

TOULCH RIMLESS AND AUDACE LUNETTES ANNOUNCE CANADIAN DISTRIBUTION PARTNERSHIP

MONTREAL, QUEBEC, July 8, 2026 — Toulch Rimless has signed an agreement with Audace Lunettes as its Canadian distributor, bringing together two Montreal eyewear companies with a shared commitment to supporting eye care professionals and growing an innovative Canadian eyewear brand.

“We are extremely proud to partner with Toulch Rimless. It is rare to have the opportunity to collaborate with a Montreal-based designer who creates such an innovative and distinctive product.

Beyond the exceptional quality of their eyewear, it is the strength of the partnership between Audace Lunettes and Toulch Rimless that truly defines this collaboration. Together, we share the same commitment to providing outstanding service, supporting eye care professionals, and growing an innovative Canadian brand with integrity, dedication, and a customer-first approach,” said Alain Lachambre, President of Audace Lunettes.

For Toulch Rimless, the decision was equally grounded in the relationship between the two companies.

“We invented the Toulch Rimless system because we had lived with the limitations of traditional rimless mounting for years,” said Michael Toulch, inventor of the Toulch Rimless system. “But invention is only the beginning. From our first conversations with Alain and his team, there was a level of mutual trust and a shared understanding of how eye care professionals should be supported. Audace understands what we are building and how we want to build it.”

Under the agreement, Audace Lunettes will represent Toulch Rimless and its Phi collection across Canada.

Phi is built around Toulch Rimless’ patented mounting system, developed to rethink the technical architecture of rimless eyewear. The system was recognized with the 2025 SILMO d’Or for Technological Innovation in Eyewear.

About Toulch Rimless

Toulch Rimless is a Montreal eyewear company founded by optical professionals and built around a patented approach to rimless mounting. Its first collection, Phi, won the 2025 SILMO d'Or for Technological Innovation in Eyewear.

About Audace Lunettes

Founded in 2004, Audace Lunettes curates distinctive eyewear for the Canadian market and works closely with eye care professionals through a collaborative, service-focused approach.

Contact

Toulch Rimless

Email: info@toulchrimless.com

Tel: 514-779-2766

Website: <http://www.toulchrimless.com>

Audace Lunettes

Email: info@audacelunettes.com

Tel: 1-866-922-9208

2121-1 Léonard de Vinci

Ste-Julie, Québec J3E 1Z2

Website: <http://www.audacelunettes.com>