



CHASE FISHER

Blenders Founder and Brand Evangelist

Blenders Eyewear was founded in 2012 by Chase Fisher. The idea originated during an evening when Chase attended a performance by one of his favorite DJs at a club in San Diego, wearing a pair of bright neon green sunglasses that drew significant attention and were met with great enthusiasm.

That night, shared with friends, marked the beginning of his genuine obsession with sunglasses.

At the time, the eyewear market lacked an offering that combined accessible pricing with the bold style and “coolness” of leading brands. With an initial \$2,000 loan from his roommate, Chase began selling his sunglasses between surf sessions.

Leveraging his background as an athlete (surfing and snowboarding) and his personal network, he developed a collection characterized by a bold aesthetic and an adventurous spirit—embodying the company’s motto, “life in motion.”

His consistent determination, combined with the efforts of an exceptional team, has led Blenders to become one of the fastest-growing eyewear brands in the United States today..