



## PRESS RELEASE

### New: Leica Watch Monochrom Edition

#### The Depth of Simplicity

**Wetzlar, 27<sup>th</sup> April 2023.** The new Leica Watch Monochrom Edition takes its inspiration from the release of the latest Leica M11 Monochrom camera and honors the most fundamental principles of black and white photography: contrast and light. It takes a deep understanding of the products, years of expertise, and perhaps the right amount of stubbornness to create something that is so understated and yet alive with detail. Remarkable tones and nuances stand out in a symphony of shadows and reflections rich with detail, revealing depth within simplicity and creating a harmony between two of Leica's outstanding products.

The distinctive design of the Leica ZM Monochrom Edition removes all color and silver tones, except for the red dot, achieving a truly minimalist aesthetic. Beneath the anti-reflective and strongly curved sapphire crystal are the black rhodium-plated, diamond cut, sandblasted indices, and hands. The dial, including its feet, is milled from a solid block of high-strength aluminum to reinforce its shock-resistance. Moreover, the Monochrom Edition watch strap is identical to the texture of the M11 Monochrom camera and made of thick, strong-grained, black calf leather and crafted using a cut-edge construction with hand-stitching to support the sturdy, yet refined look of the Leica ZM Monochrom Edition.

The Leica Watch collection consists of two models, both with the mechanical, hand-wound movement developed and produced in-house: the Leica ZM 1 and Leica ZM 2, which are now available in the new Monochrom Edition. Following the holistic view on the Leica product portfolio, the "ZM" in the watch collection name stands for "Zeitmesser", which is the German descriptive word for an instrument that measures and displays time. Launched in February 2022, the Leica Watch Collection immediately became a valuable asset for Leica enthusiasts and watch lovers, with only a select number available for purchase in a few Leica Stores worldwide. Following this success, the ZM collection will now be expanded to include the Monochrom Edition and will soon be available in up to 25 Leica stores worldwide.

The Leica ZM is unique, even in a highly developed and competitive watch market. It's different in a Leica way, with its own distinctive design language, paired with unconventional solutions to classic timekeeping functions. The patented push-crown, with a simple push, stops the movement from working, resets the seconds hand to zero and enables easy time-setting. The push-crown solves a function used by all watch brands in a completely original way, making the Leica ZM a typical Leica product, though not for taking pictures. The Leica ZM 2 has an additional feature as a GMT-watch (Greenwich Mean Time), which together with a day/night indicator allows the wearer to read two time zones with a single set of hands.

For more than 150 years, Leica has been a brand known for bold steps, engineering excellence, and timeless design. The new Leica Watch Monochrom Edition represents everything the company stands for, following on from a long-standing tradition of functional design, fine mechanical craftsmanship, and commitment to exceptional quality resulting in extremely reliable and iconic products.

The new Leica ZM Monochrom Edition will be available from late May at selected Leica stores worldwide, including Germany, Switzerland, Austria, France, Spain, Portugal, UK, USA, China, Japan, Singapore, Korea, Hong Kong, United Arab Emirates and Australia.

### **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, Hessen, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organizations and Leica Retail Stores.

**Please find further information at:**

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