



## Press Information

### **Leica Q2 Daniel Craig x Greg Williams: an exclusive, special edition of the Leica Q2, with a luxury design**

**Wetzlar, 25<sup>th</sup> February 2021.** With the limited special edition Leica Q2 Daniel Craig x Greg Williams, Leica Camera AG is presenting an exclusive edition model of the Q2. It has been created in close collaboration with award-winning actor Daniel Craig and Greg Williams, one of Britain's most renowned photographers, acclaimed for capturing iconic Hollywood moments in his authentic style. Greg has photographed Daniel Craig's Bond since he first stepped into the role, creating behind-the-scenes books and special shoots as well as many of the Daniel Craig film posters. Both Craig and Williams have a common passion in photography and are both avid fans of the Leica brand, making this an obvious collaboration for the pair.

Daniel Craig says: "The Q2 is, for me, the perfect camera and needs no improvement. So, to have the chance to work with the amazing people at Leica and my friend, Greg Williams, to create something as unique as this, has been a privilege and an honour."

Greg Williams says: "We bonded over our shared love of cameras on 'Casino Royale'. Daniel takes beautiful photos and has a great eye. The Leica Q2 is an extension of me – you never see me without one around my neck. So to work with Daniel and the team at Leica on this limited edition has been a very special."

While the Leica Q2 Daniel Craig x Greg Williams corresponds technically to the Leica Q2, it has an exclusive and elegant design. The visible elements of the camera are defined by black and gold. All the engravings on the camera and lens are inlaid with gold paint. It also includes a first: the name and sequential serial number have been engraved with a laser, under the glass cover of the camera display. Another very particular feature concerns the traditional Leica logo: on the Leica Q2 Daniel Craig x Greg Williams, the red dot with Leica lettering has been replaced with a black dot and gold lettering for the first time ever, making the camera uniquely distinctive.

The carrier strap is made of top-quality, vegetable-dyed Nappa leather that is embossed with the Leica logo, and has eyelets which are gilded. The same leather, embossed with an elegant diamond pattern, is also used for the camera covering. Each camera, with accessories, comes in a specially designed, hinged-lid presentation box with gold lettering and a black silk lining. The Leica Q2 Daniel Craig x Greg Williams is limited to 750 units, and is immediately available at specialist stores.

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.