



Press Information

Leica Camera and ONA present an exclusive collection of high-quality, premium camera bags

Wetzlar, 13 October 2016. To celebrate the 100th anniversary of the legendary 35 mm camera in 2014, ONA created 'The Berlin II', a camera bag designed especially for the Leica M-System. As a follow-up to this collaboration, Leica Camera and ONA have come together again to present 'ONA FOR LEICA', a new collection of high quality camera bags. The collection will feature six models crafted by ONA, an American manufacturer of premium camera bags. Each piece will be lined in red and feature a red rivet, a discreet reference to Leica and will be offered exclusively by Leica Camera AG in a range of material and colour combinations.

The Bowery for Leica: This special edition of 'The Bowery for Leica' camera bag expresses a mutual commitment to the creation of exceptional products for photographers from both. ONA and Leica. The bag is specially designed to provide stylish and practical protection for Leica camera equipment. Two of the five models are crafted from finest quality Italian leather with a lightly waxed finish. The remaining three models are made from a robust and waterproof canvas fabric. With five compartments, it offers enough room for a Leica M-Camera, one to two M-Lenses and various personal items. By detaching the carrying strap, the bag becomes an ideal, padded insert for safely stowing camera equipment in a larger bag or case. Its cleverly designed features, variable stowage options, compact size and minimalist design make it a universal and modern camera bag.

The Prince Street for Leica: Uniting the looks of a casual shoulder bag with the practical advantages of a camera bag 'The Prince Street for Leica' is a unique messenger style. Two models in finest leather and three in robust canvas with real leather trim offer ample space

for photographic equipment. The two clip-buckles in retro-look ensure that its valuable contents are safely locked away. Six compartments allow an M-Camera with two to three lenses, an 11-inch laptop or tablet PC and other personal items to be safely and unobtrusively stowed away.

The Brixton for Leica: This bag was designed with ample space and available in five different versions. The 'Antique Cognac' and 'Dark Brown' models are crafted from finest Italian leather and finished by waxing. The water-repellent waxed canvas of the other three bags of the collection keeps cameras and equipment safely and sound. All five handcrafted models offer practical features, numerous outer pockets and compartments and adaptable stowage space with room for a camera, two to three lenses, small personal items and even a 13-inch laptop computer. The bags are available in water-repellent canvas in the colours 'Black', 'Field Tan' and 'Smoke' (water-repellent canvas) and in real leather in 'Antique Cognac' and 'Dark Truffle'.

The Berlin II for Leica: This exclusive bag is hand crafted from finest Italian leather in the colours 'Black' or 'Vintage Bourbon' and specially designed for the Leica M-System. The premium leather style offers room for one camera, two to three lenses and small personal items and develops a unique patina in years of use that reflects its truly unique character. Additional stowage space inside the bag is extremely flexible and lined in typical Leica red: four dividers can be used to apportion the space to meet specific needs and can be completely removed if required. The bag, available in a choice of 'Black' or 'Vintage Bourbon' leather, offers space for documents in a compartment on the back and features a front pocket with a zip-fastener for stowing small personal items.

The Camps Bay for Leica: The stylish rucksack in water-repellent canvas and real leather appliqués is simply ideal for the comfortable transportation of large amounts of equipment. The space inside can be adapted to meet the needs of each individual's photographic equipment or to make room for additional personal items. The padded main compartment provides space for the safe stowage of one camera with up to seven lenses and a 17-inch laptop computer, while smaller items can be stowed away in a pocket with a zip-fastener on the front of the rucksack. Both the straps and the back of the rucksack are padded and covered with breathable fabric to ensure ideal comfort when carrying the 'Smoke' coloured canvas rucksack.

The Roma for Leica: This practical insert with five compartments transforms almost any ordinary bag into a camera bag. The robust, water-repellent canvas of the insert offers sufficient protection for valuable equipment and real leather grips to make it easier to remove from bags. This cleverly designed combination of a bag and an organiser is exactly the right thing for photographers to take along when they need only a camera, a lens and a couple of small items.

ONA is a purveyor of fine bags and accessories designed for and inspired by photographers and creative professionals. Each bag is elaborately hand crafted from the highest quality materials, conveniently sized, built to last for years and captivate with minimalist design. The bags provide ideal protection for precious Leica cameras and lenses while reflecting photographer's inimitable personal style.

All bags of the 'ONA FOR LEICA' edition will be available exclusively in Leica Stores and Boutiques from November 2016.