



## **CHASE FISHER**

### **CEO/Founder of Blenders**

Blenders Eyewear was founded in 2012 by Chase Fisher. The idea was spawned when Chase went to see one of his favorite DJs at a Downtown San Diego nightclub. His neon green “beater” sunglasses received an overwhelmingly positive response, and what started out as a night full of close friends and good music quickly escalated into a fully-fledged obsession with sunglasses.

After months of research it soon became clear that the market needed a mid-priced eyewear option with the same cool factor as leading styles.

He borrowed \$2,000 from his roommate and hustled hard by selling shades out of his backpack on the beach while doubling as a surf coach. He leveraged his background as a sponsored athlete (surfing & snowboarding) to develop sunnies with a scintillating style and adventurous spirit—the visual embodiment of the company's "Life in Forward Motion" maxim.

It's been his steadfast self-determination—and the combined efforts of an amazing team—that has established Blenders as one of America's fastest-growing sunglasses brands today.