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Maui Jim pushes UV protection on National Sunglasses Day

June 27, 2023



U.S. sunglasses brand Maui Jim is safely soaking up the rays with its latest initiative. Image credit: Maui Jim

By LUXURY DAILY NEWS SERVICE

Kering-owned sunglasses brand **Maui Jim** is advocating for sun safety as an annual observance rolls around.

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In honor of National Sunglasses Day on June 27, leaders are bringing awareness to the importance of eyesight preservation in a marketing push that educates followers on the effects of solar exposure. The subsequent launch of two new styles that leverage the label's proprietary technology sees Maui Jim prioritizing consumer health.

Sunny shield

New rounds of digital content from the U.S. company center specifically on UV protection.

Maui Jim shares that one's eyes and the area that surrounds them are particularly prone to the development of skin cancer, with the region accounting for a total of 5 to 10 percent of all cases found each year.

It is for this reason that the brand holds eye health at its core, having received the Skin Cancer Foundation's Seal of Recommendation – Maui Jim explains that its product range acts as an official defensive measure against the two most penetrative forms of ultraviolet radiation.

Happy National Sunglasses Day from Maui Jim! Today, we celebrate our eyes and underscore the importance of daily UV protection with our 2 newest styles: Honokalani & Tiger Lily (P.S. Celebrate accordingly by spending some time in the sunshine today).

pic.twitter.com/LGiQBgpC4q

Official Maui Jim (@OfficialMauiJim) **June 27, 2023**

The sunglasses' patented polarized lenses see to it that UVA and UVB are blocked from view entirely, additionally offering comprehensive protection from blue light. In light of the day's theme, Maui Jim advises that members of its community undergo regular eye exams and wear protective frames outside whenever possible.

The announcement of the initiative arrives alongside two new shade styles, titled "Honokalani" and "Tiger Lily." The former takes a sharp-angled rectangular shape reminiscent of other popular Maui Jim products, while the latter aims for a relaxed look, and features a rounded, lightweight titanium frame.

Available now, the sunglasses retail for \$249 and \$409, respectively, available for purchase through the label's site.

Earlier this year, parent company Kering shared its first quarter earnings report, where it was found that sales from the relatively recently-acquired entity greatly supported its eyewear segment. Maui Jim experienced the largest year-over-year jump of the conglomerate's entire portfolio ([see story](#)).

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