

## In celebration of Manchester United, Maui Jim unveils limited edition frame



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Premium sunglasses supplier, Maui Jim, is excited to announce the launch of Treble, a limited edition frame that commemorates not only the brand's partnership with Manchester United Football Club, but also the 20<sup>th</sup> anniversary of their 1999 treble win with victories in the Premier League, FA Cup and UEFA Champions League. Manchester United was the first English football team to achieve such a feat.

Treble (#832), which is being launched globally this month, will be featured on the Maui Jim stand M59 in Green Village at TFWA World Exhibition.

Fabricated in premium Italian acetate, this unique frame has a festive collage on the interior, which showcases celebrated moments, tickets and icons from the games, and bears the gold tone Manchester United crest on the right temple.

Crafted with classic unisex styling and suitable for a variety of face shapes, the gloss black frame boasts Maui Jim's SuperThin (ST) Glass Dual Mirror grey to silver lenses, which promise the clearest optics and optimal scratch resistance at a fraction of the weight of standard glass lenses. The 'MANUTD' etched on the left lens subtly, yet distinctly identifies the wearer's pride in the club.

Treble comes stylishly packaged in a Red Devil red and black collector's box with metallic gold detailing. Included with each frame is a black folding carry case embossed with the Manchester United logo and a commemorative lens cleaning cloth, all designed specially to highlight those unforgettable moments of football history.

Maui Jim announced its multi-year partnership with Manchester United earlier this year and has created a collection of exclusive eyewear pieces, including the limited edition Treble, specifically for Manchester United fans all over the world.