

## Shady Business: Maui Jim adds Chee Hoo and Little Moks to trendy sunglass collection at Summit of the Americas

By **Jas Ryat** on | Fashion, Bags & Accessories



Maui Jim will be showcasing Chee Hoo and retro Little Moks amongst the fashion frames at the Summit of the Americas duty free show from 19<sup>th</sup> to 21<sup>st</sup> March.



Chee Hoo (#765) is a new sunglass model that will be showcased at the Summit of the Americas show

Chee Hoo (#765) is a medium-sized, unisex square frame fitted with Maui Jim's SuperThin (ST) Glass lenses, which are 20% thinner and lighter than standard laminated glass lenses, and a bi-gradient or blue mirror treatment.

Fabricated in lightweight acetate with double injected metal and rubber temples, Chee Hoo is offered in Stormy Grey with Blue Hawaii lenses, Gloss Black with Neutral Grey lenses, and Tortoise edged with white & blue or regular Tortoise, both with HCL Bronze lenses.



The Little Maks (#771) frame offers a fresh take on the traditional aviator style

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The rounded nylon Little Maks (#771) frame is offered in four color combinations with STGlass polarized lenses: Matte Blue with Maui Rose lenses, Matte Green Smoke with Neutral Grey, Matte Tokyo Tortoise with HCL Bronze, and Matte Black with Blue Hawaii.



The Ilima (#759) model is available in an up lifting cat-eye shape

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Other highlights of the Maui Jim collection this season include the beautiful cat-eye shaped Ilima (#759), the bold Talk Story (#779) with nylon front and metal temples, the delicate Naupaka (#775) with matte stainless steel front and acetate temples, and the sporty Alelele Bridge (#438) with an aviator silhouette in lightweight nylon and the advanced MauiBrilliant lenses.

All Maui Jim sunglasses boast PolarizedPlus2 lens technology which blocks 100% of UV rays and eliminates 99.9% of glare while enhancing color, definition and depth perception.

Maui Jim welcomes visitors to booth 601 at the Summit of the Americas.