



Press Release

Ernst Leitz Werkstätten GmbH Appoints New Watch Designer The Leica Watch Division Welcomes Gerd Plange

Wetzlar, Germany 30th April 2025. Ernst Leitz Werkstätten GmbH, a subsidiary of Leica Camera AG, is proud to announce the appointment of Gerd Plange as its newest watch designer, bringing over two decades of expertise in product and industrial design to the brand's growing horological division. Plange joins the Leica watch division following a distinguished career as Senior Designer at IWC Schaffhausen, where he played a pivotal role in shaping the visual identity and craftsmanship behind many well-known timepieces. With a unique blend of strategic thinking and artistic precision, Plange is known for his minimalist, function-forward design ethos which mirrors Leica's dedication to engineering excellence and timeless aesthetics.

After earning his diploma in Business Administration with a focus on Marketing and Market Research from the University of Cologne, Plange went on to study Industrial Design at the University of Applied Sciences in Darmstadt. His professional path includes key roles at premium German brands such as J.A. Henckels and Fissler, before establishing himself as an independent designer and lecturer. Beyond his work in the industry, Plange has shaped the next generation of creatives through academic appointments at institutions across Europe, including the Higher Technical College for Arts, Design and Creation in St. Gallen, the Richemont Creative Academy in Milan, and the University of Applied Sciences in Upper Austria.

"We are thrilled to welcome Gerd Plange to Ernst Leitz Werkstätten," said Henrik Ekdahl, Managing Director for Leica Watches and Accessories. "His deep understanding of form, materials and purpose brings a new dimension to our design philosophy. With his arrival, we're entering an exciting new chapter in our watchmaking story." Plange will play a key role in the development of future watch collections, drawing from his extensive experience and Leica's heritage in precision engineering.

About Leica Camera

Leica Camera AG is a global premium manufacturer of cameras, lenses, and sports optics products, with a company history spanning over 150 years. As part of its growth strategy, Leica has expanded into mobile imaging (smartphones), high-quality eyeglass lenses and watch manufacturing, and is also present in the home cinema segment with its own projectors.



Headquartered in Wetzlar, Germany, with a second production facility in Vila Nova de Famalicão, Portugal, Leica Camera AG operates a global network of sales subsidiaries and more than 120 Leica Stores.

The Leica brand represents excellent quality, German craftsmanship, and industrial design, seamlessly combined with innovative technology. An integral part of the brand's culture is its commitment to fostering photographic culture, exemplified by approximately 30 Leica Galleries worldwide, Leica Academies, and prestigious international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

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www.leica-camera.com/watches