



## CONVERSE UNVEILS THUNDERBOLT MODERN

*New Sneaker Modernizes Brand's Running Heritage*

**BOSTON, MASS (AUGUST 1, 2016)** – Fresh off the heels of the recent launches of the Converse All Star Modern and the Converse Auckland Modern collections, Converse returns with the latest addition to the Converse Modern footwear family with the debut of the **Converse Thunderbolt Modern**. This updated silhouette draws upon Converse's storied heritage in sport and design, taking direct inspiration from the brand's running history.



Featuring new construction and materials, the Thunderbolt Modern is a modernized, lightweight sneaker built for all-day comfort. The new sneaker features a one-piece engineered jacquard upper for lightweight comfort and dynamic fit, as well as Nike Hyperfuse construction for durability and support. Underpinned by a Phylon outsole for cushioning and comfort along with flex grooves for mobility the new Thunderbolt Modern is inspired by sport performance.

"As one of the first pan-athletic brands, the relationship between Converse and running goes back to the 1900s," said Bryan Cioffi, Vice President/Creative Director of Converse Global Footwear. "The Converse Thunderbolt Modern is a throwback to that heritage, modernized with new Nike materials to give us a glimpse at the beginning of what's next."

The Converse Thunderbolt Modern sneaker collection comes in an array of country colors, Pure Platinum/Photo Blue, Gold Dart/Pine Green, Team Red/Ivory, Gorge Green/Ivory, Binary Blue/Ivory and White/Black. The new collection will be available starting August 5 at Converse retail stores, Converse.com and select retailers worldwide.

## **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’s 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, visit [media.converse.com](http://media.converse.com) and follow @converse.

## **MEDIA CONTACT:**

Christine Su

**Converse**

[christine.su@converse.com](mailto:christine.su@converse.com)