



MAUI and Sons<sup>®</sup>  
X  
Corona  
h o l i d a y ' 2 2

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## MAUI and Sons

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

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

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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.



# Storyboard

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Style #: MWV13062  
Style Name: Palm Fusion  
Color: Blue  
Description: 100% Rayon  
Camp Shirt



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



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



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

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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
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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