

Maui Jim dazzles at World Duty Free



Maui Jim's installation at Manchester Airport T2 features an interactive penalty shoot-out game, encouraging passengers to enter a prize draw

Premium sunglasses brand Maui Jim is taking top spot in Manchester Airport Terminal 2 during its busy spring season.

The Hawaii-founded brand has taken the prime 21 square meter "Contentainment" events space in the walkthrough World Duty Free store, which has seen a significant uplift in passengers through the terminal in recent weeks.

Maui Jim's retail concept focuses on the brand's partnership with Manchester United and its bespoke collection of 22 frames, themed around the soccer club's history and successes.

The installation features an interactive penalty shoot-out game, played on a 4m x 3.7m screen, encouraging passengers to get involved and be entered into a prize draw to win frames and a host of club items.

The installation is manned by a team of dedicated staff who are trained to help customers get involved in the action and try on the frames.

The eye-catching displays also feature images of Manchester United players Cristiano Ronaldo, Marcus Rashford and Scott McTominay, sporting their personal favorite frames from the range.

Manchester United's global ambassador Bryan Robson visited the installation over the bank holiday

weekend in May, chatting to fans and signing autographs.

Eve Fifer, Commercial Director for World Duty Free, said: "Our Contentainment spaces are designed to be perfectly positioned and with the right digital hardware for brands to bring a real sense of fun to the store and create an engaging space for customers to enjoy. Maui Jim have really delivered on this with their sharp creative concepts and partnership with Manchester United. We knew it would go down a storm with Manchester passengers."

Jay Black, Vice President, Chief Sales & Marketing Officer, Maui Jim, said: "We are thrilled to be able to bring to life our partnership with Manchester United with our installation at Manchester Airport. Feedback from passengers has been great and we've had lots of hardcore United fans who were excited to have a go with the interactive games."

Bryan Robson said: "I'm a big fan of Maui Jim and its range of sunglasses and I always make sure I've got mine with me whenever I go on holiday or the sun makes an appearance in Manchester.

"I thought the experience Maui Jim put together at Manchester Airport was brilliant, with the chance to win some exciting prizes, and of course I always enjoy getting to meet our fans."

Maui Jim's installation inside Manchester Airport T2 is live until 31 May 2022.