



Press Release

100 Years of Leica I

Limited collection of Steiff Teddy bears, created exclusively to mark the anniversary of the first series-produced 35mm camera.

Wetzlar, 22 January 2025. The Leica brand is synonymous with outstanding quality, extreme precision and innovative excellence 'Made in Germany'. Values that the tradition-rich company from Wetzlar shares with the family-owned business Margarete Steiff GmbH. Both brands have consistently demonstrated a pioneering spirit in their craft, and to this day continue to develop products of the highest quality, showing great attention to detail and an exceptional appreciation for aesthetics. Products that are loved the world over and stir emotions within – whether through photography or soft toys. Richard Steiff, as the inventor of the Teddy bear and a passionate photographer, combined both passions back in the day. To mark 100 years of the Leica I, the red Leica dot and the famous button-in-ear now meet in a special collection of Steiff Teddy bears.

'Elsie' and 'Ernst' collector's Teddy bears

To honour key figures in the history of the brand, Leica designed the 'Ernst' and 'Elsie' Teddy bears in collaboration with Steiff. In acknowledgement of the visionary and business leader, Ernst Leitz II and his daughter, Elsie Kühn-Leitz, the company created filigree collector's items crafted by hand. These special limited editions, with just 500 of each teddy in stock, show great attention to detail and feature fine Leica elements. 'Elsie' comes with a white buttoned cotton blouse, red neck bow and black skirt with red felt patch and Leica logo. The teddy design is stylishly complemented by the customary hat and miniature Leica camera including a brown carrying strap. The 'Ernst' Teddy bear is also made of light brown mohair and wears a black woollen suit, cotton shirt and bow tie. The bear's exclusive character is emphasised through details such as his white beard and red felt patch, coupled with the embroidered white Leica logo. 'Ernst' also comes with a realistic miniature Leica camera including a brown carrying strap.

Both collector's items come wrapped in high-quality packaging with pendants and a special insert that affectionately tells the story of the personality embodied by the Teddy bear.



The Steiff collector's bears 'Elsie' and 'Ernst' are available globally at Leica Stores, the Leica Online Store, and at Steiff Stores. The recommended retail price is AUD \$990 each, including GST.

'Cuddle' Teddy bear

The 'Cuddle' Teddy bear is the third member of the anniversary collection. With his red and white striped T-shirt and camera clutched in his paw, he will delight both young and old photography and Teddy bear fans alike.

The 'Cuddle' Teddy bear will be available globally at Leica Stores and the Leica Online Store starting May 2025. The recommended retail price will be announced closer to release.

100 years of Leica: Leica: Witness of a century

In 2025, Leica Camera AG 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).

About Margarete Steiff GmbH

Founded in 1880 by Margarete Steiff, the Margarete Steiff GmbH is a globally renowned manufacturer of high-quality plush toys, most famously the legendary Steiff Teddy bear. With a rich heritage spanning over a century, Steiff is synonymous with craftsmanship, quality, and innovation. Each Steiff product is carefully made to evoke emotions and create memories that last for generations. Steiff remains committed to continuing its founder's legacy, inspiring both children and adults with its timeless creations. For more information, visit: [steiff.com](https://www.steiff.com)

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