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Manchester United kicks off global partnership with Maui Jim

By **Jas Ryat** on February, 22 2019 | Fashion, Bags & Accessories

Manchester United football star Paul Pogba sports Maui Jim sunglasses

Manchester United has announced a multi-year partnership with Hawaii-based eyewear brand Maui Jim.

Maui Jim will supply the Manchester United first team, academy and women's teams with glasses from their sun and optical ranges.

As part of the agreement, Maui Jim eyewear will be available to fans in the Old Trafford Megastore from February 26. They will also celebrate the partnership by launching a co-branded eyewear collection designed with fans in mind later this year.

Manchester United's Group Managing Director Richard Arnold said: "Maui Jim is a revolutionary global eyewear brand that is one of the largest and most innovative producers of sunglasses in the world. I'm delighted that they will be joining the United family and creating a range of exclusive eyewear pieces specifically for our fans. Our partnership with them demonstrates the club's ability to attract the world's most premium brands."

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Maui Jim’s Vice President of Global Marketing, Jay Black, added: "We are thrilled to welcome Manchester United to the Maui Jim ‘Ohana (Hawaiian for family). For us, it is an honor to partner with one of the world’s most successful sports teams, within the world’s most popular sport.

"This collaboration gives us the chance to spread our Aloha Spirit and communicate the importance of wearing high quality technical eyewear.”

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