

Maui Jim in fashion with Asian fit sunglasses



The Water Lily sunglass model (#796N) is a lightweight nylon fashion frame with clear Maui Brilliant lenses

Premium polarized sunglasses supplier Maui Jim has launched its Asian Fit Collection of fashion-forward frames designed for people with a wider face.

The first four styles of the new collection – Ebb & Flow, Shallows, Taro and Water Lily – will be unveiled at the TFWA Asia Pacific travel retail exhibition in May (Stand: K9 Basement 2), with more styles due to join the collection later in the year.

Engineered with comfort in mind, the Asian Fit styles have wider and flatter frame fronts, generous nose-pads for greater stability, longer temples and lightweight frame and lens materials. All Maui Jim lenses are designed to give PolarizedPlus2 protection from glare, High Energy Visible (HEV) and ultraviolet (UV) light.

Giles Marks, Senior Director Global Travel Retail, said: “For some time we have been aware that many Asian people with wider faces and less prominent noses find that sunglasses do not sit comfortably for any length of time. At Maui Jim, fashion may lead, but comfort and protection reign supreme, so we are delighted to be able to announce the first styles in a new Asian Fit collection of frames which cater to this specific face shape.

“We are certain that this collection will be received enthusiastically not just in the Asia Pacific region but in other markets which people of Asian origin have chosen as their destination or their home.”

Square-shaped Taro (#795N) and the more rounded Water Lily (#796N) are both lightweight nylon fashion frames with clear Maui Brilliant lenses. They are offered in a range of feminine color combinations: Pink with Lilac interior and Maui Rose lenses, Caramel with Pale Pink and HCL Bronze lenses, Aquamarine with Blue Hawaii lenses, Navy with Light Blue and Neutral Grey lenses, as well as the practical Translucent Grey with Neutral Grey lenses.

For those who prefer lightweight metal frames, Maui Jim offers the titanium Shallows (#543N) aviator

and the minimalist Ebb & Flow (#542N) with MauiBrilliant lenses. Both are available in five colorways: Dove Grey with Blue Hawaii lenses, Satin Gold with HCL Bronze, Matte Brushed Burgundy with Maui Sunrise, Brown Red Satin with Maui Rose and Matte Black with Neutral Grey.

Asian Fit versions of at least five other popular Maui Jim styles will join the Asian Fit collection this year, including Beaches, Nautilus, 'Opihi, Spinnaker and Triton.