



## Press information

### **Leica Camera and HODINKEE honor the storied past of a beloved wristwatch with the Leica M10-P “Ghost” Edition**

#### **New limited edition pays homage to HODINKEE founder Ben Clymer’s vintage timepiece in celebration of legacy storytelling**

**Wetzlar, December 12, 2019.** Leica Camera has teamed up with HODINKEE, the foremost destination for all things in the world of horology, to debut a stunning new special edition set inspired by the faded bezel of a vintage timepiece owned by HODINKEE founder and CEO Ben Clymer. Limited to just 250 sets worldwide, the Leica M10-P “Ghost” Edition for HODINKEE, which includes a Summilux-M 35mm f/1.4 ASPH. lens, is a nod to the desirable “ghosted” aesthetic emerged through the natural aging and wear of a wristwatch bezel, creating an equally beautiful new look and feel with a storied past.

“The Leica M10-P “Ghost” Edition for HODINKEE is the realization of not only my fascination of how timeless object age and evolve, but a partnership with a brand that has been a part of my life for a long time and one that I greatly admire,” says Ben Clymer, CEO of HODINKEE. “This limited edition was inspired by the first dive watch that I purchased. In its original condition, the stainless-steel watch would have had a rich black dial and bezel, and markers that were bright white and luminous. With time and exposure, the dial and bezel faded to gray, and the markers turned cream. This “ghosted” watch is among the most beautiful and charming examples of an interesting life lived.”

The “Ghost” Edition remains true to Leica’s minimalistic design with the purposeful omission of the Leica red dot logo and is finished entirely in matte gray with white and silver accents. The top and bottom plates of the camera body and the lens are coated with a matte gray paint with white enamel-filled engravings, whereas the body is covered in a gray cowhide

leather for a soft, stylistic feature point. The muted color tones evoke the “ghosted” look that inspired the limited-edition camera yet offer a stylish design that stands on its own.

The “Ghost Edition” set maintains all the technical features of the original M10-P, naturally drawing parallels between the mechanical complexities of the camera with the intricacies of fine watchmaking. From the incredibly quiet mechanical shutter that barely utters a whisper to the touch and feel of the shutter speed dial and aperture ring that harken to the turning of the rotating bezel of a dive watch. Even the mechanical movement of the watch – its beating heart housed within its case, not visible to the user – plays counterpart to the coupled rangefinder of the camera, it too hidden from sight under the camera’s top plate. Both perfect examples of precision engineering and mechanical excellence, relying on the motion and actions of their users to operate in harmony.

Meanwhile, the lens included in the set – the Summilux-M 35mm f/1.4 ASPH. – is one of the most versatile M lenses. Whether it is a shallow depth-of-field look when shot wide-open, high-contrast available-light applications or landscapes with immense depth of field, the lens performs wonderfully in any situation.

The Leica M10-P “Ghost” Edition for HODINKEE will be available beginning December 12, 2019. The edition is limited to only 250 camera sets worldwide, each of which bears a distinctive serial number. The set also includes a stylish and rugged gray rope strap with genuine Italian vegetable-tanned black leather accents, and a certificate of authenticity.

### **About Leica Camera**

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary reputation of the Leica brand is founded on a long tradition of excellent quality. In combination with innovative technologies, all Leica products fulfil a common objective: better pictures, wherever perception and visualization matter. 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 and operates its own worldwide network of regional organisations, Leica Retail Stores, Leica Galleries and Leica Akademies.

### **About HODINKEE**

Established in 2008, HODINKEE is the foremost destination for all things in the world of horology. Over the past decade, founder and CEO Ben Clymer and team have grown HODINKEE into a robust media and retail platform by providing its respected point of view on industry news and releases, investing in engaging and creative storytelling, producing a designated podcast, printing a bi-annual publication and launching and growing its own retail outlet, HODINKEE Shop. At its core, HODINKEE's goal is to bring its readers and consumers the best in wristwatches in a way that is approachable, authentic and honest. [HODINKEE.com](https://www.hodinkee.com).