



MAUI
GIRL



pā'ia 1985

MAUI GIRL.
MAUI MADE.
MAUI LOVED.

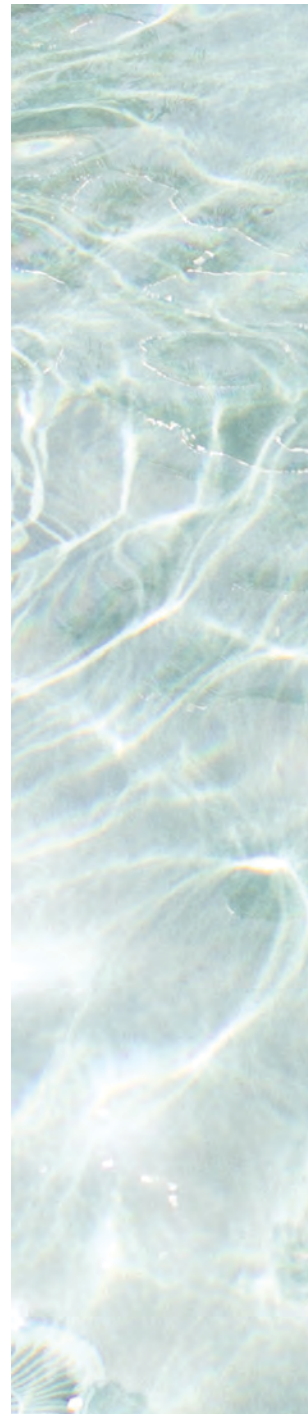


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THE MAUI GIRL STORY



In the mid 1980s, a yellow VW bug was cruising down Maui's north shore. Colorful windsurfing sails darted across Pacific waves as a song came on the radio, "Maui Girl". The driver was heading to her vintage clothing store in Paia Town when inspiration struck. "That's it! That's the name of my swim label, Maui Girl!"

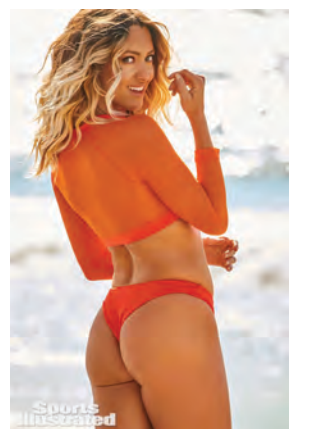
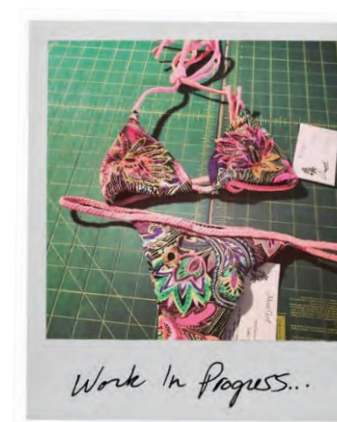
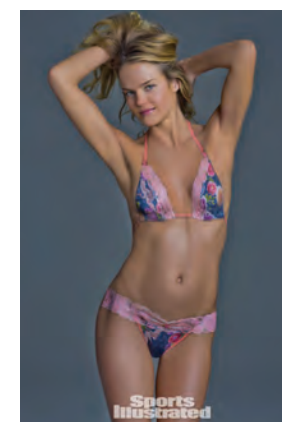
Deb Wilson opened her store in 1978, and when windsurfing arrived, she began designing bikinis. Maui Girl launched in 1985. Soon after, a New York Times article put the brand on the map.

Each year, Deb submitted custom designed bikinis for the annual Sports Illustrated swimsuit edition. The big

break came in 2008, when Maui Girl was featured for the first time.

Every year since, Maui Girl has graced the pages of SI with over 40 published suits worn by the likes of Kate Upton, Gigi Hadid and Brooklyn Decker. "We've gone all over the world and had our suits shot in exotic places on the most beautiful women on the planet," Wilson says.

Maui Girl fans are a mix of local surfers and kite boarders, sunbathing travelers, and adventure seeking ocean lovers. Almost 40 years later, Maui Girl is an established brand with a reputation for quality. So hop in the bug and come along for a ride!



BUILT FOR ISLAND LIFE

Bikinis are a fashion staple in the Aloha State. Well constructed with fabrics built to last, Maui Girl suits are prized for their durability and perfect fit. Our Brazilian-style bikini bottoms have a slimming effect on the bum, and longtime fans of the brand know our “less is more” style works, so they can work it!

“When women wear Maui Girl, I want them to feel confident and beautiful in a suit that fits their body type.”

—DEB WILSON, FOUNDER





KULA TOP

The Kula top is perfect for beach days and outdoor adventures. Featuring wider shoulder straps, this style offers comfortable support for fuller chest proportions.

COLORWAYS



Bold Red



Navy Bold Botanical*



Black

SIZES

XS S M L



*Print designed exclusively for Maui Girl





SURF TOP

The Surf top is a must-have style for summer time. Great for any and all water activities, this top has removable pads and can double as an exercise top. The straps are meant to fit tight and secure.

COLORWAYS



Bold Red Black

SIZES

XS S M L

TWIST FRONT HALTER

The Twist Front Halter is a versatile top that can be worn two ways. Tie it like a traditional halter, or criss cross the straps across the back for a sporty fit. With moderate coverage, this style is flattering for all body types.

COLORWAYS



Turquoise



Retro
Tropical



Black

SIZES

XS S M L





Twist Front Halter and
Hana Bottoms





HANA BOTTOMS

Flattering on every body type, the Hana is Maui Girl's #1 bottom. This medium coverage style can sit low rise or high up on the hip to add a cheeky element to your swim. Seamless and sporty, the Hana stays secure in the water for surfing or swimming.

COLORWAYS



Turquoise



Retro
Tropical



Black

SIZES

XS S M L

FROM OUR CUSTOMERS:

“I feel sexy and confident when I wear my MG suit. I can wear it all day and not even feel like I’m wearing a swimsuit and that’s the best part of it all. It’s soft, comfortable and compliments my body so well.”





MAKENA BOTTOMS

Feel like a Hollywood starlet in the high-waisted Makena bottom. With medium coverage, this essential style has a high-rise cut that lengthens the leg. It's a flattering addition to your swimwear collection.

**Print designed exclusively for Maui Girl*

COLORWAYS



Bold Red



Navy Bold Botanical*



Black

SIZES

XS S M L



VERSAT BOTTOMS

The classic Versat bottom is slightly cheeky and utterly timeless. With a one inch band at the hip, this seamless medium coverage bottom is always in style.

COLORWAYS



Bold Red

Black

SIZES

XS S M L



LONG SLEEVE FULL LENGTH RASHGUARD

An essential item for any beach bag, the Long Sleeve Rashguard offers maximum sun protection whether you're lounging by the pool or playing in the ocean. This top is designed to have a snug fit, so you can move through the water with confidence.

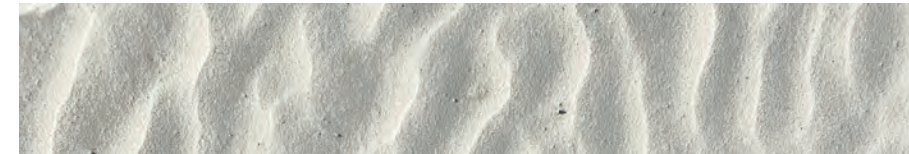
COLORWAYS



Retro Tropical

SIZES

XS S M L



LONG SLEEVE CROP RASHGUARD

Perfect for endless, fun-filled summer days, the Long Sleeve Crop Rashguard combines sun protection with a sporty look. Great for a surf session, kayak excursion or stand up paddle adventure, this top is designed to have a snug fit.

COLORWAYS



Two-Tone Navy Bold Botanical with Solid Navy sleeves*

SIZES

XS S M L

**Print designed exclusively for Maui Girl*







Thank you for contacting us to learn more about Maui Girl's swimwear collections. We'll reply to inquiries via email from Maui's sunny north shore.

FOR WHOLESALE OPPORTUNITIES:

EMAIL:
sales@maui-girl.com

PHONE:
(808) 579-9266



maui-girl.com

12 Baldwin Ave, Paia, HI 96779