



Press Information

Leica and Zegna join forces in collaboration to be launched globally in December 2020

Wetzlar, December 3, 2020 - Fashion meets Photography: an exclusive Collaboration between Leica Camera and Zegna. The Italian luxury fashion brand yields a capsule collection of high-end camera accessories, possibly the most refined to date.

Debuted in January 2020 on the runway of the Ermenegildo Zegna XXX Winter 2020 Fashion Show, this highly expected capsule collection finally comes to life. Designed for the modern photographer, in search of the most beautiful image but equally attentive to the subtle details of handmade craftsmanship, the collaboration strengthens the link between two expressions of art and creativity, reflecting a broader dialogue between the two brands.

Zegna Artistic Director Alessandro Sartori, a photography enthusiast and authentic Leica lover, has always been inspired by photography as a creative language that he often visually uses as a reference for his collections. His own passion led Zegna to a collaboration with Leica built upon the mutual expression of creativity and innovation, craftsmanship and technicality which further cements Zegna's reputation as a global luxury lifestyle brand.

The collaboration collection consists in PELLETSSUTA™ camera holsters made for Leica Q2 and Leica M cameras; PELLETSSUTA™ protectors for Leica Q2; functional crossbody bags called Insta-Packs, inspired by photographers' attitude that fit almost all Compact Leica cameras (Leica V-Lux excluded) and the Leica CL with the 18mm 'pancake' Leica lens; carrying and wrist straps; Leica keyrings and round wallets (both for coins or the Leica Q2 lens cap) that feature luxury details and the precious touch of PELLETSSUTA™ collection, an iconic Zegna special woven nappa leather, result of an innovative Ermenegildo Zegna research aimed to recreate precious fabric using extremely thin strips of selected nappa leather in place of fabric yarns.

The Leica and Zegna Collaboration collection is distributed globally in an exclusive selection of Zegna Flagship Stores (such as New York City, Paris, London, Milan, Dubai, Shanghai, Beijing, Ginza, Isetan) as well as in 60 selected Leica Stores worldwide. The Collaboration collection is also available online on leica-camera.com and zegna.com.

The accessory collection is available worldwide as of December 3, 2020 (the protectors, carrying straps and wrist straps will be available for sale from week 50). The recommended retail price is € 895 for the Insta-Pack crossbody bag, € 795 for the holster, € 495 for the protector, € 495 for the carrying strap, € 275 for the wrist strap, € 295 for the wallet, and € 195 for the keyring.

Verbatim

“Zegna and Leica share the same values and a very deep integrity and quality towards the excellence of their own products; my wish is to build up a long chapter together. The vision and the DNA of Leica has always been genuine, an obsessive quest for quality, an extremely refined research, a very unique approach towards not only the world of camera and photography but mostly towards the craftsmanship and a distinctive syntax.” says Alessandro Sartori, Zegna Artistic Director.

“What a wonderful addition: The creation of a Leica camera, moving images and a Zegna garment is unique and outstanding. Both brands share the same humanistic approach for values, design, sustainability, and quality” says Karin Rehn-Kaufmann, Global Director Art and Leica Galleries

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 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. Leica Camera AG is a member of The Meisterkreis*.

About Ermenegildo Zegna Group

Ermenegildo Zegna is a leading global luxury menswear brand founded in 1910 in Trivero, Italy, by the young entrepreneur Ermenegildo, whose pioneering vision continues to inspire the company business development in a sustainable way: to use resources for the good of others; to give back to people and to employees; to take care of the territory and communities from which the brand comes. The company is today managed by Ermenegildo Zegna as CEO, grandson of the founder and third generation of the Zegna family. Throughout the years the company has evolved from high quality textile production to the artisan commercialization of sartorial expertise and onto the affirmation of a luxury worldwide lifestyle brand with a retail network covering over 100 countries.

* The MEISTERKREIS unites people, companies and institutions that stand for creativity, the highest quality and durability from and in Germany.