



## Press Release

# Leica celebrates 100 years of Leica I. Leica presents a new accessories collection commemorating the birth of 35mm photography

**Wetzlar, 22 January 2025.** Leica Camera is celebrating a milestone anniversary in 2025: 100 years of Leica I. In 1925, with the first mass-produced 35mm camera, Leica presented a technical masterpiece that would change the world of photography forever. Leica is marking the centenary of this groundbreaking camera with a number of special activities and exclusive products that reflect the tradition, craftsmanship and iconic character of the brand.

### The Anniversary Collection

With the motto '100 Years of Leica: Witness to a Century', marked with celebrations around the globe, Leica also presents a carefully curated collection of accessories and collector's items, designed and manufactured in collaboration with selected companies steeped in tradition:

#### Steiff for Leica: Collector's Teddy Bears

- Collector's bears 'Elsie' and 'Ernst': Named after important family members of the Leitz dynasty – Elsie Kühn-Leitz and Ernst Leitz II – these handmade Teddy bears, designed with great attention to detail, are part of a special edition of 500 each.
- Teddy bear 'Cuddle': A charming Teddy bear in the Leica look for photography enthusiasts of all ages.

#### Graf von Faber-Castell for Leica: Superb Writing Instruments

- The Perfect Pencil: A high-quality pencil with built-in pencil sharpener and eraser, featuring the Leica logo and an engraving of the iconic quote from Ernst Leitz II: "Ich entscheide hiermit: Es wird riskiert." (I hereby decide: We will take the risk). Limited edition of 500.
- The ballpoint pen 'Perfect Pen': Balance and precision are the hallmarks of this elegant pen in a monochrome design. Limited edition of 375, comes in a high-quality wooden case.

#### Other Anniversary Highlights

- Crafting set – Leica M-Camera and colour pencils: A creative set with paper cut-out sheets of the Leica M-Camera and high-quality Faber-Castell colour pencils.
- 3D puzzle Leica I: A detailed model of the Leica I consisting of 98 wooden parts to assemble.
- Leica pin: Stylish pin with the Leica logo.



- Keyring: Elegant accessory made of 925 sterling silver.
- Cufflinks: Elegant cufflinks made of 925 sterling silver in Leica design.
- Bracelet with pendant: Leather bracelet with an element made of 925 sterling silver.
- Magnifier: Retro magnifier in Leica anniversary design with 10x magnification.
- Shopping bag: High-quality shopping bag made of black canvas with the Leica logo.
- Soft release button: Chromed soft release button for Leica M, Leica Q3 or Leica D-Lux 8.
- Hot shoe cover: Hot shoe cover for Leica M-Cameras in anniversary design.

### **Availability of the Anniversary Products**

The accessories and collector's items are available globally at Leica Stores and the Leica Online Store. The collector's bears 'Elsie' and 'Ernst' (Steiff for Leica), the Perfect Pencil, and the ballpoint pen 'Perfect Pen' (Graf von Faber-Castell for Leica) will also be available at Steiff stores, Graf von Faber-Castell stores and selective partners.

### **Products available from February 2025**

- Collector's bears 'Elsie' and 'Ernst' (Steiff for Leica), RRP: \$990 each
- Crafting set – Leica M-Camera and colour pencils (Faber-Castell for Leica), RRP: \$69
- 3D puzzle Leica I, RRP: \$99
- Leica pin, RRP: \$19
- Perfect Pencil (Graf von Faber-Castell for Leica), RRP: \$790
- Ballpoint pen 'Perfect Pen' (Graf von Faber-Castell for Leica), RRP: \$790

### **Products available from May 2025**

- Teddy bear 'Cuddle' (Steiff for Leica), RRP: TBA
- Keyring, RRP: TBA
- Cufflinks, RRP: TBA
- Bracelet with pendant, RRP: TBA
- Magnifier, RRP: TBA
- Soft release button, RRP: TBA
- Hot shoe cover, RRP: TBA

The anniversary collection is a tribute to the unique history of the Leica I, celebrating this camera's profound influence on modern photography. Leica enthusiasts can look forward to elegant and creative products that blend style, innovation and history.

More information about the collection, visit: [leica-camera.com/100-years-products](https://leica-camera.com/100-years-products)



## **100 Years of Leica: Witness to a Century**

In 2025, Leica Camera is celebrating the 100th anniversary of the Leica I. First presented to the public at the Leipzig Spring Fair in 1925, it was the first 35mm camera to be mass-produced and exceeded all expectations. Thanks to its compact and handy format, it opened up completely new photographic applications. Under the motto '100 Years of Leica: Witness to a Century', Leica Camera AG is celebrating this camera that revolutionised the world of photography around the globe. At international events organised by the Leica country organisations in the major cities of Dubai, Milan, New York, Shanghai and Tokyo, cultural projects and extraordinary special product editions will be presented throughout the year. The highlight of the celebrations is the anniversary week at the company's headquarters in Wetzlar in June. In addition, there will be high-calibre exhibitions in the worldwide network of Leica Galleries with works by outstanding photographers.

## **About Leica Camera AG**

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics products with a company history stretching back over 150 years. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, with its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own distribution companies with over 120 Leica Stores. The company has 2,400 employees on its books and posted revenues of EUR 554 million in financial year 2023/24.

The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

## **For more information, please contact:**

Shaun McMahon

Marketing Manager – Leica Camera Australia

[shaun.mcmahon@leica-camera.com](mailto:shaun.mcmahon@leica-camera.com)