

June 2, 2015

For Immediate Release

For Tommy Bahama: Orsi Public Relations 323-874-4073
Janet Orsi janet@orsipr.com Dyann Hawkins dyann@orsipr.com

For Maui Jim: Siobhan Olson, 336-769-7365 Siobhan@FeistyPR.com

Tommy Bahama[®]

Tommy Bahama and Maui Jim Launch Exclusive Retail Partnership



Maui Jim collection available
at *Tommy Bahama*

Tommy Bahama and Maui Jim, two iconic brands known for embracing the island lifestyle, are joining together for an exclusive retail partnership. Maui Jim premium polarized sunglasses will be sold at all *Tommy Bahama* stores worldwide and on tommybahama.com. This marks the first time that *Tommy Bahama* will sell a branded product other than its own.

“Tommy Bahama is happy to be selling Maui Jim sunglasses in our retail stores and online,” said Doug Wood, President and COO of *Tommy Bahama*. “For over 20 years Tommy Bahama has invited everyone to enjoy the island-inspired lifestyle. It’s a real first for us to be selling any product other than our own branded (or co-branded) styles and we’re proud to have Maui Jim on board. We know Maui Jim is passionate about creating high performance, quality products and promoting an active, outdoor lifestyle so the synergy between our two brands is amazing!”

Tommy Bahama and Maui Jim share a similar heritage and brand philosophy rooted in creating superior products that reflect an elevated casual style. This new retail partnership represents the natural affinity that exists between these two iconic brands and the consumers that share their enthusiasm for the good life.

“It’s not often that two brands are as perfectly paired as Maui Jim and Tommy Bahama,” said Jay Black, Vice President, Global Marketing for Maui Jim Sunglasses. “Born on the beaches of Maui almost 30 years ago, our brand has been synonymous with enhancing the experience that people have outdoors in the sun. The partnership with Tommy Bahama presents a significant opportunity for us to reach active, fun-loving, outdoor enthusiasts worldwide.”

An assortment of Maui Jim’s men’s and women’s sunglasses will be offered to accommodate any outdoor activity. Customers will find sunglasses made with four different lens materials, in four different lens colors, that enhance vision in various light conditions. The sunglasses range in price from \$169 to \$339.

All Maui Jim sunglasses feature the company’s patented PolarizedPlus2[®] lens technology that cuts 100 percent of UV rays and 99.9 percent of glare while significantly enhancing color, definition and depth perception. All Maui Jim sunglasses have been recommended by [The Skin Cancer Foundation](http://TheSkinCancerFoundation) as an effective UV filter for the eyes and surrounding skin.

High resolution images available upon request

ABOUT TOMMY BAHAMA

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, *Tommy Bahama* is an island-inspired lifestyle brand that defines relaxed, sophisticated style in men's and women's sportswear, swimwear, accessories, footwear and a complete home furnishings collection. The company owns and operates over 150 *Tommy Bahama* retail locations worldwide, 15 of which offer a *Tommy Bahama Restaurant & Bar*. The *Tommy Bahama* collection is available on *TommyBahama.com* and at the finest U.S. retailers, including Nordstrom and other specialty retailers. Additional stores will be opening this year. For more information, please visit www.tommybahama.com.

ABOUT MAUI JIM

Maui Jim sunglasses were born on the beaches of Maui in the mid-1980s and were designed to protect eyes from the harsh rays of the sun. From that day forward, the company set out on a mission to master color and clarity like no other sunglass company on Earth. Today, Maui Jim's patented PolarizedPlus2[®] lens technology blocks 100 percent of UV rays and 99.9 percent of glare while enhancing color, definition and depth perception in more than 112 different styles of sunglasses that are available worldwide. For more information, visit MauiJim.com or follow us on [Facebook](#), [Twitter](#) or [Instagram](#) at @OfficialMauiJim.

#