

jacques durand



Pure and distinctive frames with clear, defined outlines. Simplicity meant to persist and become iconic.

The design is focused on quality and comfort, ensured by Jacques Durand's 35-years of experience and expertise as a Lunetier.

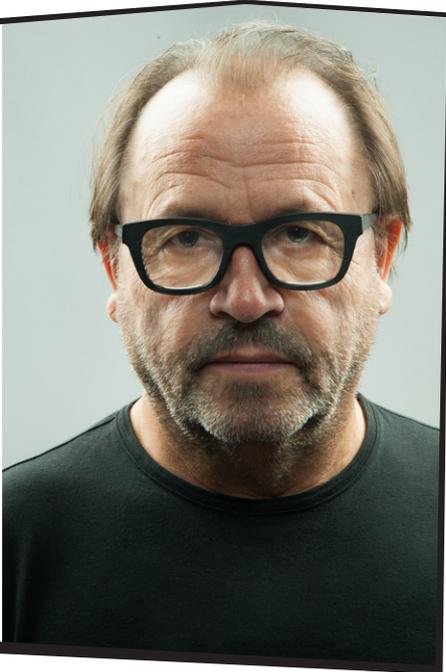
Transparent and certified production in Italy with quality standards aiming at excellence.

All the frames have a flat front highlighting the contours of the face and are hand brushed. On a closer look the wearer can discover hidden details. The collection presents a set of colors for every style, giving a variety of choice.

Jacques Durand sets a classic standard in the eyewear world, pushing the limits of classicism by making something so simple, yet so unique.

» **Eliminate
the unnecessary.
Celebrate the true.** «

**» Jacques Durand.
Optician, designer
and maniac. «**



Originally an optician, Jacques Durand evolved in eyewear production and distribution and crossed paths with Alain Mikli in 1978, since its beginning, when they were only 4 people. He had different roles in this Company, in charge of products, communication and sales. An important date was Silmo 1995, when Jacques Durand became product manager for Starck Eyes. Working with these two men, Alain Mikli and Philippe Starck, was for him a great experience.

In 2002, Jacques decided it was time to fly on his own and created JDL (Jacques Durand Lunetier) a company offering services to various brands who wanted to develop an eyewear collection. His most exciting project was definitively the Bugatti eyewear collection, says Jacques, where he could mix his two passions: fine cars and fine eyewear.

Today, with the financial support of Italian investors, he's decided to concentrate his experience, passion and energy on developing a new approach to the conception of eyewear. The company JDL restructured itself and became JDO standing for Jacques Durand Occhiali, moved its Offices to Italy to design and distribute two different brands: Jacques Durand and Veronika Wildgruber.