



Press Information

MYKITA and Leica Camera AG introduce the next chapter in its partnership:

a line of optical eyewear models in the high-end functional design and quality that defines the collaboration.

Wetzlar, 24 November 2020. In spring earlier this year, Leica Camera AG and MYKITA announced their substantial new partnership dedicated to bringing the highest level of German engineering to the world of eyewear. The launch collection already received the Red Dot Award for best Product Design 2020. The two respective industry leaders now present their next instalment – a line of optical models that builds on the honest, functional design and uncompromising quality established by the debut collection of sunglasses. All MYKITA | LEICA eyewear will be available in stores and online from November 2020.

The MYKITA | LEICA partnership is defined by its shared commitment to holistic product development, pioneering technology and precision craftsmanship. 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.

ABOUT THE MYKITA | LEICA OPTICAL COLLECTION

Designed in collaboration with Leica design studio and handcrafted at the MYKITA HAUS in Berlin, the MYKITA | LEICA optical collection launches with four clean, timeless designs, ML07-ML10, made of light and resilient stainless steel. Using precision detailing and subtle colour accents, the iconic design language of Leica products is translated into a refined, standalone eyewear aesthetic.

Optical models ML07 and ML08 return to established shapes from the sunglasses line – functional details, such as the top bridge for additional stability, double as a stylistic element to striking effect. Classic panto models ML09 and ML10 are purposely reduced for a timeless character that recalls the iconic, sleek design of Leica cameras – a super clean look that is further underlined in the monochrome anthrazite finish.

The defining colour palette of the collection is the black and grey background with contrasting pops of well-known Leica tones, including Red and Silver. These colour accents, applied in an elaborate manual process, appear on the ultra-fine contours on eyewear rims and temples. The familiar outline of the Leica camera lens hood is found again in the lens shape of the frames, most clearly on the angular ML08. Another recurring style element references the knurled grip on camera lenses – this non-slip surface is used for the inside of the steel temples, as well as on the top bridge on ML07 and ML08. In addition, ML09 and ML10 are available in a sleek, monochrome version – no surface texture or colour accents, but plenty of purist appeal.

ABOUT THE LENSES

Offering outstanding visual clarity, the Leica Eyecare lens is also distinguished by the specially developed AquaDura® Vision Pro. This surface treatment consists of a water and grease resistant coating, to which an antistatic, i.e. dust-resistant, surface has been added, ensuring outstanding clarity for your lenses. The anti-reflection treatment of AquaDura® Vision Pro provides maximum visual transparency while reducing any glare associated with day-to-day lighting. Lenses come with a Leica Eyecare lens warranty and are subject to the same rigorous quality control that applies to all the camera brand's instruments and optics. MYKITA | LEICA eyewear can be fitted with Leica Eyecare lenses in all MYKITA Stores in Europe and worldwide.

PRODUCT QUALITY CERTIFICATE

The product quality certificate accompanying each product verifies that MYKITA | LEICA models are 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.

Both MYKITA | LEICA collections will be available from November 2020 in MYKITA Shops, selected Leica Stores and opticians, as well as online through mykita.com and leica-camera.com.

ABOUT LEICA

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 longstanding tradition of innovative technologies. Leica Camera AG has its headquarters in Wetzlar, in the state of Hessen 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.

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 its 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 80 countries. For more information, visit mykita.com and social channels [@mykitaofficial](#).