



Press Release

A MOMENT IN TIME: Kristian Haagen x Leica Watches

Leica store Geneva

April 3rd to 30th, 2025

Pl. de Saint-Gervais 1, 1201 Genève

Geneva, 18 February 2025

Leica Camera along with Ernst Leitz Werkstätten are proud to present a rare photographic exhibition at Leica Store Geneva during the international horology fair entitled '**A Moment in Time**', the photographs have been created in collaboration with globally renowned watch collector and Leica photographer **Kristian Haagen**.

"I am delighted to invite the international press and esteemed watch connoisseurs to our Geneva store to explore the Leica timepieces from a new perspective. Since the launch of the inaugural Leica watch collection in 2018, we have consistently pursued innovation. This year, we are delighted to collaborate with Mr. Kristian Haagen, a long-time user of Leica cameras, to emphasise the profound connection between these two universes, highlighting Leica Watches' technical excellence and unique design." Dr. Andreas Kaufmann, Chairman of the Supervisory Board at Leica Camera AG.

"I have always been a huge fan of Leica. It started with my early days as a photographer, and my love of travel and watches. As soon as I held a Leica camera, I was blown away by its quality which made me even more passionate about photography. Over the years, this connection has only grown stronger, I also appreciate Leica's rich heritage and commitment to innovation that it brings to its timepieces. This deep appreciation continues to flourish as the brand innovates while remaining true to its core values."

Kristian Haagen

Through this exhibition, visitors will be transported to **a celebration of time, precision and storytelling**. Mostly captured at the brand's headquarters in Wetzlar, Germany, the imagery featured was photographed using the Leica SL3 camera. Viewing the watches through the lens of photography, viewers will gain a deeper understanding of Leica's design principles and how each timepiece uniquely embodies the brand's philosophy of blending technical excellence with minimalist aesthetics.



This special exhibition will commence with an **exclusive preview on 2nd April**, co-hosted by Kristian Haagen and Dr. Kaufmann. The event will feature an in-depth presentation of Leica's current watch collection and latest releases, offering guests the opportunity for a hands-on experience.

Following this exclusive event, a public **photography masterclass workshop will be offered on 3rd April**, providing attendees with a unique opportunity to enhance their skills and deepen their appreciation for the art of watch photography.

Today, around 150 years after the brand's foundation, Leica watches are manufactured with the same precision and attention to detail as the famous Leica cameras. Each piece represents the pursuit of excellence that has always distinguished the brand.

Information:

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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).

Please find further information at:

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