

LINDBERG



Bespoke Eyewear

Queen Margrethe, Queen Elizabeth and other royals are confirmed fans of the ultra-lightweight eyewear made by the Danish family-owned company LINDBERG

The list of customers of Danish eyewear manufacturer LINDBERG reads like a “Who’s who” of international aristocracy: the Empress of Japan sports them, as does the Saudi royal family, the King of Thailand, Grand Duchess Maria Teresa of Luxembourg and Queen Sonja of Norway. Why? Because only the best is good enough for royal eyes. LINDBERG glasses (starting at € 375) are among the lightest in the world and very comfortable to wear. Some titanium models weigh as little as 1.9 grams, and all parts are individually adjusted. Customers can choose from a wide variety of colours, shapes and sizes. “Our glasses fit perfectly,” explains CEO Henrik Lindberg, 60, in an interview with FRAU IM SPIEGEL ROYAL in Munich. In 1984, his father, an optician, founded the company, which is headquartered in Aarhus. Shortly thereafter, Henrik Lindberg, an architect by training, joined the company. His knowledge of statics and ideal proportions flowed into new designs that do without screws. Henrik’s sister Pernille, 57, is responsible for design and fitting - including for the Danish royal family.

LINDBERG was granted a royal warrant by the Danish court in 2009, but Prince Consort Henrik has been wearing their glasses since 1986. “And when Queen Margrethe’s arms were no longer long enough for reading, she also came to us,” jokes Henrik Lindberg. “She knows exactly what she wants.” She designed her own frame in collaboration with the optics experts. “Often she has to change her outfit several times a day, and her glasses should go with all dresses and be as inconspicuous as possible.” LINDBERG also produces sunglasses (starting at € 390), but Margrethe never wears them at public events. “At public occasions she speaks with her eyes rather than with words,” explains Henrik Lindberg. Her eyes must therefore be clearly visible. LINDBERG eyewear (www.LINDBERG.com) is now available in about 7,000 shops in 138 countries. There is no upper price limit. The most expensive model to date was sold for € 400,000. A Chinese customer wanted spectacles studded with 200 diamonds; others want

Some customers prefer frames made of solid gold



CHIEF EXECUTIVE OFFICER
Henrik Lindberg is away on trade fairs and meetings for about 180 days a year

nose pads made of 18 ct solid gold. Some wealthy LINDBERG fans prefer subdued understatement: they can have their golden frames covered with a black finish. The glasses do not show the company’s logo. Instead, customers can have their name and the model number laser-engraved on the inside of the temple. “This way if they leave their glasses somewhere, whoever finds them can easily track down the owner through us,” says Lindberg. Anna Butterbrod 

LINDBERG eyewear has been on the market since 1984.



PRINCESS BEATRIX
The Dutch princess favours a rimless LINDBERG model weighing as little as 1.9 grams: Spirit Basic (€ 415)

QUEEN MARGRETHE
The Danish queen wears the same model as Beatrix, but with a different frame colour and lens shape.



QUEEN ELIZABETH
The Queen, too, likes rimless glasses with an unobtrusive design (here a “Spirit 61” by LINDBERG at € 435)



CROWN PRINCESS MARY
The fashion-conscious princess loves sunglasses made by LINDBERG. For a visit to Poland in 2014, she selected a Sun model with acetate front.



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