



Tens: Sunglasses by Photographers, launches Canadian distribution.

10 March 2021, Québec, Canada

Tens, the UK sunglass brand founded in 2014 by three young and independent photographers, and now lists Sir Richard Branson and ex-Oakley executives among its investors, has announced a Canadian distribution agreement.

In partnership with Québec based distribution Vision JM, Tens will be distributed through exclusive optical and lifestyle retail partners and serve its Canadian customers.

Tens made eyewear industry headlines in 2014 when the brand launched its debut filter lens, creating a warm and uplifting viewing experience inspired by its roots in photography and filmmaking. The brand set crowdfunding records, generated international press coverage and attracted thousands of fans through its honest and creative approach, its commitment to customer service and its social and environmental standpoints.

Tens now bills itself as “the lens experience company”, specialising in multiple custom lenses designed to immerse the wearer in unique visual experiences; each featured in high quality and sustainably sourced eyewear developed with globally renowned partners in France, Italy and Australia. The founders remain actively involved in the business while also continuing their work as photographers and in other creative media.

Vision JM will manage the brand marketing, wholesale and customer service functions for Tens in the Quebec and Canadian markets

For more information, to request a brand catalogue, price list or enquire about partnering with Tens, please contact please contact Eric Gagnon, General Director at Vision JM at canada@tens.co

Filter your world.

Editors Notes:

About Tens

Sunglasses by photographers.

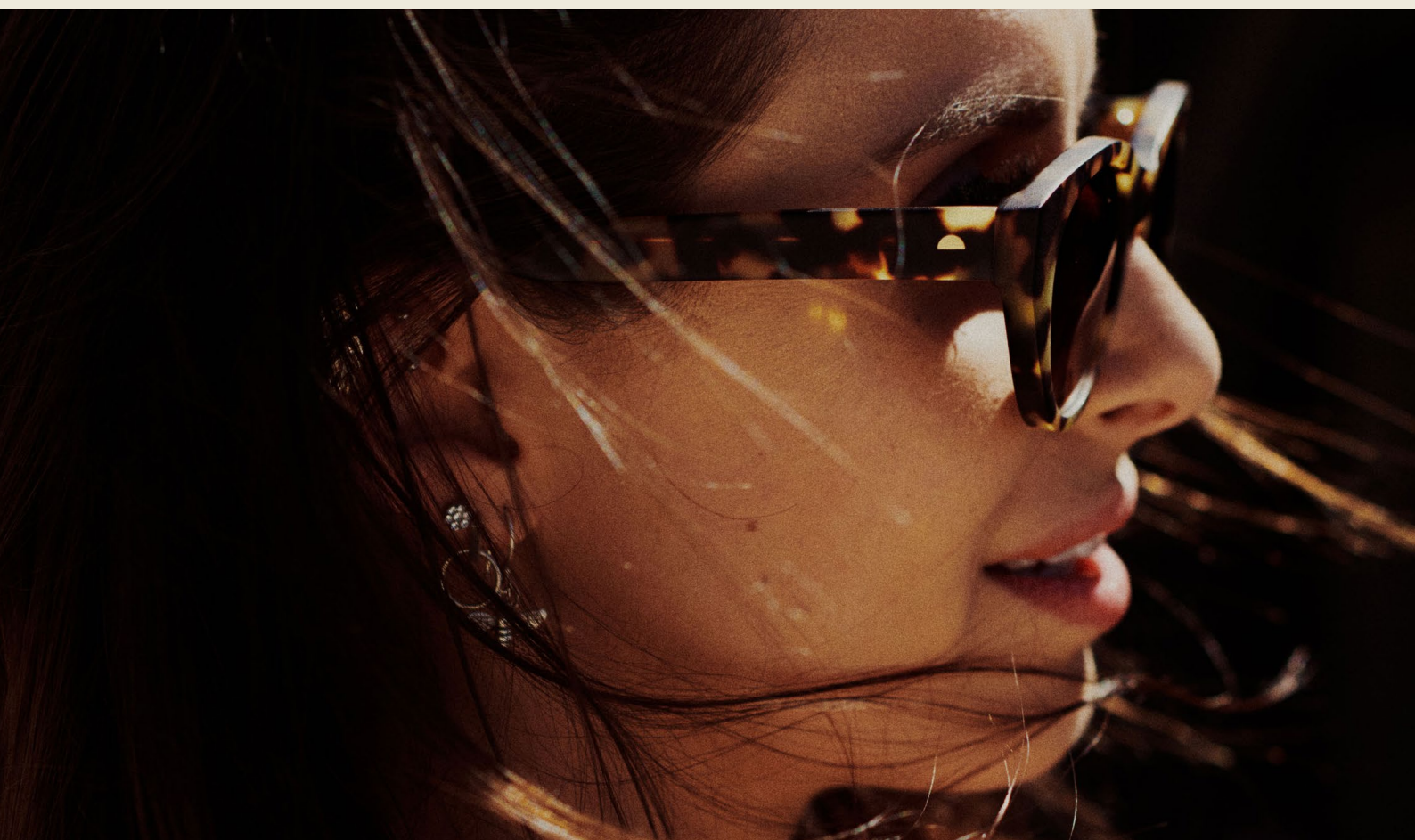
Tens is a lens experience company launched by three photographers in Edinburgh, Scotland in 2014. The company specialises in custom filter lenses designed to immerse the wearer into a world reminiscent of a distinct time, place or feeling. Each lens is forged from a professional background in photography combined with optical expertise from development partners in France, Italy and Australia.

Tens eyewear collections are designed in Scotland by Danielle Rattray; each frame specifically developed to achieve a superior fit, balance and finish. Constructed in high quality and sustainable materials using Italian components Tens are wearable and durable sunglasses that have earned a worldwide reputation for their outstanding quality and value for money.

tens.co / [@tens](https://twitter.com/@tens)

Press Resources: Image by Chris Gurney

Additional content from Tens global can be found [here](#).



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