

# CONVERSE®

## CONVERSE REISSUES ONE STAR CLASSIC 74 FOR SPRING 2010 – NEW PRODUCT HONORS THE ORIGINAL 1974 DESIGN

*Collection inspired by Converse archive – recreates the original One Star silhouette stitch for stitch, honoring the classic but rebellious spirit of the 35 year old design*

**NORTH ANDOVER, Mass. (January 26, 2010)** – The original One Star shoe first debuted in 1974 and quickly became an all-time favorite sneaker with its laidback look and clean silhouette. Embraced by the West Coast surf and skate scene of the 70s and 80s, and later adopted by the 90s grunge scene, the One Star shoe became a footwear icon. Straight from the vault, the One Star Classic 74 carefully replicates the original low-cut profile and hairy suede upper. The reissue offers exact detailing taken from original pattern and style designs, paying homage to One Star originality that's sure to appeal to old fans and new sneaker fans alike. Six styles round out the Spring 2010 collection, all finished in premium suede and offered in bold colors from the original 1974 product. The Spring collection is currently available on [www.converse.com](http://www.converse.com) and will also be available at wider distribution nationwide and internationally at specialty retailers and department beginning in January 2010.

### **One Star Classic 74**

This reissue of the One Star Classic 74 takes all its cues from the original. Each style is adorned with the iconic Converse five point leather star underlay, diamond herringbone All Star outsoles and leather collar linings. Hairy suede uppers in six vibrant colorways finish off silhouettes lending to a premium feel. By creating an accurate reinterpretation of the One Star silhouette, the Spring 2010 collection offers a modern style that speaks as uniquely to individuals today as it did over three decades ago.

Suggested Retail Price: \$70



(continued)

## **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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