



FOR IMMEDIATE RELEASE

Contact: Kate Teagle, Appleton Communications

Email: kate@appletoncomms.com Tel: +44 1784 434666

MAUI JIM LAUNCHES MAUIGREEN MIRROR SUNGLASSES

August 13, 2018 – Premium sunglasses supplier Maui Jim is sure to net umpteen travelling consumers with the launch of **Shoal**, featuring the alluring **MAUIGreen™** mirror coating which will surface for the first time at TFWA World Exhibition.

Following the success of the MAUI Sunrise and Blue Hawaii mirror sunglasses, MAUIGreen is the latest Maui Jim PolarizedPlus2 fashion lens with a green mirror coating on SuperThin (ST) Glass for extra clear optics.

Inspired by the lush and verdant beauty of the rain-forested hills of East Maui that sweep down to the azure ocean, MAUIGreen has a subtle green-blue iridescence.

Available initially only in Shoal (#797), a refined lightweight Monel metal frame to suit any occasion, the MAUIGreen treatment will be applied to other popular sunglass styles in the coming months.

So successful is Blue Hawaii that it is offered as a lens colour option on several of the exciting new styles to debut in Cannes, including the chic **Pineapple** (#784) with its round nylon framed ST Glass lenses and the matte crystal colour variant of the **Tumbleland** (#770) mid-size wrap.

Shoal



Pineapple



Tumbleland

New **Cinder Cone** (#789) and **Lava Tube** (#786) matte titanium aviators are fitted with Maui Jim's most advanced lens material, MauiBrilliant™, and come in four colour references including Blue Hawaii and MAUI Sunrise for unisex appeal.



Cinder Cone



Lava Tube

Consumers who prefer to see the world through more traditional HCL Bronze, Maui Rose and Neutral Grey PolarizedPlus2 lenses have a wonderful selection to choose from in the Maui Jim catalogue, including new cat-eye fashion frame **Ku'uipo** (#799) in three marbled designs and the bold and beguiling **Siren Song** (#801) in crystal pink or tortoiseshell colour combinations.



Ku'uipo



Siren Song

For more information about Maui Jim in travel retail, please contact gmarks@mauijim.com, visit the team at M59 Green Village at TFWA World Exhibition, consult MauiJim.com or follow us on [Facebook](#), [Twitter](#) or [Instagram](#) at @OfficialMauiJim.

-end-

Trade enquiries:

Maui Jim Sunglasses
Giles Marks

Email: gmarks@mauijim.com
Tel: +1 905 338 5524

About Maui Jim: Maui Jim sunglasses were born on the beaches of Maui and designed to protect eyes from the harsh rays of the sun. Today, Maui Jim's patented PolarizedPlus2® lens technology cuts 100% of UV rays and eliminates glare while enhancing color, definition and depth perception in more than 115 different styles of sunglasses available worldwide. Maui Jim sunglasses have earned the Skin Cancer Foundation Seal of Recommendation as an effective UV filter for the eyes and surrounding skin. For more information, visit MauiJim.com or follow on [Facebook](#), [Twitter](#) or [Instagram](#) at @OfficialMauiJim.