

# CONVERSE®

## CONVERSE BY JOHN VARVATOS DEBUTS FIRST-EVER PREMIUM STAR CHEVRON COLLECTIONS FOR SPRING 2010 – LUXE INTERPRETATIONS OF CONVERSE CLASSICS INCLUDE PRO LEATHER 76 AND STAR PLAYER

*New Collections built on Star Chevron spirit of active rebellion light up Spring style with a hoop classic and an expanded offering of heritage and rock n' roll inspired styles*

**NORTH ANDOVER, Mass. (January 26, 2010)** – Inspired by Converse's rich heritage in basketball, and John Varvatos' passion for rock n' roll and distinct attention to detail, the Converse by John Varvatos Spring collection offers an on-trend, premium take on classic Converse designs. Iconic styles such as Pro Leather 76 and Star Player are introduced for the first time within the Converse by John Varvatos collection. Premium executions of these classic styles bearing the Star Chevron logo feature luxe leathers, special logo treatments, and waxed and burnished finishes for a broken in feel. The shoes combine a rich, hand-crafted look and feel with a downtown rocker edge; resulting in the perfect 70s basketball meets rock n' roll vibe. The new Converse by John Varvatos collection will be available nationwide and internationally at luxury department stores, freestanding John Varvatos boutiques, specialty retailers and at [www.converse.com](http://www.converse.com) beginning January 2010.

### JV Pro Leather

The JV Pro Leather makes a grand entrance in Spring 2010. The iconic shoe that changed the game of basketball continues to evolve with a first-ever deluxe interpretation from Converse by John Varvatos. This fresh take on the classic Pro Leather Mid is inspired by the crafted and deconstructed feel John Varvatos' designs are known for. Modernized with a sleek, slimmer silhouette, the JV Pro Leather features a waxed and burnished premium leather upper, stained outsole and waxed cotton laces. Colorways of black, ebony brown, wine, and off white are inspired by '70s Converse basketball shoes, all receiving a pop of tonal and contrasting color with the signature Converse Star Chevron logo detailing, and a leather insert on the rubber sole.

Suggested Retail Price: \$150



### JV Star Player

The original mash up shoe – when the Star Player debuted in the 70s, it combined everything original, active and cool. The shoe merged Converse core DNA with the Star Chevron logo, bringing another dimension to the game. The Converse by John Varvatos Star Player is a re-introduction of the original Star Player Mid. Accurately recapturing the original shoe stitch by stitch, the JV Star Player blends style and vintage basketball heritage with downtown edge and attitude. Colorways are inspired by vintage 70s Converse basketball shoes. Leather high top and low top versions have a waxed and burnished premium leather upper, stained and polished outsole and waxed cotton laces. Canvas styles feature waxed and burnished duck canvas upper with leather trims and Star Chevron logo detailing, stained and polished outsole and waxed cotton laces.

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Suggested Retail Price: \$125 – \$150

Leather



Canvas



**Converse by John Varvatos Chuck Taylor All Star Specialty**

Woven and burnished leathers and suede, and stained and burnished metallic finishes combine with one of the world's most iconic silhouettes to create all-new hand crafted masterpieces. Signature Converse by John Varvatos detailing such as ultra-comfortable pigskin foot beds and haberdashery linings give these shoes a premium punk and broken in feel.

**Woven Leather**

Suggested Retail Price: \$175

Leather



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### **Metallic Silver Leather**

Inspired by the metallic Chuck Taylor All Star low profile styles that debuted for Spring 2009, this season we introduce burnished metallic silver finishes in classic high top and multi eyelet silhouettes.

Suggested Retail Price: \$150



### **Sprint Grip**

The Sprint Grip offers a relaxed, casual look for the bohemian beachcomber. This season's mid and slip-on versions feature woven waxed canvas upper with leather trim designed for comfort and ease.

Suggested Retail Price: \$145



### **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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