

APPAREL AND ACCESSORIES

Kering adds Hawaii's Maui Jim to eyewear portfolio

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Kering Eyewear is acquiring Maui Jim. Image credit: Maui Jim

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has acquired U.S. sunglasses brand Maui Jim as it expands its eyewear portfolio.

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Founded in 1987 in Hawaii, **Maui Jim** is one of the world's largest independently-owned eyewear brands. The acquisition comes less than a year after Kering took over Danish luxury eyewear brand Lindberg.

"Maui Jim has a unique positioning in the market, with very high-end and technically innovative sunglasses that are beloved by its clientele, and we are delighted that the brand is joining Kering Eyewear's exceptional portfolio," said Roberto Vedovotto, president/CEO of **Kering Eyewear**, in a statement.

Sunny skies ahead

Maui Jim has a strong positioning in the North American market and differentiates itself with its "Aloha Spirit" and commitment to innovation. Its sun and optical frames are sold in more than 100 countries, with prices ranging from \$170 to \$500.

The brand's proprietary and patented technology includes PolarizedPlus2 lens technology, which protects wearers from harmful UV rays while enhancing the color perceived by the eye.



Maui Jim specializes in high-end sunglasses. Image credit: Maui Jim

"The combination of Kering Eyewear and Maui Jim is a once in a lifetime opportunity for both of our organizations and our Ohana members," said Walter Hester, CEO of Maui Jim, in a statement.

"Our companies share similar values, along with a strong commitment to our people and our customers, leading to a remarkable strategic fit," he said. "I am both humbled and excited that Maui Jim will join the Kering Eyewear family."

Kering plans to expand Maui Jim's geographical footprint and attract new customers drawn to innovation. The transaction is expected to be completed in the second half of 2021 and is subject to government regulatory approval.

Last year, Kering acquired Danish luxury eyewear brand Lindberg as it looked to further grow its eyewear business. The high-end manufacturer reinforces Kering Eyewear's positioning in the segment as a complementary and proprietary brand ([see story](#)), much like the group expects from Maui Jim.

"This second key acquisition is also a major step for Kering Eyewear, which has now become unparalleled in its market segment, further validating the strategy that laid behind its creation by Kering in 2014," Mr. Vedovotto said.

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