



BRAND DNA
TRAINING



ABOUT CONVERSE

- Converse was founded in 1908 in Massachusetts
- The Converse All-Star was first introduced in 1917
- Converse All-Stars were worn by Team USA in the first-ever Olympic Basketball team in 1936
- The basic design of the Chuck Taylor All-Star hasn't changed since 1949
- Converse is the #3 sneaker brand in the world
- 270,000 pairs of Chuck Taylors are sold each day
- Converse was acquired by Nike in 2003
- Marchon launched new Converse Eyewear line in January 2021



BRAND DNA

AUTHENTIC

CONNECTED

GAMECHANGER

IRREVERENT

DIVERSE

ICONIC



BRAND SIGNIFIERS

**CHUCK TAYLOR
ALL STAR LOGO**



**CHUCK TAYLOR
SCRIPT LOGO**



WORDMARK LOGO

**STAR
CHEVRON LOGO**



FOXING TEXTURE

TARGET DEMOGRAPHIC

Converse consumers are game changers – anyone can change the game.

Our core eyewear targets include:

Teen Collection:	Adult Collection:
Males & Females	Males & Females
12 – 17	18 – 35



OPTIMAL PRODUCT MIX

65% Adult
(Target 18 – 35)



35% Teen
(Target 12 – 17)



40% Male
20% Genderless



40% Female



60% Optical



40% Sun



65% Plastic



35% Metal



OPTICAL

\$35 WS
\$45 WS
\$49 WS
\$55 WS
\$59 WS

SUN

\$39.50
\$49.50
\$54.50
\$59.50
\$64.50



ALL STAR COLLECTION

- When it comes to Converse, it doesn't get more iconic than the Chuck Taylor Patch.
- The All Star Collection features premium acetate construction with the classic Chuck Patch on both temples.
- Tried and true silhouettes are available in a range of colors, with the Chuck Taylor signature print on the inner or outer temple of key styles.



CHUCK COLLECTION

- This style is a clear gamechanger.
- Lightweight construction is enhanced with a visible core wire that emulates the racer stripe seen on a pair of Chuck Taylors.
- The logo and stripe provide a play on color to show the world who you are.



DISRUPT COLLECTION

- A celebration of mixed materials, sharp contrast from luminous to opaque, this style is bound to disrupt.
- The signature Chuck Taylor racer stripe is emulated by the exposed core wire.
- The logo plaque and temple tip are complimented by a rubberized finish for a comfortable fit.



ACTIVATE COLLECTION

- Superior craftsmanship creates an elevated style icon.
- Metal and plastic fronts are complemented with thin metal temples inspired by a shoe lace silhouette.
- Lightweight injected temple tips provide a comfortable fit.



MALDEN COLLECTION

- Express yourself with a classic lightweight style in your choice of fresh colors.
- This look is available in traditional shapes with soft crystal fronts matched with solid temples for a modern finish.
- This collection is positioned at our entry price point.



IGNITE COLLECTION

- Iconic style with innovative rubberized temples that give a nod to a Converse staple – shoe laces.
- Embrace freedom of expression with these playful color combinations.



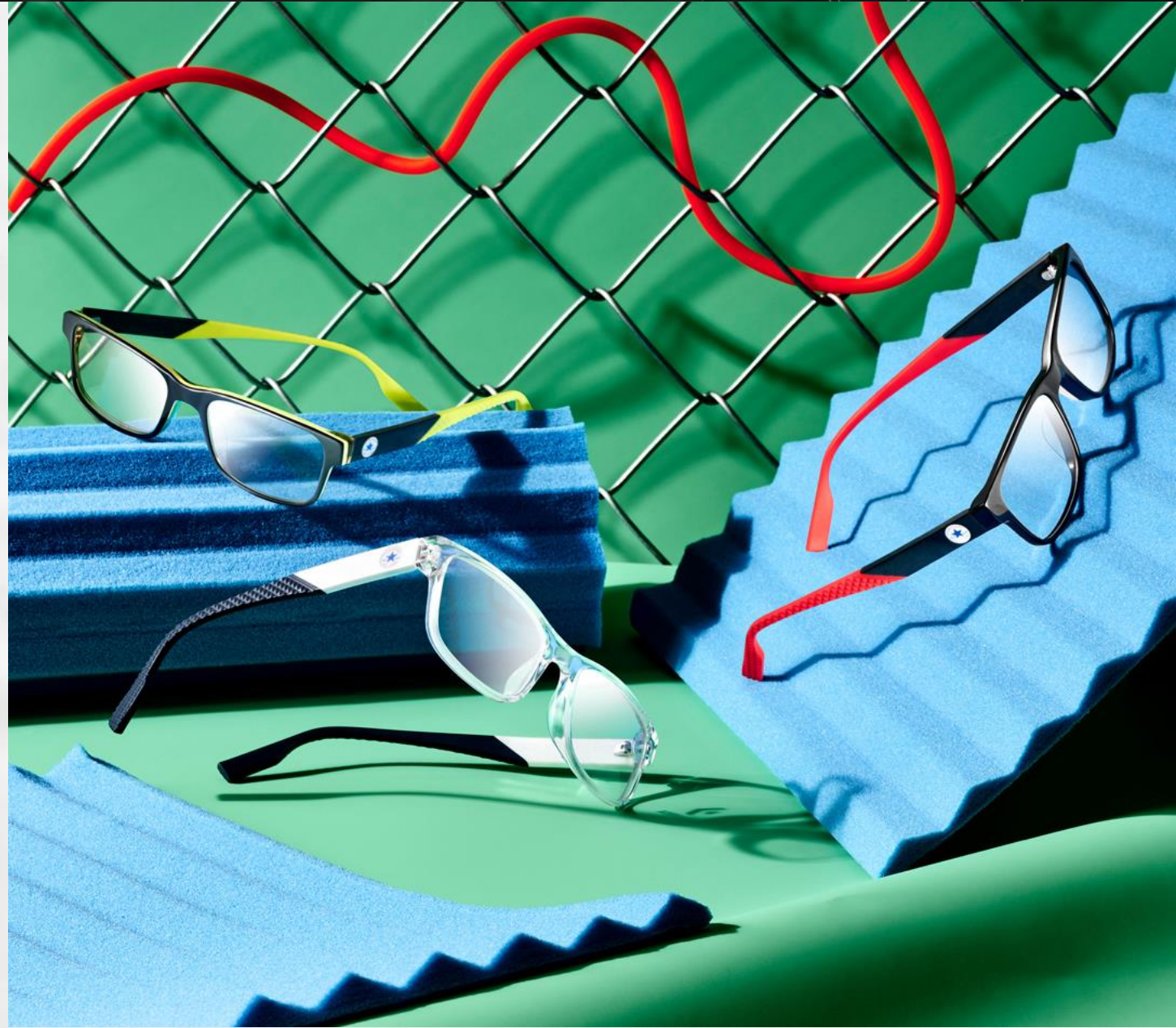
REBOUND COLLECTION

- The Rebound Collection features a rubberized sneaker tread pattern on the temples, keeping true to Converse's best-selling product.
- Lightweight design and subtle pops of color make this a must-have staple.



EMERGENT COLLECTION

- The Emergent Collection features premium acetate construction with co-injected temples that sport the brand's diamond pattern in rubber finishes.
- Rich color combinations are ideal for everyday wear for the avid Converse fan.
- The iconic Chuck Taylor logo patch is adorned on each temple for a branded look.



FORCE COLLECTION

- The force is definitely with this style.
- Lightweight design and rubber accents stay true to the brand.
- Vibrant colored temples feature a foxing texture that's inspired by Converse footwear.
- An iconic 3D star chevron logo is applied to each temple for an all-star finish.



RISE UP COLLECTION

- Rise up to the occasion with this must-have collection.
- Premium acetate frame fronts, available in rich tortoise colorations, are paired with co-injected temples in complementary colors.
- The temple construction accents the dimensional star chevron logo in contrasting hues for a standout look.



ELEVATE COLLECTION

- Elevate your style with these fashion forward suns
- Comfortable lightweight materials
- Converse wordmark logo and racer stripe provide a pop of color



SELLING POINTS

- ★ The infamous Converse Chuck Taylor All Stars have been relevant for over a century, making them the most iconic shoes of all time.
- ★ Converse truly resonates with everyone – all genders, ages, and races.
- ★ The eyewear includes a variety of logos, color palettes and rubber accents that tie into the footwear stories.
- ★ The eyewear features proven shapes with design elements that speak directly to Converse icons.
- ★ Quality eyewear at an accessible price point.



THANK YOU

