

Converse SS 2012 Media Event

by Matt Ho | March 1, 2012



CONTRA crew hit up Hotel Le Germain in Toronto yesterday to check out what Converse had to offer in their latest collection. We were ushered into a tiny suite filled with other bloggers eagerly looking upon the



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white tables that displayed all the fresh kicks. Wes, the Converse rep, gave us a tour around the room and let us get up-close and personal with all the new sneakers due to be released in the coming months. Key pieces? Too many, but to name a few: the distressed, rock n' roll aesthetics of the John Varvatos, the All-Star Premium Denim Pack, the DC Comics collaboration, and of course, the new Gorillaz Chucks designed by Jamie Hewlett himself. We didn't get a swag pack, but we left with fresh kicks and our nails done — well, two of us anyway.



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