

# Maui Jim aims to showcase new shades at Cannes

By **Jas Ryat** on September, 20 2016 | Fashion, Bags & Accessories



Polarized sunglasses supplier Maui Jim will showcase new styles Sunshine, Moonbow and Howzit at the TFWA World Exhibition in Cannes (stand: Green Village M59).

Sunshine (style #725) and Moonbow (#726) are variations on a vintage design but expressed in modern materials with high-tech MauiGradient SuperThin (ST) Glass lenses.

Fabricated in strong, light acetate with spring hinges for all-day comfort, these feminine frames are offered in five color and lens combinations: Tortoise with Navy Blue and HCL Bronze lenses, White Tokyo with Gloss Black and Neutral Grey lenses, Marsala with Tokyo Tortoise and HCL Bronze, Tortoise with Red and HCL Bronze, and Pink with Pink Tokyo and Maui Rose lenses.

Maui Jim lens colors are a feature for optimum performance in various light conditions.

The masculine frame offers different colors and sizes. Maui Jim's Howzit (#734) features a lightweight acetate frame with double-injected metal and rubber temples.



This new style, which echoes Maui Jim's hugely popular Eh Brah, is presented in four color options: Tokyo Tortoise with HCL Bronze lenses, Tortoise with White and Blue or plain Gloss Black fitted with Neutral Grey lenses, and Light Charcoal with Maui HT lenses.

Howzit features ST Glass bi-gradient lenses, which are 20% lighter and thinner than standard glass lenses.

The new models will be featured with MauiBrilliant, the company's most technologically advanced material to date, which creates the highest optical grade, impact-resistant, non-glass lens on the market.

With flexible temples crafted from lightweight beta-titanium, rubber sleeves for comfort and adjustable nose pads, Alaka'i (#743), Kumu (#724) and Kupuna (#742) are designed to stay in place.



These three MauiBrilliant styles are available in a choice of colors with co-ordinating lens shades: Gloss Black with Maui Rose lenses, Blue with Neutral Grey, Metallic Gloss Copper with HCL Bronze and Gunmetal with Maui HT.

The design of these sunglasses, which vary slightly in lens shape, complements most medium-sized, round, oval or oblong face shapes, so they have widespread appeal for travelers.

All Maui Jim sunglasses feature PolarizedPlus2 lens construction, which wipes out 99.9% of glare, manages 95% of the sun's high energy visible radiation and blocks 100% of harmful ultraviolet, while boosting color.