



PRESS RELEASE

CONVERSE INVITES YOU TO DISCOVER YOUR EDGE OF STYLE

Reinventing the iconic Chuck Taylor with elevated De Luxe collection, Converse's Edge of Style campaign invites style leaders to embrace the limits of their fashion journey

Debuting a fresh Concept, Converse Indonesia inaugurates a new establishment at Grand Indonesia, hosting a launch party to showcase the De Luxe Collection and other elevated collections

Jakarta, 7 February 2024. Converse, a champion of creativity and self-expression, is encouraging fans to Discover their Edge of Style, as it adds elevated new styles to the De Luxe collection and rolls out a series of high heat collabs with female designers and creatives.

This Spring, Converse advances style, fit, form and function with the addition of two new elevated styles that go beyond the expectations of the Chuck, mixing classic with Luxe. Joining the recently introduced and immediate fan favorite, the Chuck 70 De Luxe Heel, is the Chuck 70 De Luxe Wedge - which offers up to four inches of elevation – and the Chuck 70 De Luxe Squared.

Both styles transform the brand's iconic rounded rubber toecap into one with angular, squared proportions for an entirely new dimension and expression, while evoking the Chuck Taylor's notable DNA up top – featuring stitch detailing, octangular Converse patch and classic colorways synonymous with the brand.

The new De Luxe collection launches alongside a series of global high heat collabs with female creative collaborators including Martine Ali, Feng Chen Wang and Isabel Marant. Each collaborator is known for charting new paths and redefining the status quo, and Converse has offered the iconic Chuck Taylor silhouette as inspiration, and a catalyst for creativity to define the future of fashion.

To launch the new 'Edge of Style' campaign, Converse becomes the catalyst for discovery enabling you to explore what it means to push beyond style limits.

In this exceptionally special moment, Converse Indonesia inaugurated its Grand Indonesia outlet. This latest store introduces new store concept from Converse, marking the first appearance in Southeast Asia. Spanning an area of 170 square meters, the Converse outlet at Grand Indonesia showcases Converse By You, enhanced with the inclusion of an embroidery machine, contributing to a more upscale and engaging ambiance for the store.

Beyond the De Luxe collection, the store offers elevated collections, including Run Star Hike, Run Star Motion, Run Star Legacy, Chuck Taylor All Star Lift, Chuck Taylor All Star Move, and numerous other platform-style shoe collections tailored specifically for the women's market.

Chuck 70 Deluxe Wedge and Chuck 70 Square Toe are now available at selected Converse stores.

For more information about Converse products, its collaborators, and upcoming drops, visit www.converse.id

About Converse

Converse Inc., based in Boston, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908 as a rubber company, the introduction of its first canvas basketball sneaker propelled a legacy as the original brand of youth culture around the world.

Today, Converse is a socially progressive and highly inventive footwear and apparel brand for and powered by All Stars, a global community of emerging creatives who champion progress in sport and culture.

The interpretation and adoption of its iconic sneakers, including the Chuck Taylor All Star, the Pro Leather, the One Star and Jack Purcell continue to enable expression in the basketball, skateboarding and creative communities while inspiring the new lines of its design. Follow @Converse and on Converse.com.

About PT Map Aktif Adiperkasa Tbk. (MAPA)

PT Map Aktif Adiperkasa Tbk (MAPA) is a 'brand commerce' entity managing and marketing international brands in Indonesia. A subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA manages more than 40 exclusive brands in more than 1,300 outlets and 11 online sites. The company's three main business segments are Sports, Leisure footwear and Kids products, sold through the multi-brand, mono-brand outlet format directly owned by MAPA, including PlanetSports.Asia, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional badminton, fitness and leisure brand, founded by Alan Budikusuma and Susy Susanti, Olympic gold medalists. For more information about MAPA, please visit www.mapactive.id