 30,- euros.

Cable etui. Practical hard case for cables, SD cards, batteries and charger. RRP 30,- euros.

Thermos flask. Black, with laser-engraved Leica logo, stainless steel, 0.6 litre capacity, for cold and hot beverages. RRP 30,- euros.

Henri and Salgado shopping bags. Black bag (made of polyester) with quote in white print: “You can do anything with a Leica” (Henri Cartier-Bresson) or “Leica, das sind Freunde” (Sebastião Salgado). RRP 20,- euros.

Leica Akademie cards. Set of 52 playing cards. Each card has a new task from the world of photography: clubs = landscape; diamonds = street; spades = monochrome; and hearts = classic. Perfect for all card games that require a pack of 52. RRP 25,- euros.

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.