

# CONVERSE®

## JACK PURCELL TAKES TO THE SEAS FOR SPRING 2010 WITH A BOATING-INSPIRED COLLECTION THAT INCORPORATES DECK STAPLES, AND OLD FAVORITES RECONSIDERED

*Collections built on Jack Purcell's iconic history heat up Spring with new silhouettes infused with style and the spirit of privileged rebellion*

**NORTH ANDOVER, Mass. (January 26, 2010)** – Inspired by the coveted regatta cup and favorable winds, Jack Purcell takes to the seas this season with a boating-inspired collection that combines familiar nautical style with “Jack Purcell” attitude. Be it seaside or boardwalk, the Spring collection is bursting with this season’s brightest colors and styles, with new silhouettes and fabrics designed to take sporting heritage from the shore to the country club and everywhere in between. Updated treatments such as sun-bleached color fading, canvas stitch and turn executions and unique nautical flag code designs cue classic looks with a refined rebellious attitude. All of the shoes in this collection have a rich, hand-crafted look and feel, premium linings and comfort foot beds. The new Spring collection will be available nationwide and internationally at specialty retailers, department stores and online at [www.converse.com](http://www.converse.com) beginning in January 2010.

### **Jack Purcell Edward Boat**

At the helm of the collection is the Edward Boat shoe, a brand new silhouette for Converse. Sporting a classic boat-shoe upper, the Edward boat shoe features “360” lacing for added stability, a siped anti-slip outsole for extra traction and vulcanized mid-sole taping for water protection. The shoe, available in twill, is completed with the optimistically iconic Jack Purcell toe-smile.

Suggested Retail Price: \$70 – \$80



### **Jack Purcell LTT**

The cool style of Jack Purcell gets a cheerful color burst this season with references to the deep heritage of the Nantucket Rainbow Fleet. The international language of nautical symbols spell out “JP” in navy and white on the woven uppers of one specialty offering, while “Jack Purcell” repeatedly spelled out in vibrant colors appears on their clean, iced outsoles. Other updated silhouettes in this pack receive stripped stitch and turn executions, creating distressed designs reminiscent of nautical flags. A fresh take on classic Jack Purcell style, these shoes are ready for the yacht club and beyond.

Suggested Retail Price: \$80 – \$110

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### **Jack Purcell Low Profile**

Offering a fresh approach to the classic, the Jack Purcell Low Profile shoe features a casual, slimmed down sole and hand-stitched detailing. Salty canvas techniques showcase water stained effects in slip on and lace-up styles resulting in a look that is relaxed yet refined.

Suggested Retail Price: \$70



### **Jack Purcell Classics**

#### **Garment Dyed Fleet**

The classics range gets a sunny color boost this season with garment dyed treatments and specialty textile materials. Garment dyed in premium colors, the classic Jack Purcell shoe is given a pale washed out color reminiscent of sun drenched deck chairs, presented in a myriad of colors. Rusted eyelets add further detail to this shoe, lending to imperfectly perfect Spring fashions for the upcoming season. A relaxed, faded look results that is just the right fit for Spring.

Suggested Retail Price: \$60



### **Kids**

Jack Purcell kid's shoes get an updated look with the introduction of the Mini Slip. Offered in our oxford silhouette, this style exhibits updated treatments with canvas bleach stripes in Athletic Navy/White and Festival Fuscia/White. Classic silhouettes in new looks offer exciting new silhouettes for any kid on the go this Spring.

Suggested Retail Price: \$40 – \$45

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### **About Converse**

Converse Inc., based in N. Andover, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as “America’s Original Sports Company”™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor All Star shoe, the Jack Purcell shoe and the One Star shoe. Today, Converse offers a diverse portfolio including premium lifestyle men's and women's footwear and apparel. Converse product is sold globally by retailers in over 160 countries and through 43 company-owned retail locations in the U.S. For more information, visit Converse on the web at [www.converse.com](http://www.converse.com).

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