

Leicaâ??s Grand Opening at South Beach Quarter: A Celebration of Heritage and Art in Singapore

Description

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Leica, the famous camera brand known for its cool gadgets and stunning photos, threw a huge party for its 100th birthday!



Theyâ??re opened their biggest store in Southeast Asia at South Beach Quarter, and itâ??s not just any storeâ??itâ??s a place where history, art, and photography come together.


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Leica
LEICA CAMERA
WETZLAR GERMANY
SUMMILUX-M 1:1.4/35 ASPH.

This opening is extra special because 2025 marks 100 years since the Leica I, the first-ever 35mm camera, was introduced. Back in 1925, it changed photography forever, and now, a century later, Leica is celebrating in style right here in Singapore.

A Store Thatâ??s More Than Just Shopping

The new Leica Store at South Beach Quarter isnâ??t your usual shop. Itâ??s designed to feel welcoming and unique, with a layout that makes you want to explore. Whether youâ??re into photography, art, or just love cool tech, this place has something for you.

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You can check out their latest cameras, cine gear, watches, and even sport optics. But itâ??s not just about buying stuffâ??itâ??s about discovering new ways to tell stories and capture those special moments in life.

Donâ??t Miss the *Elegia Fantastica* Exhibition

To kick off the opening, Leica is hosting an awesome photo exhibition called *Elegia Fantastica* by Emanuele Scorcelletti.

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Running from 18 February to 30 April 2025, this show is all about mixing memories and visions in a way thatâ??s both personal and thought-provoking.



Curated by Karin Rehn-Kaufmann and Inas Fayed, two big names in the photography world, this exhibition is perfect for anyone who loves art or wants to see something different. Itâ??s a chance to get inspired and see the world through a fresh lens.



Whether youâ??re a Leica fan, a photography newbie, or just looking for something fun to do, Leica Store South Beach Quarter is worth a visit!

Leica Store South Beach Quarter
36 Beach Road, #01-01 South Beach Quarter, Singapore 189766

Open Daily: 9:30 AM â?? 8:00 PM

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