

Politics and [Reconquête Party](#)

Éric Zemmour ventured into formal politics by announcing his candidacy for the 2022 French presidential election on November 30, 2021, via a video shared on social media.

In his announcement, he positioned his campaign as a crucial initiative to combat what he perceives as France's decline, focusing on themes of national identity and immigration control, all while lacking prior ties to any established political party.

This decision came after months of speculation, driven by his growing media presence and polls indicating support from voters disillusioned with mainstream right-wing alternatives, despite his lack of previous electoral experience.

To organize his campaign, Zemmour created the association "Les Amis d'Éric Zemmour" in April 2021, which served as a foundational structure to gather sponsorships and build momentum for his potential candidacy. This initiative later transformed into the formal political party Reconquête, which was publicly launched on December 5, 2021, during Zemmour's first campaign rally in Lille. The event attracted around 6,500 attendees, even amidst security disruptions and legal challenges regarding capacity limits.

The name of the party, [Reconquête](#), alluded to the historical Reconquista, symbolizing a mission to culturally and demographically "reconquer" France from what Zemmour characterizes as Islamist influences and mass immigration.

Reconquête aimed to serve as an alternative to existing right-wing parties, drawing in defectors such as former other's party members and intellectuals who shared Zemmour's views on assimilation and secularism.

By early 2022, the party had amassed the necessary 500 sponsorships from elected officials to validate Zemmour's candidacy, allowing him to participate in the April election. The campaign emphasized grassroots funding and digital mobilization, raising over €10 million through small donations by the midpoint of the campaign, highlighting Zemmour's outsider status within institutional politics.