



## Press Information

**LEICA CAMERA, FENDER CUSTOM SHOP COLLABORATE WITH LEGENDARY “THE POLICE” GUITARIST TO UNVEIL LEICA M MONOCHROM “SIGNATURE” BY ANDY SUMMERS CAMERA, ANDY SUMMERS MONCHROME STRAT®**

**Both sets are limited to 50 pieces worldwide, and encapsulate a perfect marriage of two instruments of art: a guitar and a camera**

**Wetzlar, September 17, 2019** – A flawless union of supreme craftsmanship, rock ‘n’ roll and photography comes to life with the introduction of Leica and Fender Custom Shop’s limited-edition camera-Stratocaster® guitar pairing. Created in collaboration with Andy Summers, an accomplished photographer, former member of the Grammy® award-winning, Rock and Roll Hall of Fame-inducted band *The Police* and one of the greatest guitarists in the world, the LEICA M MONOCHROM “Signature” by Andy Summers camera represents a striking synergy of music and photography.

A true virtuoso of his craft, Summer’s latest album, *Triboluminescence*, showcases his versatile abilities to perform remarkably with an array of instruments including the guitar, bass drums, banjo, keyboards and more. Summers, a renaissance man, can stay in-tune with not only musical instruments, but photographic instruments as well. A world class Leica photographer, Summers has worked with photography for 36 years, even developing a number of books and exhibitions to showcase his work.

Mirroring Leica’s dedication to unparalleled craftsmanship, well-known manufacturer of stringed instruments and amplifiers Fender, as well as the Custom Shop, have a long tradition of building signature guitars as a tribute to some of the world’s greatest musicians. Fender

is currently launching a special Andy Summers Monochrome Strat® in collaboration with the legendary guitarist.

To honor Summer's work, and as a complement to the guitar, Leica created the LEICA M MONOCHROM "Signature" by Andy Summers. The limited-edition camera features intricate design elements from the Andy Summers Monochrome Strat, such as a leatherette that matches a collage from Summer's legendary photo collection that also appears on the guitar and a thin red line engraving running along the side of the entire body. On the other hand, the guitar includes features of the camera, including the silver operation elements. The finished products are a true reflection of the epitome of thoughtful design expertise.

"I couldn't be more thrilled to have the opportunity to work with two leading producers of two fundamental instruments I hold close to my heart, Leica Camera and Fender Custom Shop," Summers said. "After all these years of being obsessed with photography and the guitar, I now have the two things together for the first time. I've always thought of my photographic experience as tearing pages from a book and then reshuffling the results into a new visual syntax, and the collage-forward design of the LEICA M MONOCHROM "Signature" by Andy Summers is the physical embodiment of just that."

The photo collage that appears on both the camera and Andy Summers Monochrome Strat highlights stunning photographs from Summers's collection. This includes the famous photo of a man walking his horse into the ocean, a striking image of hooded individuals captured amongst rain and mist on Yellow Mountain in China, as well as a photo of celebratory balloons that landed before Summer's encore at a concert.

Coupled with a glossy paint finish, silver chrome operational elements and a gorgeous red line engraving on the top cap, the camera is truly a sight to behold. The set is complete with a Leica Summicron-M f/2.8 ASPH. lens – also with a glossy paint finish – adorned with a vintage round lens hood, a Fender guitar-inspired camera strap and an OBERWETH leather black system bag.

The LEICA M MONOCHROM "Signature" by Andy Summers, limited to 50 sets worldwide, is on sale now at Leica Stores and Boutiques.

For more information on the Andy Summers Monochrome Strat guitar, priced at \$12,500, please visit [www.fendercustomshop.com](http://www.fendercustomshop.com). Watch a video of [Andy Summers playing “Message In A Bottle.”](#) talks about his signature Stratocaster and Leica camera.

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**ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:**

Since 1946, Fender has revolutionized music and culture as one of the world’s leading musical instrument manufacturers, marketers and distributors. Fender Musical Instruments Corporation (FMIC), whose portfolio of brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH® and Charvel®, follows a player-centric approach to crafting the highest quality instruments and musical solutions across genres. FMIC is dedicated to unlocking the power of music through electric and acoustic guitars, amplifiers, pro audio, accessories and digital products that inspire and enable musical expression at every stage, from beginners to history-making legends.

**ABOUT FENDER CUSTOM SHOP:**

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world’s preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the “Dream Factory,” the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender’s legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender’s other production line models.

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