



## PRESS RELEASE

### **New: Leica Summilux-M 1:1.4/35 now available as a limited special edition in black.**

**Wetzlar, 21<sup>st</sup> March 2024.** Leica M-Lenses' legendary reputation precedes them. One of these outstanding lenses is the Leica Summilux-M 35 f/1.4. Still valued today, it appeared in 1961 as the world's fastest wide-angle lens at the time and experienced a renaissance with its new edition. Now, Leica Camera AG presents the classic lens in a strictly limited design variant with a special serial number.

Based on the first edition, the Summilux-M 35 f/1.4 now emerges in a black anodised finish, featuring the iconic silver stainless steel front ring, commonly referred to as the "Steel Rim". The engraving on the front reads "LEITZ WETZLAR". Another detail can be seen on the black painted brass focus lock button which acquires a unique patina with frequent use. In order to come as close as possible to the original, the engravings on the special edition's focus ring have been adjusted. The arrangement of the feet and metre scale is also modelled on the original in terms of colour and has been swapped in comparison to the silver series lens.

With its imaging performance, the special edition corresponds to the series model. Photographing with open aperture creates pictures with an especially soft, almost magical bokeh which is hard to achieve even with digital image processing. Its extraordinary image look earned the Summilux-M 35 f/1.4 the title "True King of Bokeh". At the latest after stopping down to f/2.8, it produces very sharp and particularly distortion-free pictures which also meet modern requirements for image quality.

The special packaging with its vintage look already hints at the origin of this edition. In addition to the lens, it also comprises a lens container, a clip-on lens hood as well as an additional round lens hood with E46 thread for the use of filters.

The black anodised Leica Summilux-M 35 f/1.4 with an engraved special serial number will be available in selected Leica Stores worldwide starting now. The recommended retail price will be €9,950.00 including VAT.

### **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:**

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