

JUNE 28, 2013

CONVERSE TO UNVEIL LARGEST INLINE RETAIL STORE IN SAN FRANCISCO

First Converse store in Northern California offers the most diverse collection of footwear and apparel globally.



Today, **CONVERSE Inc.** announces the opening of its first Northern California location in San Francisco, the brand's fifth inline location in the U.S. Located on Market Street in the heart of the Union Square Shopping District, the store boasts 8,200 square feet of selling floor and will be the brand's largest retail space. The Market Street location offers the largest assortment of Converse footwear, apparel and accessories globally, along with Converse Customization, a unique and personalization process for designing one-of-a-kind Converse sneakers and clothing.

"Opening a retail store in San Francisco is a perfect fit for Converse, a city with a creative spirit similar to ours. We're thrilled to offer local consumers an outlet to unleash their creativity and participate in our brand through our in-store customization and various music and art programs supported by the brand," said Jonathan Tappan, General Merchandise Manager, Direct to Consumer for Converse.

The Converse Customization interactive retail experience allows individuals to screen-print their own designs or graphics selected from the Converse catalog on various styles of Converse footwear, apparel and accessories. Using iPads, customers can browse more than 150 Converse-curated graphics including designs that tie back to the San Francisco community, to create their own product by adding grommets, different colored shoe laces and more.

NOVEMBER 20, 2014

THE CONVERSE ALL STAR CHUCK '70 DOWN IS BUILT TO COMBAT THE ELEMENTS

The Converse All Star Chuck '70 Down Jacket brings warmth with style and inspiration drawn from the classic winter down jacket.



Today, **CONVERSE Inc.** announces the launch of the new **Converse All Star Chuck '70 Down Jacket**, a winter-ready sneaker that is a modern crossover between a sneaker and a classic, utilitarian outerwear staple. With the iconic diamond quilted style of a luxury down jacket and a sleek monochromatic upper, the Converse All Star Chuck '70 Down Jacket is the perfect fit for even the coldest temperatures.

Filled with real Gray Duck Down, the Converse All Star Chuck '70 Down Jacket is padded with an 80-20 ratio of down and feathers, the same ratio utilized in the highest quality weatherized jackets. The quilted nylon upper is accented with a colorful red-and-blue grosgrain lace loop running up the tongue, an elegant style element inspired by winter outerwear, and split pin stripe—all details that invoke Converse's all-American DNA. A micro suede lining ensures maximum warmth and insulation all season long while tonal eyelets, toecap and outsole also help create a cohesive aesthetic that gives the feeling of being zipped up in a warm winter down jacket.

The Converse All Star Chuck '70 Down Jacket limited-edition collection celebrates craftsmanship, and authenticity at the highest level. It is offered in Beluga and Gray Morn and will be available for purchase on Friday, Nov. 28 at select Converse retail stores, Converse.com, UNDFTD in Los Angeles, JUICE in Shanghai, and SOTO in Berlin for a suggested retail price of \$100 USD

JANUARY 27, 2016

BUCK UP, JACK

Converse Jack Purcell Signature gets updated in Nubuck leather.



The Converse Jack Purcell Signature franchise continues to expand with the latest addition of the sneaker in Nubuck leather that has been brushed for softness. The leather material in the **Converse Jack Purcell Signature**, while soft, is also sturdy and durable providing a comfort for the foot of a versatile man.

Inspired by original Army flight jackets, this footwear essential features all the craftsmanship of the original Converse Jack Purcell Signature, first launched in Spring 2015, including an Ortholite® footbed, Nike Zoom Air Technology, and classic herringbone tread pattern on the outsole. The collection is offered in Inked, Luggage Tan, Dolphin and White.

The new **Converse Jack Purcell Signature in Nubuck Leather** will be available starting Thursday, January 28 at Converse retail stores and Converse.com for a suggested price of \$130 USD.

OCTOBER 22, 2015

CONVERSE CHUCK TAYLOR ALL STAR '70 GETS AN INTERGALACTIC MAKEOVER

Exclusive sneaker collection inspired by space exploration.



Today, **Converse Inc.** announces the launch of the **Converse First String Chuck Taylor All Star '70 Space Collection**. The sneakers, based on the iconic Converse silhouette originally created in the 1970s, take inspiration from intergalactic space travel and significant events in space that occurred during that historical decade.

The Converse Chuck Taylor All Star '70 Space Collection is offered in two vibrant colorways. The black and white version honors astronauts that have traveled to the moon, with distinct 3M reflective pops that signify the lustrous details on the exterior of a spacecraft. Graphics inspired by rocket ships cover the upper, while a ribbed toecap is added for durability and the outsole is finished in a translucent, marbled gray.

The second sneaker in the collection is inspired by the splash down balloons that helped astronauts re-enter the earth's atmosphere safely from space. Premium features include a multi-beige nylon upper with welded print detail, a leather toecap and a translucent marbled blue outsole. The heel is debossed with location coordinates from a historical moment that took place in the Pacific Ocean.

Converse First String is a limited-edition collection that celebrates craftsmanship, authenticity and collaboration at the highest level. The **Converse Chuck Taylor All Star '70 Space Collection** will be available starting Friday, October 23 for a suggested retail price of \$120 USD at Converse retail stores, select first string retailers and online at Converse.com.