



Press information

MYKITA | LEICA COLLECTION

Iconic sunglasses made in Germany

Wetzlar, 21 July 2021. MYKITA and Leica stand for the fine art of German engineering, iconic design and quality with the Made in Germany seal. The two companies already announced their agreement on a wide-ranging partnership in spring 2020 and launched a collection of sunglasses that set new standards in the eyewear market with the fine art of German engineering. The debut collection, honoured with the Red Dot Design Award 2020 in the category Best Product Design, is available now from selected opticians, MYKITA Shops and Leica Stores or online on the websites mykita.com and leica-camera.com.

The MYKITA | LEICA Sunglasses Collection is distinguished by its fusion of iconic design and outstanding functionality. Perfectly intermeshing technical solutions and material mixes bear witness to the wonderfully precise engineering behind the unmistakable signature of Leica design to create premium eyewear with unique aesthetic appeal.

The collection comprises two design concepts: a line made exclusively from stainless steel and a hybrid line combining stainless steel and MYLON, an innovative material produced by MYKITA with 3D printing technology. The MYLON brow bar of the frame is more than a styling element: It bridges the gap between the glasses frame and the wearer's eyebrows to protect the eyes against rays of sun from above, serves the same purpose as a lens hood on a camera lens. A specially developed surface structure of the purely stainless steel models is a visual reference to the characteristic knurled rings of camera lenses, while the application of a red lacquer to the rims of the lenses in typical Leica camera aesthetics simultaneously reduces undesirable effects of extraneous light. All models feature newly designed and individually adjustable nose pads to ensure perfect fit and comfort when wearing the glasses.

The typical elements of the Leica design vocabulary appeal to anyone familiar with the brand and appear as recurring styling elements in all models of the collection. For example, the geometric form of the lenses, which reflects the frontal aspect of the lens hood of a Leica camera, or the distinctive Leica typeface used on the inner surfaces of the temples. The subdued colour palette of the collection recreates the familiar colour scheme of Leica products in matt silver, black, taupe and grey with accents in red.

The MYKITA | LEICA Sunglasses Collection features sun protection lenses from Leica Eyecare in previously unparalleled optical quality. In addition to their exceptional clarity, the lenses are distinguished by a special coating that protects their surfaces against water, dirt and damage. All models provide 100 per cent UV protection.

The MYKITA | LEICA Sunglasses Collection is designed in collaboration with the Leica Design Studio in Munich. They are handmade from premium materials in a combination of precision craftsmanship and innovative technologies at the modern manufactory in the MYKITA HAUS in Berlin in accordance with strict quality standards. The single-item construction of each model of the MYKITA | LEICA collections is confirmed by a unique serial number and a matching quality certificate.

Note for journalists:

Downloadable image material: <https://extranet.leica-camera.com/s/92nxiZYgXfasdoG>