



Press Release

Leica Camera launches “Artist Looks” in Leica LUX iPhone app – debuting with British star photographer Greg Williams Update v1.7 introduces a new cinematic look and expands customization features

Wetzlar, 15 May 2025. The latest update of the **Leica LUX app** introduces even more personal expression opportunities and creative flexibility. Developed in close collaboration with renowned British photographer **Greg Williams**, the new **Artist Look** brings his distinctive cinematic aesthetic to mobile photography. Inspired by classic Tri-X 400 scans and finely tuned for a variety of lighting conditions, the look avoids artificial enhancements and instead emphasizes authenticity, warmth, and intimacy. It also marks the beginning of a new series of Artist Looks to be released in the future.

“I wanted to create a look that feels real – not overdone, not artificial. No extra sharpening, no effects – just the image and the moment. The Leica LUX app made it possible to bring that aesthetic to the smartphone – with a cinematic depth I previously only knew from my Leica cameras,” says Greg Williams.

About Greg Williams

Greg Williams is one of the most influential photographers of our time. Known for his cinematic visual language, he regularly photographs leading figures from the international film world – including Daniel Craig, Kate Winslet, and Margot Robbie – and has helped define the visual identity of modern-day Hollywood. A long-time Leica user, Williams was also part of the global campaign for the Leica Q2 Daniel Craig Edition. His work blends documentary precision with emotional proximity and handcrafted clarity.

New customization features

Users can now mark favourite looks within the app for faster access – a practical feature for those who work with recurring stylistic elements.

Coming soon to Leica cameras

The Greg Williams Look will also be made available in the **Leica FOTOS app**, enabling users to apply the same visual character when shooting with Leica cameras.



Leica LUX – Leica imagery on the iPhone

Following the acquisition of Norwegian smartphone photography start-up Fjorden Electra AS in 2023, Leica Camera AG expanded its mobile business and launched the jointly developed **Leica LUX app** in 2024. The app brings the visual DNA of iconic Leica lenses to the iPhone – with manual camera controls and a growing library of characteristic Leica Looks. With a current rating of **4.8 stars**, Leica LUX is now the **highest-rated photo app in the App Store**.

Leica LUX v1.7 is available now in the App Store. The Artist Look by Greg Williams is part of the full version and included free of charge for one year with registration of a Leica LUX Grip.

100 years of Leica: Witness to 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

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).