



## PRESS RELEASE

### LEICA CAMERA ANNOUNCES LEICA STORE BELLEVUE GRAND OPENING Exclusive Leica Akademie Workshops Open to Public to Celebrate



*Bellevue, WA (March 9<sup>th</sup>, 2015)* Leica Camera announces the Grand Opening of the Leica Store Bellevue located in the highly popular Bellevue Square Mall. The launch kicks off with a private reception on March 12<sup>th</sup> and events open to the public on March 13<sup>th</sup>-15<sup>th</sup>.

The space features Leica Camera's entire product line and a carefully curated assortment of premium accessories. On over 800 square feet, customers can experience all the latest Leica gear, get expert advice from the knowledgeable staff and be inspired by the selection of photo books. The store opens the world of Leica to

everyone through workshops, Leica Akademie classes, lectures, book signings and other exciting events.

The new store is part of Leica's continuous efforts to supply the creative culture with innovative products while maintaining the essence of Leica's 101 years of photography. The Leica Store Bellevue is positioned in the heart of one of the world's leading hot spots for technology and demonstrates Leica's continuous innovation in photography and as a center for artistic culture and learning.

To celebrate the grand opening, the Leica Akademie will host walking tours on Friday, Saturday, and Sunday, March 13<sup>th</sup>, 14<sup>th</sup>, and 15<sup>th</sup>, featuring the iconic M-System and the new Leica T-Camera System. The walking tours are two-hour programs led by Leica Akademie instructor, Tom Smith and start with an introduction to either the M or T-camera system and include a walking-tour of the surrounding area.

Space is limited, please RSVP ([rsvp@leicacamerausa.com](mailto:rsvp@leicacamerausa.com)).

Leica Store Bellevue  
Bellevue Square Mall  
575 Bellevue Square, #221  
Bellevue, Washington 98004  
(425) 451-4060

### **About Leica Camera:**

Leica represents a union of craftsmanship, design, and experience. It is a beautiful collision of art and engineering and the future of form and functionality. Leica Camera has a simple mission: to provide users with an incomparable experience, an instrument that defines an unsurpassed heritage and sets a standard of excellence for the industry to meet. [www.leica-camera.com](http://www.leica-camera.com).

### **Press Contact:**

Leica Camera Inc.

[media@leicacamerausa.com](mailto:media@leicacamerausa.com)