

## STYLE > MUST-HAVES



## {the lens men}

#B1-76A/77 Parkway Parade, tel: 6348-0439;  
open daily, 10.30am-9.30pm;  
#02-14 Compass Point, tel: 6315-9159;  
open daily, 10.30am-9.30pm;  
#02-03 The Centrepoint, tel: 6738-7309.  
open daily, 11am-9pm.  
[www.thelensmen.com](http://www.thelensmen.com).



## personalised service

**WHAT IT IS** This family business started as a humble workshop in 1953 with its founder Koh Ping and second son Peter, who worked together to make spectacles for customers. Koh Ping's granddaughter Desiree, now the marketing manager, even tagged along with him when he went on his delivery rounds.

The family opened their first retail outlet in Parkway Parade in 1983. Since then, they've garnered a loyal customer base – some of whom have been with them for 25 years – that includes second-generation customers.

Customers love their personalised, no-holds-barred service – dedicated retail staff have no qualms about delivering your spectacles to you, at no extra charge, if you need them urgently. They've routinely done it for expat customers who need to leave the country on short notice.

**SPECIAL FEATURES** It offers a comprehensive list of eye examinations like tonometry, slit lamp biomicroscopy, depth-of-field tests and so on. But what sets The Lens Men apart is their

social consciousness.

They routinely give back to society with their annual charity drive, where they offer free eye tests to needy students and donate spectacles to senior citizens.

In December 2007, the optical company collaborated with lens company Essilor and Johnson & Johnson Acuvue to donate a pair of prescription glasses to a less fortunate child or senior citizen in a customer's name, with every \$500 purchase.

A commemorative card featuring the beneficiary and their spectacles will be sent to the customer one to three months later.

On top of the usual designer spectacle brands, The Lens Men also carries a diverse range of Japanese, French and American brands like You'S, Kamuro, Polaroid, Less Than Human, Coco Song, Traction and Francis Klein.

The owners go on annual buying trips to Paris, Milan, Tokyo and Hong Kong to source for new and interesting brands and designs for their shops.

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