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Contact: Kate Teagle, Appleton Communications
Email: kate@appletoncomms.com Tel: +44 1784 434666

DOUBLE THE APPEAL WITH NEW MAUI JIM DUAL MIRROR

August 29, 2018 – Kami, a new oversized aviator style in lightweight Monel metal, will frame the latest lens innovation from premium sunglasses brand Maui Jim which will launch in travel retail at TFWA World Exhibition.



The new 'Dual Mirror' is the latest Maui Jim PolarizedPlus2 lens offering made from SuperThin(ST) Glass for optimum clarity with a two-tone mirror coating.

Kami Dual Mirror (#778) is available in Gold to Silver over an HCL Bronze base colour in a gold with white frame, Blue to Silver over Neutral Grey in a silver with navy frame, and Silver to Black over Neutral Grey in a gunmetal frame.

Not only is the light square-shaped frame designed for a comfortable fit that suits most face shapes, the revolutionary lens treatment will ensure that the look is striking as well as protective, doubling the appeal of this fashion-forward style.

Fashionistas who favour instead a coloured nylon frame with a choice of lenses will be delighted by three new bits of eye candy to be launched by Maui Jim at the travel retail show.



Sugar Cane (#783), Alekona (#793) and Mele (#794) share superb polarized SuperThin(ST) Glass lenses but differ in shape, lens and frame combinations to suit individual tastes.

Choose perhaps a dusky Lilac Sunset coloured Sugar Cane style with Maui Rose lenses, or the Caramel with Blue Alekona frame with HCL Bronze lenses, or perhaps the Mossy Blush Peach frame of Mele with Maui Rose lenses. So many delights to choose from!

Maui Jim will exhibit its varied portfolio of athleisure and fashion styles for the travel retail market at TFWA World Exhibition stand M59 Green Village.

For more information about Maui Jim in travel retail, please contact gmarks@mauijim.com, visit MauiJim.com or follow us on [Facebook](#), [Twitter](#) or [Instagram](#) at @OfficialMauiJim.

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Trade enquiries:

Maui Jim Sunglasses Email: gmarks@mauijim.com
Giles Marks 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.

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