MAUI and Sons®

CHANOS S.A. COLLECTION







# MAUI and Sons

## HERITAGE: BRAND STORY

Stoked on his family's home-made chocolate chip cookies, Jeff Yokoyama (aka Yoki) was inspired to spread joy across the island of Maui through the family recipe. When the journey took an interesting turn, Yoki embarked on a new adventure and took the famed cookie logo designed by friend and fellow surfer Rick Rietveld along for the ride. They traveled to sunny California where they decided to pour their energy into their passion, turning to action sports apparel and building a team of some of the world's most legendary surfers of all time.

### The Journey: In the Water Since 1980

Yoki placed the cookie logo where he was told he couldn't - the back pocket - and the innovative Maui and Sons madras surf short was an instant success. Maui and Sons evolved into a globally celebrated active sports company, and quickly became known as the legendary surf and lifestyle brand it is today. As the young company continued to follow its intuition instead of the rules, it continued to grow. Focusing on marketing their products to Southern California surf shops and local high schools, a following emerged, and the brand became a beloved staple across the sunny beaches and skateparks of SoCal.

### The Roots : Art, Optimism, Love of Nature

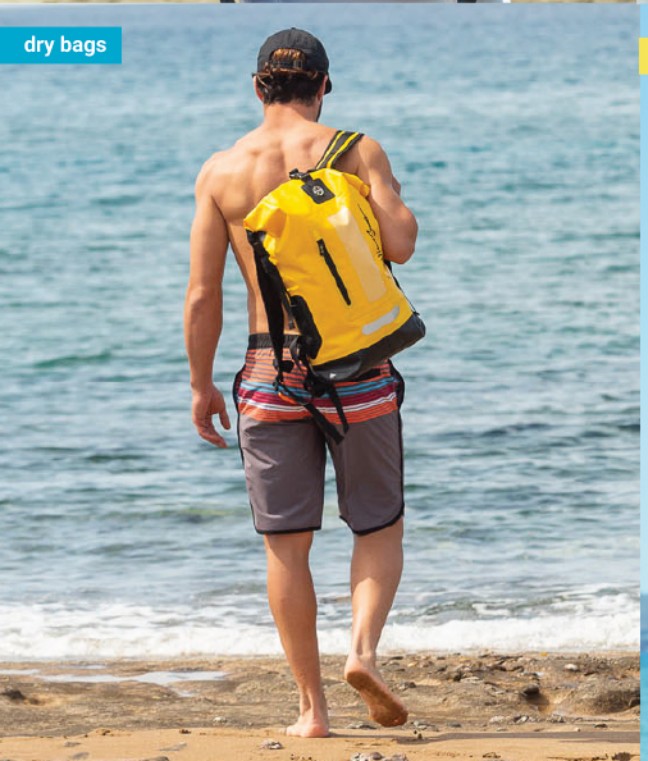
As the 80's rolled into the 90's and beyond, it continued to grow through innovative designs, impactful graphics, memorable artwork-based advertisements, and an exciting color palette - now the mold for activewear brands worldwide. 40+ years later, you'll find the Maui and Sons cookie logo all over the world— worn by people who cultivate harmony in their lives by pairing an active lifestyle with gratitude for the joys provided by mother nature.


MAUI
and Sons
MAUI
and Sons


trekking backpacks


beach bags


VENICE BEACH
microfber beach towels


dry bags


beach umbrellas


coolers







# CHANOS S.A.

## Since 1927 |A Century of Experience

### Your Trusted Partner in Weather Protection & Outdoor Lifestyle Products

Founded in 1927 in Greece CHANOS S.A. is a third-generation family-owned company specializing in the development, sourcing and distribution of weather protection, outdoor lifestyle, beach, travel and leisure products.
With nearly a century of industry experience, we have evolved from a traditional umbrella manufacturer into an established B2B supplier, serving major retail chains, wholesalers and distributors in Greece and international markets.

### Our Expertise

Our extensive product portfolio includes rain and beach umbrellas, beach shelters, camping equipment, outdoor accessories, bags, luggage and travel products.
Combining decades of product knowledge with an international manufacturing network, we focus on developing collections that deliver quality, functionality, attractive design and competitive pricing.
From product development and material selection to manufacturing coordination and quality control, we work closely with our production partners to meet the requirements of today's demanding retail markets.

### Brands & Licensing

Alongside our own product collections, CHANOS S.A. has developed long-standing partnerships with internationally recognized lifestyle and fashion brands, including Maui & Sons, Nautica, Guy Laroche and Paul Frank.
Our licensing expertise allows us to develop and distribute branded product collections while maintaining each brand's identity, quality standards and commercial positioning.

### Our Distribution Network

CHANOS S.A. maintains a strong presence in the European retail market, supplying leading supermarket chains, department stores, sporting goods retailers, specialty stores and wholesale partners.
Our experience working with large retail organizations has given us a deep understanding of product specifications, compliance requirements, pricing structures, seasonal planning and delivery schedules.
We bring this experience to our international partnerships, offering a flexible and commercially focused approach to B2B cooperation.

### Quality & Innovation

Quality, reliability and continuous improvement have been at the heart of our business since 1927.
We continuously invest in product development, innovative materials, functional designs and manufacturing improvements to deliver products that meet evolving consumer expectations and applicable European standards.

**CHANOS S.A. — Established in 1927. Trusted Across Generations. Built for the Future.**


MAUI and Sons


beach & camping tents


MAUI and Sons
70L


MAUI
SONS

www.chanos.gr




CHANOS S.A. 112, Thessalonikis str. Moschato GR183 45 Athens Greece tel. +30 210 9586773 email: info@chanos.gr