

## Converse Fall 2012 Press Preview Event

by Matt Ho | July 17, 2012



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Last week CONTRA was invited to go check out the new Converse Fall 2012 collection at Toronto's **Hotel Ocho**, so we thought, why the hell not? Instead of doing the whole "we saw this" and "we saw that" spiel, we figure it'd be better if the writer's who were there highlight their favorite designs so that you have an idea of what to look forward to in the coming months.

**Matt**



First thing I did walking into the press preview was look for the John Varvatos collabos. I've always been a fan and he's good at making sneakers look like it's been trampled in one too many mosh pits. So for those expecting the vintage, beat-down rock look Varvatos is known for, he doesn't disappoint. During our brief introductory tour, two Chucks caught my eye: the **JV-CT Hi** and the **JV-CT Zip Hi**. The first is a premium chocolate leather hi-cut with a white distressed sole and green studs running on a curve



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alongside the eyelets. Very punk rock, but the color, the texture of the material and the additional studs down the back heel gives it a dinosaur-like appearance (especially from the side) which is how I'd imagine a sneaker would look if our prehistoric friends were still around and we decided that they'd make a great fashion statement. My favorite though, is the JV-CT Zip Hi, which has a similar theme, but with a few obvious differences. No studs, and black premium leather takes over the chocolate brown. Varvatos also incorporates zippers at the upper ankle support, which can be removed and worn as a low-cut, so versatility here is much appreciated. The rest are impressive, but this is my pick for must-haves in the fall.

### Monique



My loyalty to the classic Converse Chuck Taylor All Stars stretch back to elementary school where my devotion to the style even had me wearing them through the stormy winters. So, needless to say, when I

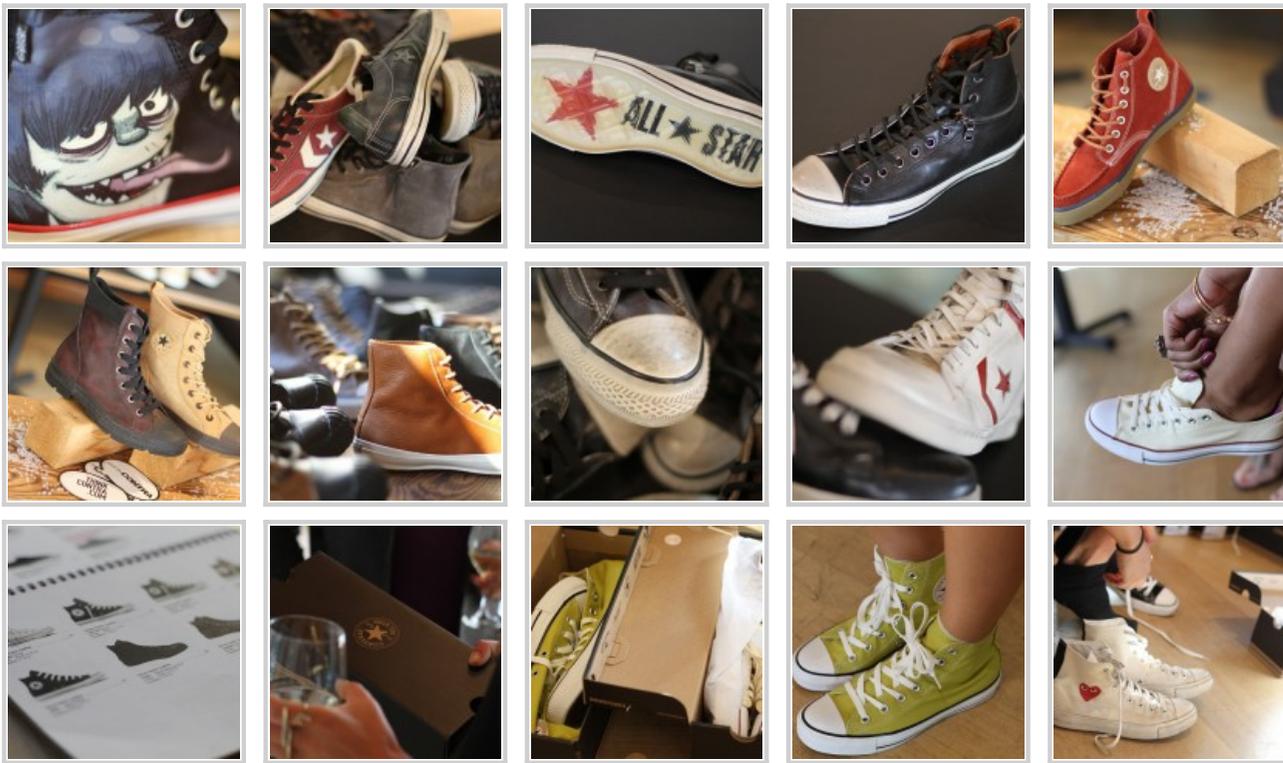
came into the event I was a little narrow minded in the range of styles the brand was versed in and their building versatility. Out of the collections shown, the 'Winterized' lineup to me showed the highest craftsmanship, style, and functionality putting Converse up on the ranks with popular seasonal brands such as Red Wing and Timberland. The shoe in particular that had me pairing outfits with in my mind was the cold weather rendition of the Chuck Taylor All Star's. The red suede upper and brown rubber wedge sole shoe has a contrasting detailed white stitching along the sides for dressier occasions, and construction boot caramel and burgundy laces for streetwear style. A cross between a hi-top sneaker and a chic boot, the shoe also has an unisex aesthetic giving another reason why couples will argue, and then, of course, makeup \*wink\*. The greatest addition to the design? The distinguished eyelets closed with metal so that you get the practicality of a fall/winter shoe and the nostalgia of wearing Converse. My kind of shoe.

## **Melissa**



Converse. Chucks. Synonymous with the city, with summer, and for die hards, winter. Who doesn't have a pair? Even if you do, you need another and another. The collabos were fun (particularly loved the look and feel of what's happening with the Varvatos stuff) but, I'll take mine classic and not too flashy, thanks. Got to make them a part of the everyday rotation. I fell for this forest green pair with rawhide laces. The same look in a slightly more sophisticated colourway and fabric. I won't feel so bad showing up at events dressing down in these.

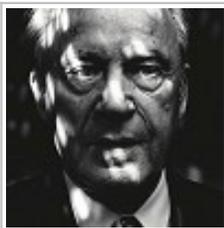




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