



SNEAKER AND JEWELRY WORLDS COLLIDE WITH THE CONVERSE JACK PURCELL SIGNATURE X BUNNEY COLLECTION

Latest Collection Promotes Attention to Detail at its Finest

BOSTON, MASS. (December 8, 2016) – Following their debut collaboration in Spring/Summer '16, **Converse** has once again partnered with London-based jewelry lifestyle brand, **BUNNEY**, for a second collection of high quality sneakers. For the latest collaboration, the classic **Converse Jack Purcell Signature** style is elevated with utmost attention to detail and materials.

Bunney worked with Linton Tweed, a renowned UK mill famous for supplying Paris couture houses from the 1920's onwards, to create an exquisitely designed cloth upper. Additionally, they are lined with pink, premium kid leather and include the Bunney logo on heel of the 'lucky' left foot. This Signature style features the Nike Zoom Air technology on an OrthoLite footbed for maximum, all day comfort.

Available in both ox and high top silhouettes, the **Converse Jack Purcell Signature x BUNNEY** sneakers are further enhanced with the addition of premium cotton laces, a distinctive Petersham grosgrain heel stay and come with a custom dust bag.



The new Converse Jack Purcell Signature x BUNNEY collection will launch December 8, 2016 at Converse retail stores, Converse.com and select global retailers. Available in Nightsky and Mineral Grey, the collection will retail for a suggested price of \$180 USD.

About Converse

Converse Inc., based in Boston, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as "America's Original Sports Company"™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor® All Star® shoe, the Jack Purcell® shoe and the One Star® shoe. Today, Converse offers a diverse portfolio including lifestyle men's, women's and children's footwear, apparel and accessories and is sold globally by retailers in over 160 countries. For more information, please visit media.converse.com and follow @converse.

About Bunney

Bunney is a contemporary London based brand of unisex jewellery and accessories. While the brand is undeniably modern, an essential element of the line is its dedication to craftsmanship and artisan work. Bunney works with workshops around England where each piece is hand crafted to the highest quality using traditional methods.

Media Contacts:

Converse

Marianna Friedman
Marianna.Friedman@converse.com

PMK*BNC

Jessie Weinstein
Jessie.Weinstein@pmkbnc.com