



## PRESS RELEASE

### Leica Presents Two New Accessories Made of Fine Leather

**Wetzlar, 22<sup>nd</sup> November 2022.** For more than a century, Leica Camera AG has been manufacturing cameras and lenses which set standards all over the world and consistently redefine the limits of photography. The company's high demands on quality, workmanship and design are also reflected in its accessories. In cooperation with a traditional leathercraft partner, two new Leica accessories made of hair sheep napa leather have been created: the Leica Wrapping Cloth and the Visoflex 2 Case.

The multifunctional 45 x 45 cm Wrapping Cloth reliably protects Leica M, Q, compact cameras, and compact binoculars as well as other valuables against scratches and dust, while also keeping them dust and lint-free thanks to its specially treated back. Cameras can be wrapped up in it together with the carrying strap and fixed with an elastic band. Designed specifically for the Visoflex 2, a viewfinder compatible with the Leica M11 and all Leica M10 models, the case protects the item securely thanks to its internal gasket and magnetic lock. Both accessories are adorned with the discreetly imprinted Leica logo.

As expected from Leica, the accessories' functionality goes hand in hand with a simple and elegant design. Both are made of hair sheep napa leather – a natural material which is valued for its extremely smooth and supple feel and often used for the manufacturing of gloves. The high-quality natural material is cut from one piece and seamlessly processed for the Leica Wrapping Cloth. This requires leather of the highest grade.

The Leica leather accessories will be available globally at Leica Stores, the Leica Online Store and authorized dealers. The recommended retail price for the Wrapping Cloth is 150 EUR including VAT and 130 EUR including VAT for the Visoflex 2 Case.

## **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.

### **Please find further information at:**

Leica Camera AG

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