



## Press Information

### **The Leica C-Lux “Style Kit” in Light Gold and Midnight Blue.**

**Wetzlar, 19<sup>th</sup> August 2021.** With the C-Lux “Style Kit” in Light Gold and Midnight Blue, Leica Camera presents two bundles that further emphasise the appeal of Leica’s versatile compact camera. Both Style Kits comprise a Leica C-Lux (with identical technical specifications to the standard variant), an “Andrea Leica C-Lux” shoulder bag with tailor-made camera compartment, and a colour-coordinated “Protector C-Lux” – a half-shell camera case made of high-quality leather that protects the camera whilst maintaining full access to all control elements.

The C-Lux “Style Kit” Light Gold features a C-Lux camera finished in a subtle gold hue, which is perfectly complemented by the exquisite red tone of the shoulder bag and half-shell case. In the C-Lux “Style Kit” Midnight Blue, on the other hand, the camera and protector are distinguished by an elegant, dark blue tone; they are combined with a black “Andrea” shoulder bag, culminating in an equally harmonious composition. Both the Protector C-Lux and the “Andrea” shoulder bag are made of high-quality leather. The protector, which comes complete with a matching carrier strap, simply attaches to the camera via an integrated D-ring screw.

Each of the two Style Kits will be limited to 150 sets worldwide. The bundles are available at specialist retailers for 1000 euros. At the heart of the Style Kits is the Leica C-Lux – a digital compact camera of exceptionally high quality, equipped with a 15x optical zoom lens and 20-megapixel sensor. Its excellent performance, combined with a very compact construction, makes the C-Lux an ideal companion for everyday outings and travel photography alike.

### **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, Hessen, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.