



Press Release

Free for release after: 22nd of January 2025, 4:30 pm (GMT)

Celebrating 100 years of the Leica I, Leica presents a new accessories collection commemorating the birth of 35mm photography

Wetzlar, 22nd of January 2025. Leica Camera is celebrating a milestone anniversary in 2025: 100 years of the Leica I. In 1925, with the creation of first mass-produced 35mm camera, Leica presented a technical masterpiece that would change the world of photography forever. Leica is marking the centenary of this groundbreaking camera with several special activities and exclusive products that reflect the tradition, craftsmanship and iconic character of the brand.

The anniversary collection

With the motto "100 Years of Leica: Witness to a Century", marked with celebrations around the globe, Leica also presents a carefully curated collection of accessories and collector's items, designed and manufactured in collaboration with selected companies steeped in tradition:

Steiff for Leica: Collector's Teddy bears

- Collector's bears "Elsie" and "Ernst": Named after important family members of the Leitz dynasty – Elsie Kühn-Leitz and Ernst Leitz II – these handmade Teddy bears, designed with great attention to detail, are part of a special edition of 500 each.
- Teddy bear "Cuddle": A charming Teddy bear in the Leica look for photography enthusiasts of all ages.

Graf von Faber-Castell for Leica: Superb writing instruments

- The Perfect Pencil: A high-quality pencil with built-in pencil sharpener and eraser, featuring the Leica logo and an engraving of the iconic quote from Ernst Leitz II: "Ich entscheide hiermit: Es wird riskiert." (I hereby decide: We will take the risk). Limited edition of 500 pieces.
- The ballpoint pen "Perfect Pen": Balance and precision are the hallmarks of this elegant pen in a monochrome design. Limited edition of 375 pieces, it comes in a high-quality wooden case.

Other anniversary highlights

- Crafting set – Leica M-Camera and colour pencils: A creative set with paper cut-out sheets of the Leica M-Camera and high-quality Faber-Castell colour pencils.
- 3D puzzle Leica I: A detailed model of the Leica I consisting of 98 wooden parts to assemble.



- Leica pin: Stylish pin with the Leica logo.
- Keyring: Elegant accessory made of 925 sterling silver.
- Cufflinks: Elegant cufflinks made of 925 sterling silver in Leica design.
- Bracelet with pendant: Leather bracelet with an element made of 925 sterling silver.
- Magnifier: Retro magnifier in Leica anniversary design with 10x magnification.
- Shopping bag: High-quality shopping bag made of black canvas with the Leica logo.
- Soft release button: Chromed soft release button for Leica M, Leica Q3 or Leica D-Lux 8.
- Hot shoe cover: Hot shoe cover for Leica M-Cameras in anniversary design.

The accessories and collector's items are available globally at Leica Stores and the Leica Online Store. Whilst some items in the collection are already available, others will be available from February and May 2025.

The collector's bears "Elsie" and "Ernst" (Steiff for Leica), the Perfect Pencil, and the ballpoint pen "Perfect Pen" (Graf von Faber-Castell for Leica) will also be available at Steiff stores, Graf von Faber-Castell stores and selective partners.

Available in January 2025

- Collector's bears "Elsie" and "Ernst" (Steiff for Leica), RRP: €600.00 / £520.00
- Crafting set – Leica M-Camera and colour pencils (Faber-Castell for Leica), RRP: €40.00 / £35.00
- 3D puzzle Leica I, RRP: €60.00 / £55.00
- Leica pin, RRP: €8.00 / £7.00

Available from February 2025

- Perfect Pencil (Graf von Faber-Castell for Leica), RRP: €490.00 / £425.00
- Ballpoint pen "Perfect Pen" (Graf von Faber-Castell for Leica), RRP: €390.00 / £335.00

Available from May 2025

- Teddy bear "Cuddle" (Steiff for Leica), RRP: €125.00
- Keyring, RRP: €150.00
- Cufflinks, RRP: €250.00
- Bracelet with pendant, RRP: €90.00
- Magnifier, RRP: €500.00
- Shopping bag, RRP: €80.00
- Soft release button, RRP: €80.00



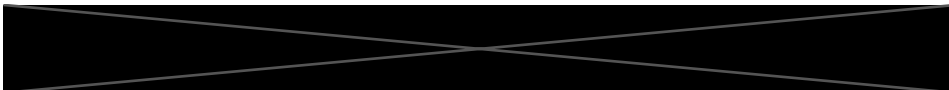
- Hot shoe cover, RRP: €50.00

The anniversary collection is a tribute to the unique history of the Leica I, celebrating this camera's profound influence on modern photography. Leica enthusiasts can look forward to elegant and creative products that blend style, innovation and history.

More information about "100 Years of Leica Accessories Collection" is available at: leica-camera.com/100-years-products

100 years of Leica: Witness to a century

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I. First presented to the public at the Leipzig Spring Fair in 1925, it was the first 35mm camera to be mass-produced and exceeded all expectations. Thanks to its compact and handy format, it opened up completely new photographic applications. Under the motto '100 Years of Leica: Witness to a Century', Leica Camera AG is celebrating this camera that revolutionised the world of photography around the globe. At international events organised by the Leica country organisations in the major cities of Dubai, Milan, New York, Shanghai and Tokyo, cultural projects and extraordinary special product editions will be presented throughout the year. The highlight of the celebrations is the anniversary week at the company's headquarters in Wetzlar in June. In addition, there will be high-calibre exhibitions in the worldwide network of Leica Galleries with works by outstanding photographers.



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 www.leica-camera.com or follow the company on social media [Facebook](#) | [Instagram](#) | [LinkedIn](#)



100 years of Leica: Witness to a century (1925-2025)

For Leica Camera AG, the year 2025 marks the 100th anniversary of the Leica I. First presented to the public at the Leipzig Spring Fair in 1925, it was the first mass-produced Leica 35 mm camera. With its compact and handy format, it created new photographic applications and revolutionised the world of photography. Leica Camera AG's celebrations around the world are therefore being held under the motto "100 Years of Leica: Witness to a Century" with numerous cultural highlights and exciting new products.