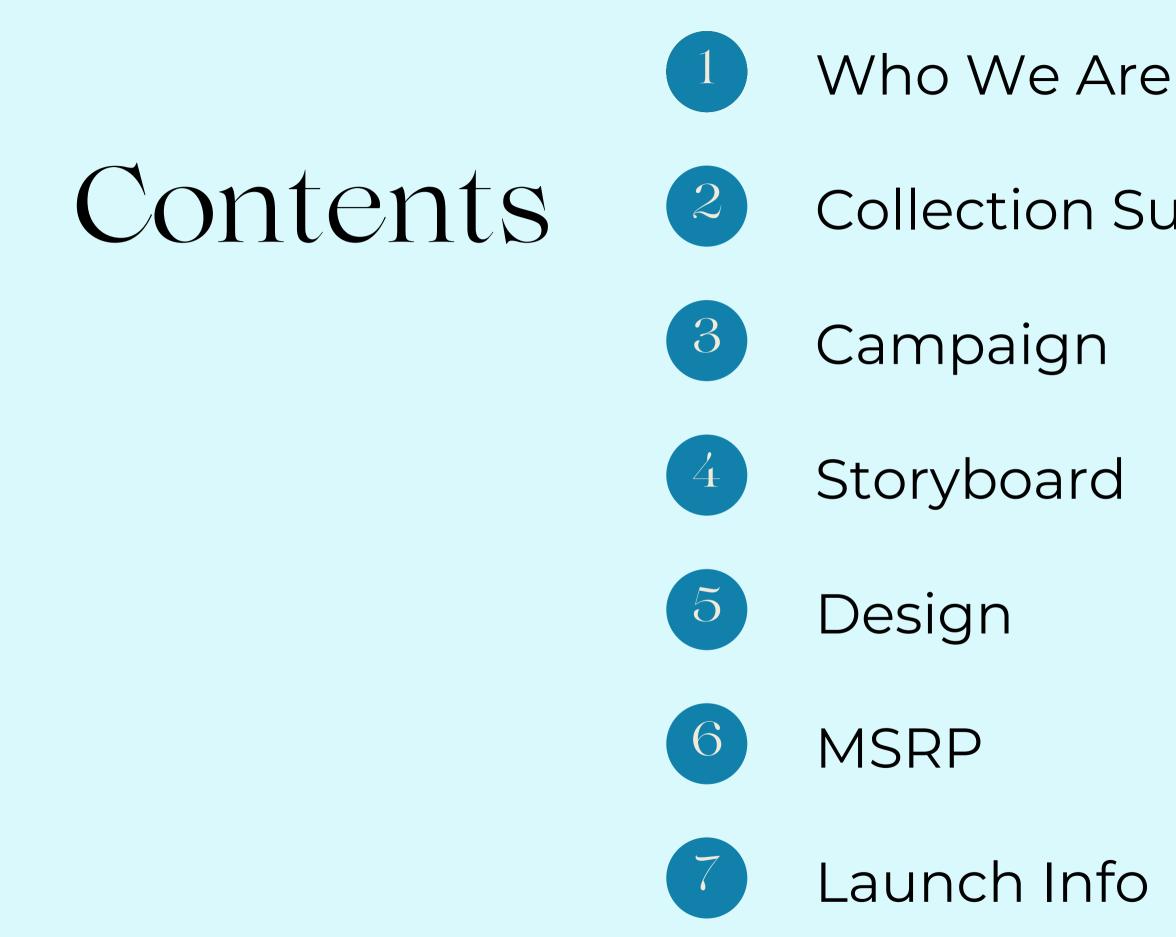




# MAUland Sans. X Corona holiday '22





### **Collection Summary**

MAU and Sans.

Our story begins in Maui, Hawaii— 1980, where founder Jeff Yokoyama (aka Yoki) opened a cookie shop using his family recipe for home-made chocolate chip cookies. Yoki eventually moved to California and began producing board shorts and apparel with the famed cookie logo. Maui and Sons quickly evolved into an iconic activewear brand, becoming one of the most recognizable surf and lifestyle brands of all time. Maui and Sons celebrates optimism, an active lifestyle, and appreciation for mother nature.

Corona beer's international expansion began in the South and Southwestern regions of the US – with American tourists returning from Mexico bringing a taste for the beer they'd enjoyed on the sunny beaches of Acapulco and Puerto Vallarta home with them. In 1979, Corona Extra was introduced in the U.S. and quickly became synonymous with the American beach and barbecue lifestyle.



### Holiday '22 Luxury Loungewear



Maui and Sons / Corona collaborate on an exclusive limited-edition capsule collection celebrating *Living the Fine Life* and the spirit of Aloha. The collection includes a Hawaiian Shirt, Boardshort, T-shirt, Terry Robe, Terry Hooded Poncho and Terry Loungeshorts.

Launching in the form of a limited edition luxury Holiday '22 capsule collection— Made in Los Angeles, California.

MAUland Sons. X (Intorona





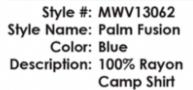








### Storyboard





Style #: MPS13063 Style Name: Palm Fusion Description: Blue 100% Polyester Pool Short



MADE IN LOS ANGELES



Style #: MFL13071 Style Name: Floaters Color: Ocean Description: 42% Cotton/42% Rayon/ 16% Polyester Terry Toweling Hooded Poncho



Style #: MSH13072 Style Name: Floaters Color: Ocean Description: 42% Cotton/42% Rayon/ 16% Polyester Toweling Lounge Short





Style #: MTS13066 Style Name: Enjoy Color: Black Description: 100% Cotton Tee with Pigment Dye Embroidered Front Logos



Style #: MRB13073 Style Name: Palm Fusion Color: Blue Description: 42% Cotton/42% Rayon/ 16% Polyester Terry Toweling Printed Robe



MAUland Sons. X Corona

## Palm Fusion

Specially designed for this capsule collection using a palm leaf and hibiscus flower motif in oceanic hues.

### Pricing

SKU	DESCRIPTION	MSRP
MWV13062-BLUE	CORONA LUXE - PALM FUSION RAYON / CAMP SHIRT / BLUE / XS-2XL	\$88
MPS13063-BLUE	CORONA LUXE - PALM FUSION POOL / SHORT / BLUE / XS-2XL	\$68
MTS13066-BLACK	CORONA LUXE - ENJOY MENS T-SHIRT / BLACK / XS-2XL	\$34
MRB13073-BLUE	CORONA LUXE - PALM FUSION TERRY /PRINTED ROBE / BLUE / S/M - L/XL	\$128
MFL13071-OCEAN	CORONA LUXE - FLOATERS PULLOVER / OCEAN / XS-2XL	\$68
6 MSH13072-OCEAN	CORONA LUXE - FLOATERS LOUNGE / SHORT / OCEAN / XS-2XL	\$78





**Collection launching** November 4, 2022 at 10am PDT

Available exclusively at https://mauiandsons.com & https://www.coronausa.com

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