



Press Release

Leica Camera AG Presents Its New Watch Series

The new Leica ZM 1 & ZM 2 Urban Green wow with an impressively elegant *fumé noir* dial

Wetzlar, 28 May 2025 – Today, Leica Camera AG is presenting its new watch series: the Leica ZM 1 Urban Green and the Leica ZM 2 Urban Green. Traditional Leica craftsmanship seamlessly integrates with innovation in the watch industry, resulting in timepieces that make a statement about nature's elegance in form and function. The distinctive *fumé noir* dial features a rich gradient from green to black, paired with the sophisticated stainless steel Milanese strap, embodying the balance between natural beauty and modern urban aesthetics. Timeless, precise, grounded.

Nature forms the foundation of functional design and inspires harmony in every detail. It represents an appreciation for simplicity and reveals that nature's beauty is woven into the finest details. The Leica ZM 1 and Leica ZM 2 Urban Green showcase minimalist aesthetics, featuring domed sapphire glass, finely blasted surfaces and a high-strength aluminium dial with thin parallel grooves known as *satinage vertical*, all contributing to their striking appeal. The rhodium-plated, diamond-cut indices and hands complete the refined Made in Germany craftsmanship.

The superior quality stainless-steel Milanese strap enhances the sophisticated design of the Leica ZM 1 and ZM 2 Urban Green, complementing the dial's distinctive green-to-black gradient. Handcrafted with precision, featuring a solid, full satin finish, and bearing the original Leica engraving, the watch strap's mesh-like material embraces every wrist, perfectly setting the tone for the new timepieces. The integrated, adjustable deployant buckle and quick-change spring bars on both sides exemplify meticulous craftsmanship and precision engineering.

First introduced in February 2022, the Leica ZM watch series features two models, the Leica ZM 1 and Leica ZM 2, each distinguished by a unique design language and innovative approaches to traditional timekeeping functions, honouring Leica's legacy and its connection to the world of Leica cameras. The patented push-crown, inspired by the shutter release on Leica cameras, halts the movement with a single press, resets the second hand to zero, and introduces an innovative approach to time-setting in the watch industry. It therefore reimagines a function common to all watch brands in a distinctive way, making the ZM 1 and ZM 2 unmistakably Leica. The Leica ZM 2 also features a GMT function, allowing the wearer to track two time zones with a single set of hands, complemented by a day/night indicator for effortless readability. The ZM 1 and ZM 2 models are both equipped with a mechanical hand-wound



movement developed by Leica and are now also available in the Urban Green style.

Leica has been synonymous with innovation, technical excellence and enduring design for over 150 years. The new Leica ZM 1 and ZM 2 Urban Green models uphold these principles, carrying forward a legacy of functional design, fine mechanical craftsmanship, and an uncompromising dedication to exceptional quality – creating timepieces that are both reliable and iconic.

The new Leica ZM 1 Urban Green and Leica ZM 2 Urban Green will be available globally from 28 May 2025 in select Leica Stores and the Leica Online Store. The recommended retail price for the Leica ZM 1 Urban Green is €10,800 including VAT, while the Leica ZM 2 Urban Green is priced at €14,600 including VAT.

100 Years of Leica: Witness to a Century

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I, which was first presented to the public at the Leipzig Spring Fair in 1925. As the first 35 mm still camera to be mass-produced, it exceeded all expectations. Because with its compact and handy format, it opened up a whole new range of new photographic applications. All around the globe, Leica Camera AG is celebrating this camera, which revolutionised the world of photography, under the motto “100 Years of Leica: Witness to a Century”. Cultural projects and extraordinary special-edition products will be launched throughout the year at international events organised by the Leica national subsidiaries in the major cities of Dubai, Milan, New York, Shanghai and Tokyo. The anniversary week, taking place in Wetzlar, the company’s headquarters, in June, marks the high point of the celebrations. On top of that, visitors can look forward to top-class exhibitions in the worldwide network of Leica Galleries with works by outstanding photographers.

About Leica Camera

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 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).

Please find further information at:

Leica Camera AG

Ann-Kristin Löhr

Global PR Coordination

E-Mail: Ann-Kristin.Loehr@leica-camera.com

Internet: www.leica-camera.com