



Press Release

NEW: Leica ZM 12

Timeless elegance in 39 mm – with small seconds and four unique dial options.

Wetzlar, 27 February 2025 The launch of the new Leica ZM 12 watch collection refines the essence of simplicity, staying true to Leica's design principles with a fresh take on minimalism. Building on the foundation of the ZM 11, the ZM 12 introduces a thoughtful evolution of the dual-layered dial, welcoming a new collective of Leica lovers with its smaller size. With every second, it serves as a reminder to look at things from a new perspective.

A modern interpretation of iconic design, the Leica ZM 12 collection strikes the perfect balance between form and function. Among the key distinctions between the ZM 11 and the ZM 12 collections is the smaller 39 mm case, crafted with stainless steel or titanium, depending on the model. The watches feature classic timekeeping functions with a small seconds subdial at 6 o'clock, adding symmetry to the overall aesthetic. The dual-layered dial comes to life through an interplay of light and shadow, which creates depth, allowing the ZM 12 to captivate from various angles in an exploration of colour. Swiss Grade A Super-LumiNova illuminates the indices and hands, ensuring exceptional legibility even in challenging lighting conditions.

Engineered in close collaboration with the renowned Swiss movement specialists at Chronode, the exceptional automatic Leica Calibre LA-3002 is fitted with 38 jewels. The ZM 12 impresses with a timekeeping accuracy of $-4/+6$ seconds per day and boasts a remarkable power reserve of approximately 60 hours. The movement operates at a frequency of 28,800 beats per hour and is measured in five positions to ensure the highest precision at all times.

“Every addition to the ZM Watch Collection is an opportunity to showcase our philosophy of merging technical excellence with minimalist design,” said Dr. Andreas Kaufmann, Chairman of the Supervisory Board at Leica Camera AG.

The Leica ZM 12 collection features four models, each with its own distinct style and character: ZM 12 Steel Blue Orange, ZM 12 Steel Silver Grey, ZM 12 Steel Olive Black, and ZM 12 Titanium Chocolate



Black. Interchangeable straps provide wearers with the flexibility to personalise their watch aesthetic, allowing them to express their individual style or transform their look to suit the occasion.

Each strap is meticulously handcrafted in Leica's artisanal workshop, blending modern technology with traditional craftsmanship. Two exceptional materials have been used to create the watch straps. The first is a premium technical textile that is durable and resilient, offering exceptional strength and longevity. The beige fabric features a unique, eye-catching pattern that adds a touch of sophistication to the wrist. The second is high-quality rubber crafted from a robust material, offering excellent durability and comfort. Its bright orange hue and distinctive inverted "Clou de Paris" pattern make it ideal for those looking to make a bold style statement.

Over 150 years later, Leica has been synonymous with innovation, engineering excellence, and timeless design. The new Leica ZM 12 watch collection embodies these values, continuing a long-standing tradition of functional design, fine mechanical craftsmanship, and an unwavering commitment to exceptional quality, resulting in extremely reliable and iconic products.

The Leica ZM 12 Steel Silver Grey, ZM 12 Steel Olive Black and ZM 12 Titanium Chocolate Black will be available globally at Leica Stores, the Leica Online Store and authorised dealers starting February 27, 2025. The Leica ZM 12 Steel Blue Orange will be available starting April 17, 2025. The recommended retail price will be starting at £5,725 including VAT.

About Leica Camera

Leica Camera AG is an international premium manufacturer of cameras, lenses and sports optics products with over 150 years of company history. As part of its growth strategy, the company has expanded its business to include mobile imaging (smartphones) and the manufacture of high-quality eyeglass lenses and watches and is represented in the home cinema segment with its own projectors. Headquartered in Wetzlar (Germany) and with a second production site in Vila Nova de Famalicão (Portugal), Leica Camera AG has a global network of its own sales companies with over 120 Leica Stores. The company employs 2,400 people and achieved a turnover of 554 million euros in the 2023/24 financial year.

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



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