



Press Information

Leica Camera AG and Champagne Laurent-Perrier announce Global Brand Partnership

Wetzlar, 5 August 2021. Leica Camera and Champagne Laurent-Perrier announce a global partnership, offering Leica communities around the world the opportunity to experience prestigious Champagne Cuvées and very exclusive moments. At the heart of the partnership stands a remarkable heritage defined by European craft and family ownership— uniting these 2 brands together through a shared tradition of excellence.

The partnership will encompass bespoke experiences for Leica customers to enjoy by celebrating a mutual passion for the art of champagne assemblage and photography.

The signature style of Laurent-Perrier is guided by its inherently independent spirit and creative audacity. Similarly, Leica has been guided by their commitment to the art of visual storytelling, crafting unparalleled tools that enable photographers to bear witness to life and capturing moments of our world with unmatched acuity.

The partnership will also offer an exclusive experience for Leica customers to discover Chateau de Louvois, a property of Champagne Laurent-Perrier. Classified as a Historic Monument and not open to the public, the venue serves as a private place for prestigious receptions at the Laurent-Perrier Maison. The residence is located at the heart of a fifty-hectare park, surrounded by beautiful formal gardens designed by André Le Nôtre, the gardener, designer, and architect of the King of France Louis XIV. Louvois is exemplary in the art of gardens and is composed in the most photographic way possible. At Louvois, one can find their perspectives, alignments, and the staging of the space. It is a rigorous artistic conception that speaks naturally to the photographers because it echoes precisely what they are looking for in the process of composing their next image.

Stéphane Dalyac, Président Champagne Laurent-Perrier:

“Our partnership is firstly a subject of pride. It is also a constant reminder of how setting the highest standards for quality, innovation, and execution lead to perfection in time”.

Dr. Andreas Kaufmann, Chairman of the Supervisory Board Leica Camera AG:

“We are delighted to collaborate with Laurent-Perrier as our preferred Champagne affinity partner globally. By partnering with Champagne Laurent-Perrier, we are proud that Leica communities will be able to enjoy exceptional cuvées and that we act together as ambassadors for European values and culture across the globe”.

The partnership between Champagne Laurent-Perrier and Leica Camera begins with immediate effect.

Leica Camera – A Partner for Photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.

Laurent-Perrier – Innovator in Champagne

Laurent-Perrier is a family-owned, highly reputed champagne House, focused solely on champagne production and renowned for its pioneering and innovating role in Champagne. The House is founded upon 3 strong beliefs that make it different from all other champagne houses. Assemblage, not vintage is the art of champagne; a style that is distinctive and unique with Chardonnay being the majority grape variety in all of the House’s white wines; the finest expression of Pinot Noir is derived from maceration, allowing Laurent-Perrier to reveal all the richness of the best Crus. The Group has obtained the Sustainable Viticulture in Champagne (SVC) and the High Environmental Value (HEV) certifications for its main wine-growing practices, voluntarily going beyond the minimum requirements of the Appellation

d'Origine Contrôlée Champagne. Laurent-Perrier has 7 subsidiaries and is present through distributors in 120 countries.