



Good news: Leica Boutique is coming to Brussels!

1. Opening of the new Leica Boutique Zaventem

A new space dedicated to the Leica universe has opened in Zaventem, near Brussels.

Known for its iconic red dot, Leica has embodied innovation, German precision, and timeless design for over a century, serving demanding photographers. They will celebrate their 100 years this year.

The new **Leica Boutique Zaventem** offers a space fully devoted to the brand, designed to let both enthusiasts and newcomers discover and experience the entire Leica range in an exclusive environment.

This opening reflects the aim to create a physical meeting and advisory space focused on technical excellence, product expertise, and personalized support.

The project is led by Tom Joye and Alexis Facca, founders of 50.8 Shop, a professional photo equipment store. With this new boutique, they extend their commitment to quality and service by creating a unique contact point in Brussels between Leica and its community.

2. The meeting of two passionate professionals

Tom Joye, a photographer specialized in portrait and still life, and Alexis Facca, an art director and set designer, co-founded the creative agency Le Silo.

Confronted with the lack of suitable facilities in Belgium, they launched 50.8 Studio, followed by 50.8 Shop, a professional photo equipment store. Their goal: to create spaces designed for photographers, combining expert advice, technical know-how, and creativity.

They continue this approach with the opening of Leica Boutique Zaventem, fully dedicated to the Leica universe and its passionate community.

3. The iconic Leica brand

Leica is a renowned German brand, synonymous with optical precision, high-quality craftsmanship, and timeless design. For over a century, it has embodied excellence in photography. Mostly manufactured in Wetzlar, Germany, Leica cameras stand out for their robust construction, ease of use, and unique image rendering, appreciated for its distinctive visual signature.

From the start, Leica has been a reference in photography thanks to its technical innovations and product quality. Notably, Leica introduced the 24x36 mm format (also called “full frame”) with the Leica I in 1925, revolutionizing portable photography.

Leica offers several product lines:

- The M series, rangefinder cameras valued for their compactness and manual approach
- The SL series, designed for professionals seeking performance and versatility
- The Q series, full-frame fixed-lens compacts that are fast and intuitive
- The D-Lux series, expert compacts with micro 4/3 sensors, suited for daily use
- The SOFORT series, instant cameras combining Leica aesthetics with the spontaneity of instant photography

4. Leica Celebrates 100 Years in 2025

In 2025, the iconic Leica brand celebrates its 100th anniversary — a century of excellence, optical precision, and innovation serving photographers worldwide. It was in 1925, at the Leipzig Spring Fair, that Leica introduced the Leica I for the first time — a revolutionary camera that marked the beginning of 35mm photography as we know it today. This date symbolizes the start of a unique legacy in the history of imaging.

To commemorate this milestone, Leica has released several limited editions:

- The D-Lux 8 "100 Years of Leica"
- The SOFORT 2 "100 Years of Leica"
- The M11-D "100 Years of Leica" collector's set

Additionally, Leica published the book *100 Leica Stories*, which traces the brand's history through rare pieces, major technical advances, significant stories, and iconic images that have shaped the Leica legend.

The limited editions are available at the **Leica Boutique Zaventem**: <https://www.fiftypointeight.shop/en/announcement/100-years-of-leica>

Find out more about Leica's legacy: <https://www.fiftypointeight.shop/en/leica-boutique/leica-legacy>

5. Leica Home Cinema

In addition to its iconic cameras, Leica offers high-end projectors: the Leica Cine 1 and Leica Cine Play 1.

Equipped with 4K RGB Laser technology and immersive Dolby Atmos sound, these projectors deliver exceptional image and audio quality, ideal for creating a true Home Cinema experience.

To allow customers to discover these products under optimal conditions, a dedicated showroom has opened in Zaventem, next to the Leica Boutique Zaventem. This space is designed to test Leica projectors in a real-life environment, replicating a high-end living room setting.

The Leica Boutique Zaventem also offers personalized support for designing your custom Home Cinema. From projector selection to full integration (furniture, projection screen), their experts advise on the best technical configurations, materials, and finishes to create a space that is functional, stylish, and tailored to your lifestyle.

6. Our Leica selection: The brand's flagship products to discover or rediscover in the Leica Boutique Zaventem (View images)

Camera

- Leica LUX Grip (18562) - 310€
- Leica D-Lux 8 (19191) - 1590€
- Leica SOFORT 2 Red (19189) / White (19188) / Black (19190) - 399€
- Leica Q3 (19080) - 6250€- Leica M11-P Safari (20235) - 9250€
- Leica M6 (10557) - 5800€
- Leica SL3 (10607) - 6800€

Home Cinema

- Leica Cine 1 80" (30163) - 6995€
- Leica Cine PLAY 1 Projector (30197) - 3500€

7. Practical Information

Here are the practical details for Leica Boutique Zaventem:

Leica Boutique Zaventem

Weihoek 1, 1930 Zaventem, Belgium

Website: leicaboutique.be

Instagram: [@leicaboutique.be](https://www.instagram.com/leicaboutique.be)

Phone: +32 472 94 02

Email: info@fiftypointeight.shop

Opening hours: Monday to Friday: 9 a.m. – 5 p.m.

Access:

E40 – Exit 21

De Lijn: Nossegem Centrum, Zaventem Mercuriusstraat

SNCB: Nossegem

Press contact: Sophie Carrée PR – Email: press@sophiecarree.be

SHORT VERSION (+-400 words)

Leica Arrives in Brussels: Leica Boutique Zaventem Opens Its Doors

A new space dedicated to the Leica universe has opened in Zaventem, near Brussels. **Leica Boutique Zaventem** offers a full immersion into the ecosystem of the iconic German brand, known for its optical precision, meticulous craftsmanship, and timeless design.

Designed as a place for exchange and advice, the boutique invites both enthusiasts and newcomers to explore the full range of Leica products: M rangefinder cameras, SL mirrorless models, full-frame compact Q series, D-Lux models, SOFORT instant cameras, along with a selection of reference lenses and accessories. Visitors receive personalized support from photo equipment experts.

This project is led by 50.8 Shop (photo equipment store) and 50.8 Studio (photo studio). With this new boutique, they extend their vision of spaces dedicated to creators, combining functionality, expertise, and proximity.

The opening coincides with Leica's 100th anniversary, celebrated in 2025. To mark the occasion, the brand offers several limited editions available notably at Leica Boutique Zaventem.

Next to the boutique, a Home Cinema showroom allows visitors to discover Leica's Cine 1 and Cine Play 1 projectors, with full support for creating personalized setups including furniture, screens, and integration.

SHORT VERSION (+-80 words)

Leica Arrives in Brussels!

Leica is opening a new boutique in Zaventem, just outside Brussels. Led by the founders of 50.8 Shop, a specialist photo equipment store, Leica Boutique Zaventem is fully dedicated to the Leica universe. Both enthusiasts and newcomers can explore the brand's iconic product ranges and cameras marked by the famous red dot. On site, Leica experts are available to advise visitors and assist them in choosing the equipment best suited to their needs.

Practical Information

Leica Boutique Zaventem

Address: Weihoek 1, 1930 Zaventem, Belgium

Website: leicaboutique.be

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Opening Hours:

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