

# Dufry and Maui Jim promote Manchester United in Asia



Pillar displays feature Manchester United soccer stars wearing Maui Jim eyewear at Perth Airport

Maui Jim teamed up with Dufry in July to promote Manchester United Football Club's participation in the International Champions Cup in travel retail.

The premium sunglasses brand signed a multi-year sponsorship deal with the English club in February, which includes match-day banners and sole rights to supply eyewear to the first team, academy and women's teams.

In addition to game-day activations during the club's tour of Asia Pacific and a media event in Singapore, Maui Jim set up a high profile promotion in Dufry's Perth Collection Store at Perth Airport in July.

Pillar displays featured the stars of Manchester United wearing Maui Jim eyewear and a sticker unit was set up in the centre of the store that held 36 cool frames.

Beat Schärer, Dufry's Global Category Management Head - Watches, Jewelry & Accessories, said: "We were very pleased to partner with Maui Jim and to introduce the Manchester United Official Club Collection at Perth Airport. Maui Jim is one of our key pillar brands and, with this new collection, we are offering our customers something new and innovative, allowing them to celebrate their passion for the game."

Sherylee Stevens of the Perth Collection Store won two tickets to the first Perth game in a competition run by Maui Jim at the store.

Manchester United played two games in Perth, beating local team Perth Glory 2:0 in a warm-up match on July 13 before putting four past Leeds United on July 17.

From Perth they flew to Singapore where they beat Inter Milan 1:0 on 20th July and then completed the sweep with a 2:1 victory over Tottenham Hotspur in Shanghai on July 25 before returning to Europe.