

## PRESS RELEASE

Free for release after: 20 October 2022, 2 pm (BST)

Leica Summilux-M 35 f/1.4

An individualist returns

Wetzlar, 20<sup>th</sup> October 2022. For more than 150 years Leica have produced numerous superlative precision tools which have consistently set photography standards and redefined the boundaries of what is technically feasible. This includes the lenses of the legendary Leica M-System. One of these legends returns now: the Leica Summilux-M 35 f/1.4.

Since its launch in 1961 and after more than 35 years of almost unchanged production, the M lens has been enjoying great popularity up to the present day. The world's fastest wide-angle lens has always been very compact and extremely lightweight at only 200 grams, constantly impressing with its imaging performance and its unique image effect. Photographing with maximum aperture creates pictures with an especially soft, almost magical bokeh that is hard to achieve even with digital image processing. Its extraordinary pictorial look earned the Summilux-M 35 f/1.4 the title "True King of Bokeh". Photographing at open aperture in backlit conditions creates intended lens flares that can be used for specific creative effects. Even after stopping down to f/2.8, it produces very sharp and particularly distortion-free pictures which also meet modern requirements for image quality.

Its relaunched edition is made in the Leica manufacture in Wetzlar – in the original vintage design and with the identical optical calculation of the first Summilux-M 35 f/1.4. Furthermore, the stainless-steel front ring known as "Steel Rim", lockable focus ring and black attachable lens hood are also modelled on the original. What is new, however, is the second, round lens hood with E46 thread which enables the use of filters and is also included in delivery.

The Summilux-M 35 f/1.4 is the fourth member of the Leica Classic Line, alongside the Summaron-M 28 f/5.6, the Thambar-M 90 f/2.2 and the Noctilux-M 50 f/1.2 ASPH.

The Leica Summilux-M 35 f/1.4 is available globally at all Leica Stores, the Leica Online Store and authorized dealers. The retail price will be £3,450.00 including VAT.



## **About Leica Camera**

Leica stands for craftsmanship, design and experience. With over 100 years of history, the brand represents a beautiful combination of art and engineering with the future of form and functionality. Based in Wetzlar, the original birthplace of Leica, the German company is an internationally operating, premium-segment manufacturer of cameras and sport optics products. Leica's legendary status is founded on its long tradition of excellence and supreme quality found in their cameras and lenses. Leica are committed to supporting the creation and preservation of iconic photography, past, present and future and the artists behind them.

For more information about Leica visit <u>leica-camera.com/en-GB</u> or follow the company on social media.

Facebook | Instagram | Twitter | LinkedIn