Maui Jim debuts Blue Hawaii frames in Cannes

The first few frames from Maui Jim’s new Blue Hawaii collection, which feature a blue flash mirror coating, will be unveiled by the sunglasses brand at the TFWA World Exhibition & Conference in Cannes.

Blue Hawaii coating is applied to a grey base lens to create one of the most protective lenses on the market, claims Maui Jim.

“Blue Hawaii’s high contrast AR coating to eliminate stray light combined with Maui Jim’s proprietary PolarizedPlus2 lens technology which reduces 99.9% of harmful glare and provides 100% protection from UVA and UVB rays means that only 19% of light is transmitted to the eye,” says the brand.

Maui Jim says that this high protection lens material makes the Blue Hawaii collection of sunglasses ideal for extra bright days and activities on water.

The new collection features Baby Beach, Cliff House, Mavericks and Wiki Wiki lightweight aviator styles fitted with Maui Evolution lenses plus the high-fashion Leia and Sweet Leilani nylon frames with SuperThin Glass lenses.