



## Press information

### **MYKITA and Leica Camera AG announce substantial partnership bringing the highest level of German engineering to the world of eyewear**

**Berlin, Wetzlar 2 March 2020** – MYKITA and Leica announce their collaboration between two industry leaders of German engineering, design and quality made in Germany – a partnership defined by its shared commitment to holistic product development, pioneering technology and precision craftsmanship. The joint enterprise launches with a debut collection of sunglasses set to raise the bar for high end functional design and optical quality on the eyewear market.

MYKITA and Leica are both known for having taken a pioneering role in their respective sectors of the global culture of vision and perception. Bringing together their areas of expertise into a collective development process, the partnership pairs the innovative product engineering of the independent eyewear manufacturer with the iconic design, the finest lenses and optics from the premium camera brand.

With a shared passion for perfection, the two parties join forces to bring a product experience at the highest level of German engineering to the world of eyewear. To create sunglasses with uncompromising quality and clarity of vision, MYKITA and Leica have pioneered sun lenses with optical grade quality. Developed exclusively for the collaboration, the lenses are the central feature and differentiating functional element of the MYKITA | LEICA collection.

“It was clear to me that the partnership with Leica, whose legendary reputation needs little explanation, would lead to an authentic product with an honest, functional design and uncompromising quality,” says MYKITA founder Moritz Krueger. “The collaboration has

revolved around creating an incomparable product in every aspect, and the individual manufacturing process used to make each pair of glasses and every lens sums up the essence of our partnership perfectly.”

‘With MYKITA, the manufactory from Berlin, we have an ideal partner at our side with whom we share not only common values such as innovative strength and the precision of premium craftsmanship made in Germany, but also a commitment to finest quality and a passion for timelessly iconic design. Style-conscious customers can now look forward to a high-quality line of premium sunglasses that benefit from the expertise of both companies’, says Matthias Harsch, Chairman of the Executive Board of Leica Camera AG.

### **About the collection**

Designed in collaboration with the Leica design studio in Munich and handcrafted at the MYKITA HAUS in Berlin, the MYKITA | LEICA collection is defined by its reduced, functional design focused on superior performance. Seamless mechanical solutions and material connections echo the beautiful precision engineering of Leica’s unmistakable design and create a refined eyewear aesthetic.

The debut collection consists of two design series: a pure stainless steel concept and a line of hybrid frames that combine handcrafted stainless steel with MYLON, a material innovation from MYKITA made using 3D printing technology. Not only a distinctive style element, the MYLON top bar on the hybrid models closes the gap between frame and the wearer’s brow to protect eyes from overhead sun rays, mirroring the function of a camera lens hood. A functional surface structure on the full stainless steel models references the grip on camera lenses; the red lacquered edges on the lenses reduce peripheral light disturbances. Offering full adjustability, all models come with new, specially designed nose pad arms for a wholly customisable, optimal fit.

There are several signature elements from the Leica design language that will resonate with brand enthusiasts while forming a new standalone eyewear aesthetic: the geometric lens shape is a recurring theme, a reference to the frontal view of a Leica camera lens hood, or the distinctive lacquering inlays and the Leica font for the temple inscription, and finally the reduced colour palette made up of matt silver, black, taupe grey and red accents.

## **About the lenses**

The MYKITA | LEICA collection uses Leica Eyecare sun lenses with an unprecedented optical quality. Pioneered by MYKITA and Leica, the organic 1.6 index lenses are individually ground and polished from a cast lens blank in a process normally reserved for prescription lenses. In selected countries, the collaboration will also enable customers to order sun lenses customised with their own prescription. The advantage being that they receive the exact Leica lens of their choice, not the closest colour match as is often the case.

In addition to the unique visual clarity, the lens is also distinguished by the specially developed AquaDura® Vision Pro coating, a Leica development stemming from extensive experience in the challenging fields of sport optics and professional photography. The achromatic anti-reflective coating provides invisible protection against rear reflections without the usual colour sheen. It protects against water, dirt and damage, preventing fogging and facilitating effortless removal of fingerprints and stains. All models offer 100% UV protection and genuine optical clarity. Polarized lenses additionally filter harmful light components, such as glare and surface reflections.

## **MYKITA | LEICA Certificate of Authenticity**

The MYKITA | LEICA models are all meticulously handcrafted at the MYKITA HAUS in Berlin using the finest materials and according to the strict specifications and standards for quality and innovation of the Modern Manufactory. In addition, every lens in the collection is individually manufactured and undergoes the same rigorous quality control that all Leica optics and lenses are subject to. The authenticity certificate accompanying each product verifies its single-unit production with a unique serial number.

The MYKITA | LEICA collection will be available from June 2020 in MYKITA Shops and selected Leica Stores, as well as online through [mykita.com](http://mykita.com) and [leica-camera.com](http://leica-camera.com)

## **About MYKITA**

Founded in 2003, MYKITA takes an independent approach to eyewear design and production, bringing together all departments under one roof to form the Modern Manufactory. At the MYKITA HAUS in Berlin, the team sees the product through every stage, from conception to the shop floor. The unmistakable MYKITA aesthetic demonstrates integrity towards materials and construction, as well as the individual artistry of the

craftsmen. Headed by founder Moritz Krueger, MYKITA is committed to a course at once enterprising and authentic. In addition to 15 own shops in cities across the globe, including Los Angeles, New York, Paris and Tokyo, MYKITA is available at selected optical and fashion stores in over 100 countries. For more information, visit [mykita.com](http://mykita.com) and social channels @mykitaofficial

### **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, German craftsmanship and German industrial design, together with a long standing tradition of innovative technologies. 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. For more information, visit [leica-camera.com](http://leica-camera.com).