

Consumers would love this new range

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INVC NEWS New Delhi, High-end eye wear brand Maui Jim launches its latest range of sunglasses named 'Kumu' which is especially crafted for physically active users. The revolutionary range sports the Maui-Brilliant™/Bi-Gradient molded lenses. The sunglasses come with a lightweight and flexible frame. Built with a beta-titanium bridge and rubber sleeves on the temples, Kumu sunglasses offer utmost comfort and a non-slippery grip which is just perfect while doing any kind of sport activity. Kumu's 8 base frame and additional lens coverage provide consumers with superior protection from the sun's harmful rays. Known for its bold and trendy designs, Maui Jim's sunglasses are highly popular among people who want to stay one step ahead in the game of fashion. Inspired by the latest high-street fashion trends across the world, Maui Jim's Kumu sunglasses come in various vibrant frame colors such as Gloss Black, Blue, Metallic Gloss Copper and Gunmetal. "In our new range,

we have incorporated the most technologically advanced lenses that provide superior protection to eyes against the harmful UVA and UVB rays of the sun. Kumu range is designed keeping those men and women in mind who lead an active and sporty lifestyle. The high grip sunglasses can be worn while jogging, running or playing at the beach. The range is being launched in various color combinations of frames and lenses, in order to suit the taste of each individual. We are sure, the consumers would love this new range of sunglasses by Maui Jim" says Mr. I Rahumathullah, Managing Director, Maui Jim, India. Kumu sunglasses are constructed with beta-titanium material at bridge area, beta-titanium at temple core and rubber at sleeves. The sunglasses feature the saddle-style bridge design with adjustable nose pads and hinge less frames. The unisex range is completely rimless and is an ideal fit for medium to large sized faces. Maui Jim's patented PolarizedPlus2® lenses eliminate 99.9% of glare, manage 95% of HEV and block 100% of harmful UV rays while boosting the color to unmatched levels. Maui Jim's optically correct, distortion-free lenses feature patented lens treatments or rare earth elements. Color and clarity are enhanced using natural light. Kumu sunglasses are available in four trendy color combinations- Gloss Black frame with Blue Hawaii lenses, Blue frame with Neutral Grey lenses, Metallic Gloss Copper with HCL Bronze lenses, Gunmetal frame with Maui Ht lenses and Gloss Black frame with Maui Rose lenses.

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