

The Guardian

'Not a typical day': makers of Macron's sunglasses deluged with demand

At Davos the French president wore a pair of shades made by Maison Henry Jullien to cover up a burst blood vessel in one eye



Stefano Fulchir, the president of iVision Tech, the Italian company that owns Henry Jullien, said the first he knew of the presidential endorsement was when French opticians rang him to say: "The president's wearing our glasses!" When news spread, the company website crashed for most of the day.

"My first reaction can be summed up in three letters: wow! It has not been a typical day. I feel very honoured that the president is wearing our glasses," he said.

Macron's office had contacted the company in 2024 to buy a pair of €659 Pacific S 01 Double Gold sunglasses as a diplomatic gift during the G20 summit and a second pair for himself, he said.