



Company Profile

The Lens Men is Singapore's premier chain of optical retail stores, featuring an international collection of unique, stylish spectacle frames and sunglasses, quality contact lens care and its signature personalised, attentive customer service.

Now in its third generation and third decade of enterprise, The Lens Men is, and always has been, a family business. From its humble beginnings as a small lens workshop to a simple storefront, The Lens Men and sister boutique The Eye Site now serve generations of families and friends in four locations across the country, from the East Coast and North Side to downtown Orchard Road. How do you make good friends while doing business? Go the extra mile to complete a complicated prescription in just a few hours or personally deliver a pair of glasses in an emergency – that's how important customers' eye care and relationship is to the team of dedicated optometrists and opticians.

Founded on the philosophy of "Not just eye care – we care," The Lens Men has blazed a trail in the local eyewear scene, setting the trend for prescription eyeglasses doubling up as fashion statements. The Lens Men customers stand out from the crowd, showing off one-of-a-kind frames from Paris and Milan to Hong Kong and Tokyo, personally selected by managing director Peter Koh and creative visionary Ade Choo on annual buying trips to the world's top optical fairs. Boasting ranges both affordable yet funky and designer upscale, brands such as Less Than Human, Kamuro, Polaroid, You'S Eyeworks, Traction, Coco Song and Yellows Plus call The Lens Men and The Eye Site home.

The Lens Men and The Eye Site are home to more than 30 optometrists, contact lens practitioners and opticians, and boast one of the longest average staff tenures in the industry and the lowest turnover rate. With professional development a high priority, the team regularly attends courses and workshops to upgrade their skills and gain new certification, fulfilling the goal of consistently upgrading the level of service provided to customers and patients.

Always a cornerstone of the local community, The Lens Men pledges to help the less fortunate with a variety of eye care services, from conducting free eye tests for low-income students and dispensing prescription glasses to senior citizens to annual community service. Charity work is part of who The Lens Men are, as much the heart and soul of the company as its corporate identity.

As a family business, The Lens Men enjoys building relationships and serving multi-generations of customers whose families have now become good friends. Just like the team is on a first name basis with many of their customers, Singaporeans too associate The Lens Men with top-notch eye care, customer service, and the hippest eyewear in town.

Please visit The Lens Men at Parkway Parade , Centrepoint and Compass Point, and The Eye Site, also at Parkway Parade.