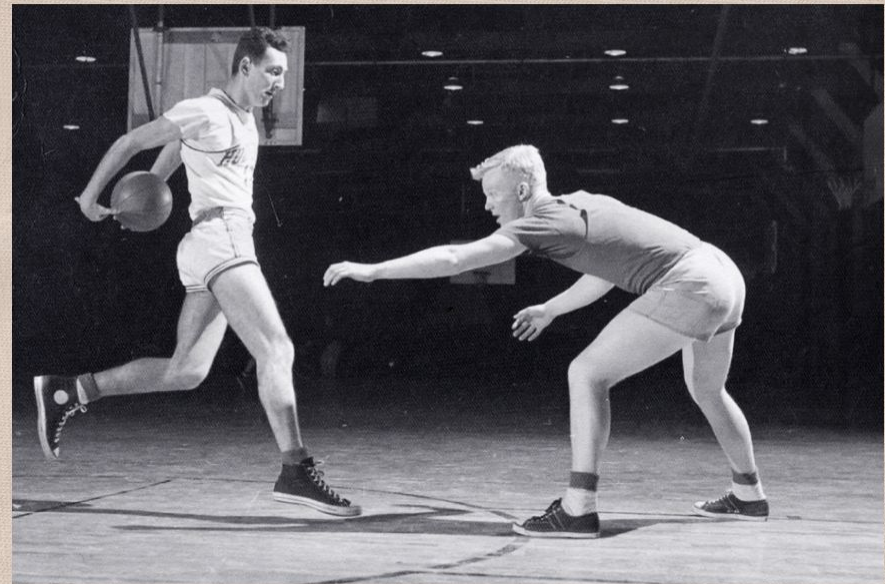


CONVERSE



The *All-American*
Basket-Ball Shoe!

1920s
Converse Rubber Shoe Co.



The U.S. men's basketball team took the gold medal at the 1936 Olympics while sporting their Olympic white Chuck Taylor All Stars.



World War II.

***Chuck Taylor at the
Wright Field Army Air Corps base
where he coached the nation's top
military team at the time.***



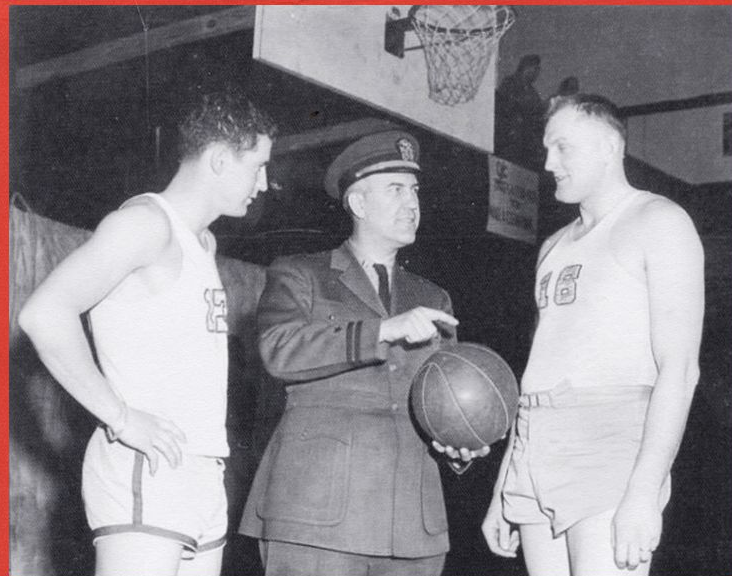
Military boots.

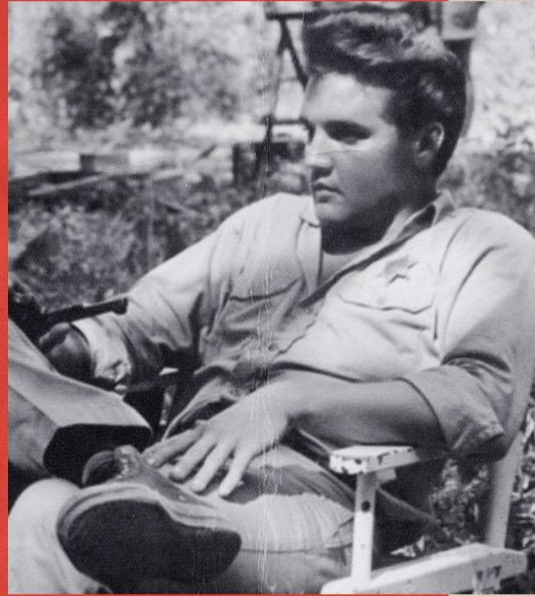


Training shoes.



For football.



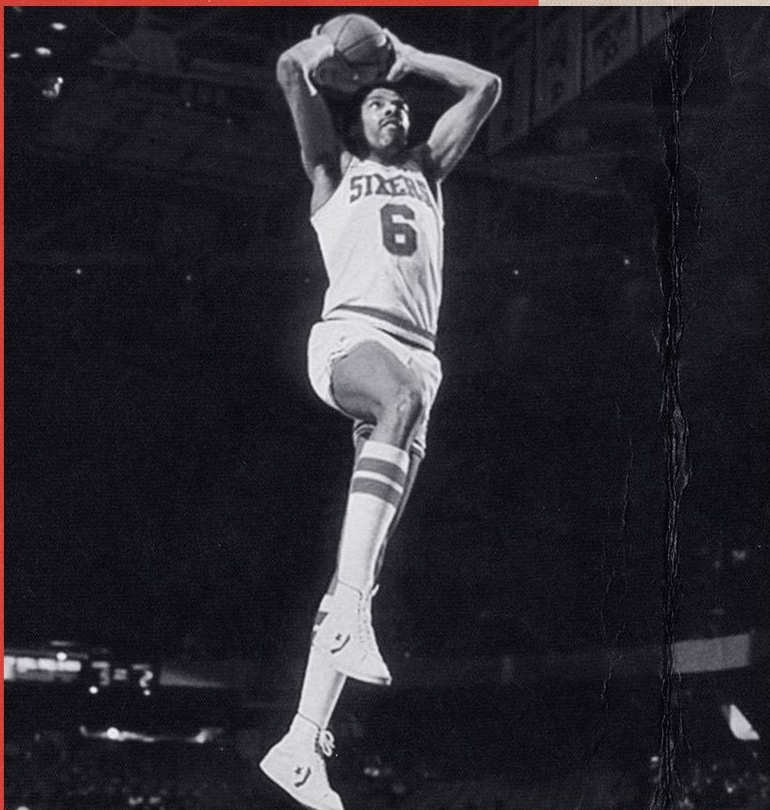


***By 1955, Converse owns 80%
of the entire sneaker industry.***



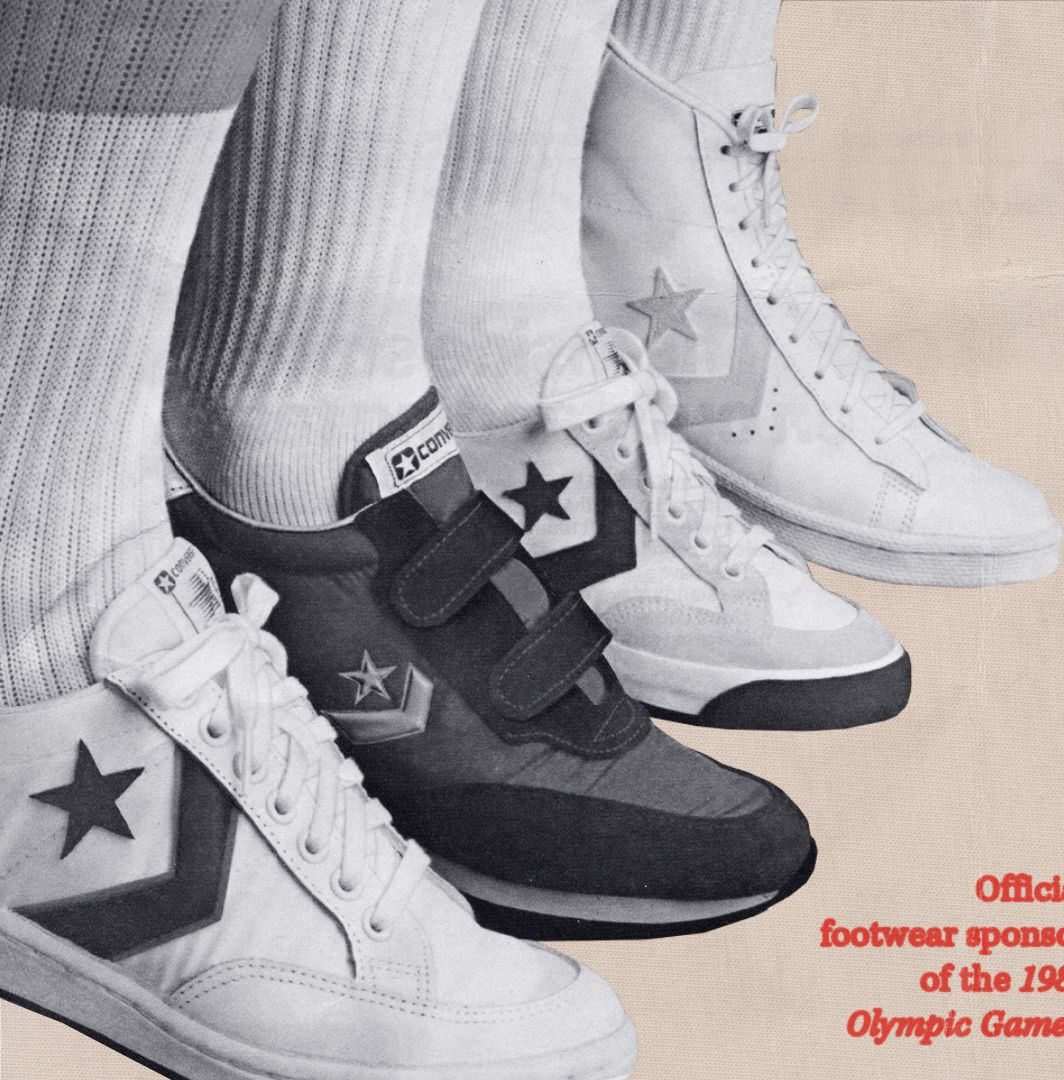
**Taylor was inducted into the
Basketball Hall of Fame in 1969.**



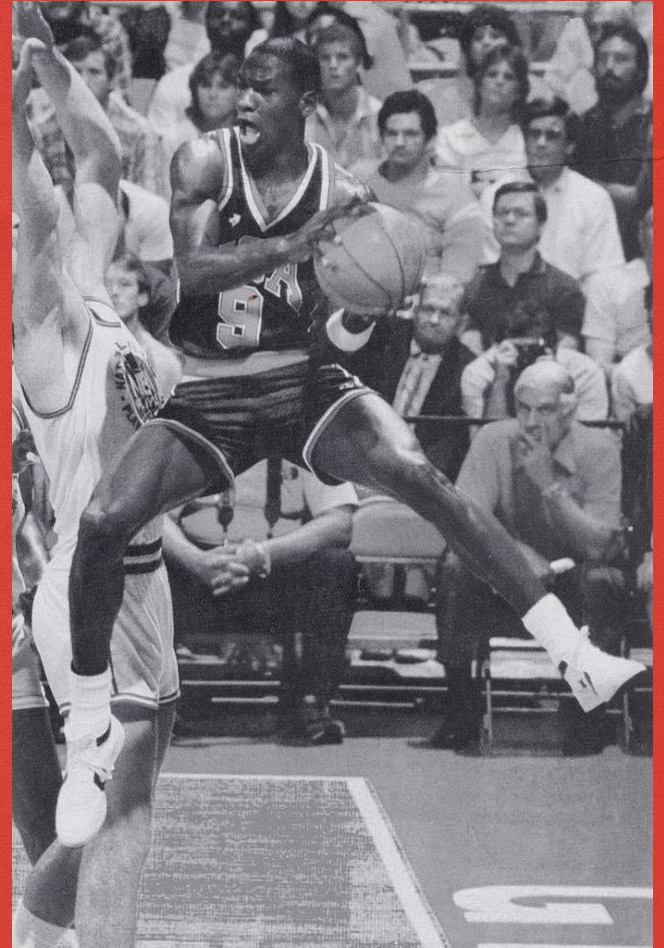


**The classic Star Chevron
insignia debuts in 1975 on
the All-Star Pro Leather,
which will be worn
by more pro and college
players than any other
shoe in history.**



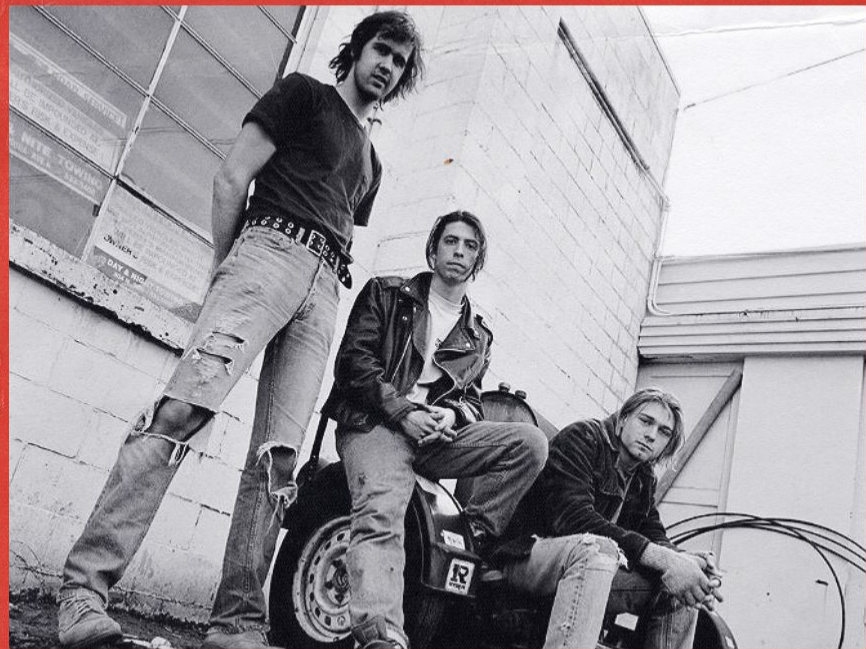


**Official
footwear sponsor
of the 1984
Olympic Games.**





*Unique.
Grunge.
Hip-hop.*
Fashion over practicality.





In 2003, Nike acquires Converse,
beginning its resurgence
as a leading brand in the lifestyle
footwear market.

Revival of Vintage Footwear



WE'RE *shining*
OUR SHOES.

**CON
VER
★SE**



No B.S. beige
#e3d5c3

Rebel red
#d33524



**EVERY
GENERATION
HAS
CONVERSE.**



HOW WILL *you*
FILL THE SHOES?

OUR PURPOSE:

To promote creativity, inspire individuality, and challenge each generation to find their own voice.

**CON
VER
★SE**

VISION STATEMENT:

We want to inspire generations and challenge them to push outside of their comfort zone. make them ask the question, how will you fill these shoes?

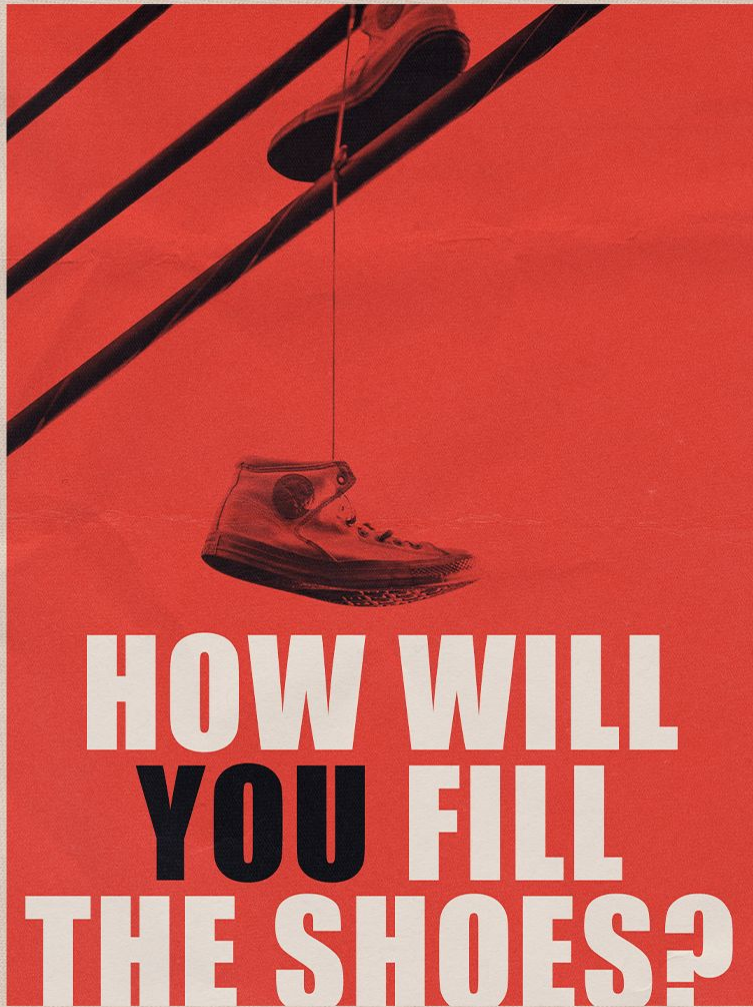


MISSION STATEMENT:

Creativity, sustainability, and no b.s. do not have to be separate. we aim to have a positive social impact while keeping tradition alive by creating a brand that reuses our old materials and provides comfortable sneakers.







HOW WILL
YOU FILL
THE SHOES?

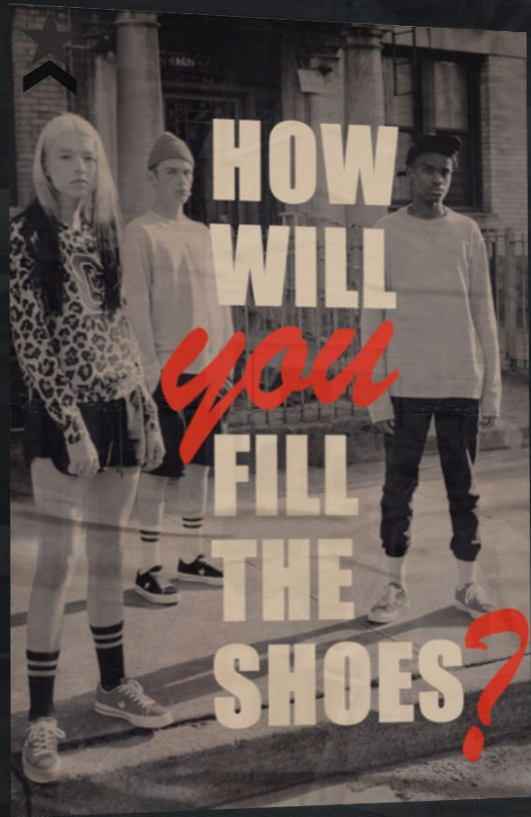


*Eco friendly.
Sustainable.*

*No tissue, just poster.
Upcycled canvas from
loved & worn shoes.*

*Reuseable bag for *more*
than just your Converse.*





★
↑

HOW
WILL

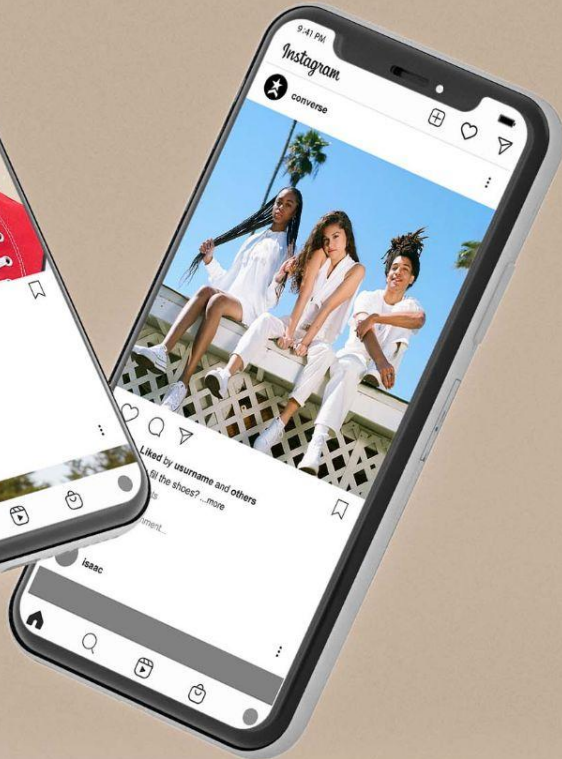
you

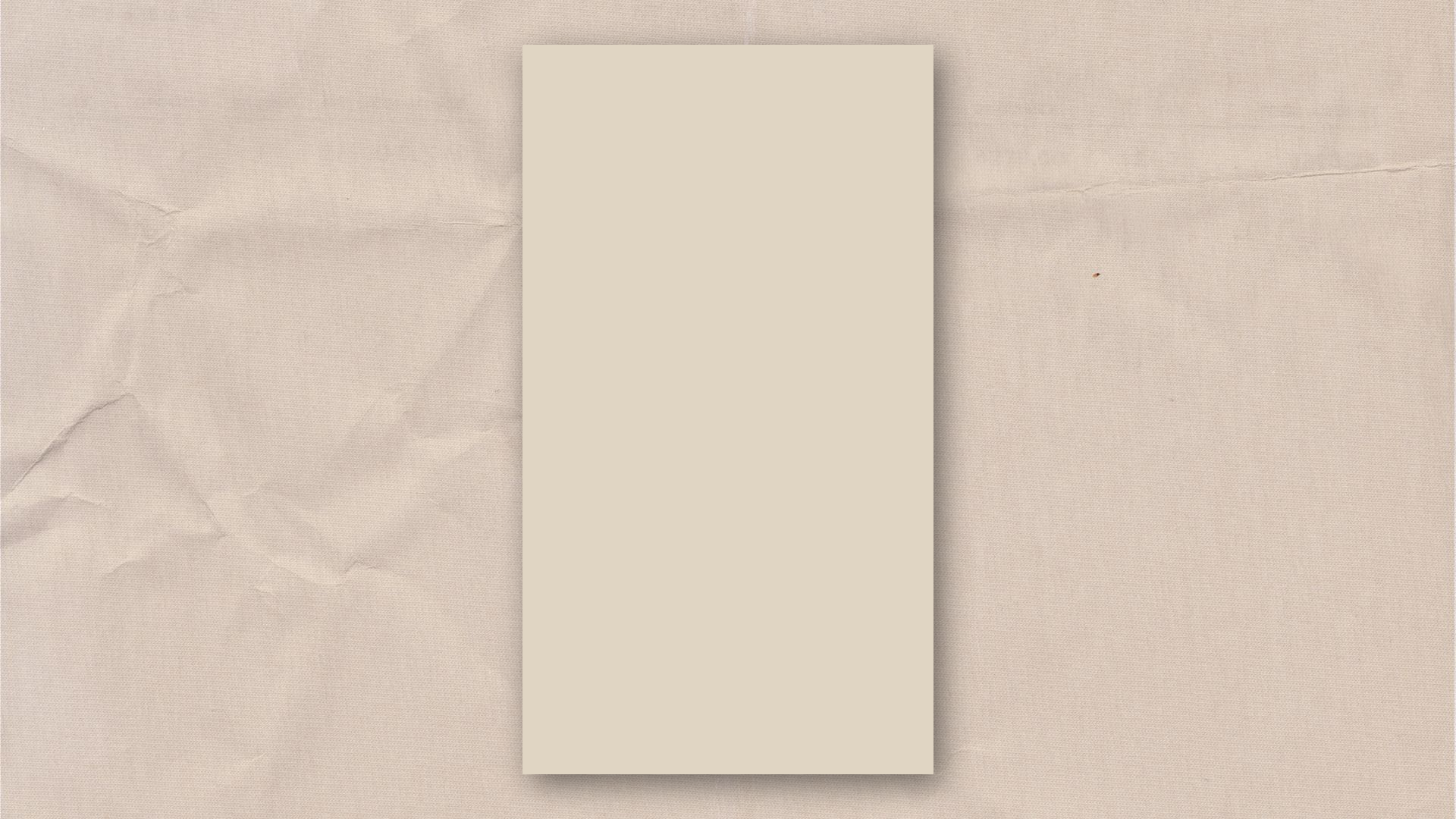
FILL
THE

SHOES?



#FILLTHESHOOES





HOW WILL *you*
FILL THE SHOES?



THANK *you!*