



Press information

Express yourself and capture life with Leica's brand new accessories for women

Wetzlar, 8 July 2019. This summer Leica launches its long-awaited accessory collection dedicated to women who care about their image and the ones they create. The leather accessory collection consists of a limited-edition wicker basket and shopping tote, and two chic protectors for the new Leica Q2. The accessories are designed and handcrafted in Europe, and made from the finest Italian and Spanish leather.

The collection is designed not just to keep the camera at hand but to bring Leica's signature style to the discerning photographer on the move. Synonymous with the best design, Leica looked for inspiration from the archives which include accessories for female photographers throughout the pioneering ages of photography. The design hints for the limited edition baby blue leather shopping tote bag and pale lilac wicker basket came from a vintage ladies' leather case made by Leica in the 1930s.

For the style conscious photographer, Leica has designed a wicker with an inside pocket perfectly-sized for a Leica compact camera, limited to only 150 pieces. The body of the basket is hand-crafted from woven osier wicker. The top handle and edging are made from the finest cowhide leather in a pale lilac shade with a Leica logo embossed on the front. A further touch of style is added with the 'I love Leica' charm.

The elegant yet practical shopping tote was designed in collaboration with the designer atelier SAGAN Vienna and is limited to 250 pieces worldwide. This emerging Viennese brand is renowned for its Bauhaus inspired designs and carefully crafted leather hand bags. Leica is renowned for recognising emerging photographic talent through its annual Leica Oskar Barnack Newcomer Award and the collaboration with SAGAN is another example of supporting creative talents.

The baby blue Leica shopping tote is handmade in Spain from Italian soft calf leather. The bag comes with a stylish hand braided leather handle, that also doubles up as a fastener. The outside pocket has been perfectly designed to give easy access to a Leica D-Lux or Q2.

With already so many reasons to own the iconic Leica Q2, this collection adds two more. The light blue and bubblegum pink protectors are made of the finest quality cow hide leather with an elegant diamond patterned embossing. This embossing mirrors the Q2 leather and gives easy access to all controls. The protectors come with matching shoulder straps.

The accessories will be sold exclusively in Leica Stores around the world. SRP, incl. VAT, for the accessories are as follows:

- Wicker basket - EUR 180
- Shopping Tote - EUR 385
- Light blue and bubblegum pink protector - EUR 175
- Light blue and bubblegum pink carrying strap EUR 85

About Leica Camera - official

Leica Camera AG is an internationally operating, high-end-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. And today, in combination with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualisation and perception. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in Austria, Australia, China, France, Italy, Japan, Russia, Switzerland, Singapore, South Korea, UK and the USA. New and innovative products have been the driving force behind the company's positive development in recent years.

About Leica Camera - lifestyle

Leica Camera is one of the world's most iconic brands known for its innovative designs, handcrafted cameras and lenses that are all made with meticulous German precision. For over 100 years Leica has not just inspired generations of photographers but influenced the way people saw and experienced the world around them. Today the brand offers a wide range of

photographic and lifestyle products that embody its legendary brand ethos 'das Wesentliche'
- nothing but the essential.

About SAGAN Vienna

Tanja Bradaric and Taro Ohmae graduated from the University of Applied Arts in Vienna, Austria. They studied under the guidance of Raf Simons and worked for Chloé and Balenciaga before starting their own label. Their work has been featured in Vogue UK/Italy/Japan, Monocle and the New York Times, among many other international publications.