



HOW DO YOU WEAR YOURS? CONVERSE CHECKS INTO FASHION AT FOOT LOCKER FOR AUTUMN 07

October 2007 – Foot Locker plays host to Converse this autumn as the leading sneaker brand reveals a new fashion forward sneaker line exclusive to **Foot Locker**.

The introduction of the new Converse collection of five, bespoke styles at Foot Locker offers a new direction for the world's best selling sneaker style. The Converse collection features a variety of chequered prints and fabrics – fusing fashion with casual sneakers.

Foot Locker has worked to increase their women's line of fashion style sneakers. The new women's collection of Converse sneakers offers stylish, new contemporary prints silhouettes for girls wanting something more on trend from a sneaker brand. The cute **Converse** Ballerina pumps in 'Prins de Galle' check are a fantastic stylish alternative to traditional sneakers. Whilst a unique new boot style will be the perfect winter accessory.

The new calf length fabric boot, the **Converse Merrimac** is the ultimate Autumn 07 must have and an exciting new addition to a girl's winter wardrobe. Also using the Prins De Galle check, this new style features a hot pink fur lining allowing the boot to be untied and rolled down to ankle length. Great with opaque tights or over skinny jeans. Girls can also see a colourful new twist to their Chuck Taylors, with new Prins De Galle check Hi's in pink and blue shades.

There will also be a new men's collection of Cuck Taylors at Foot Locker. The new Chuck Taylor Hi takes on classic prints and colours for Autumn such as herribone pinstripe in chocolate brown, as well as classic leather with chequered trim - perfect for sneaker lovers looking to bring fashion to the street.

The exclusive Converse Textile collection will be available at **Foot Locker** across Europe from the 1st of October, priced between 50-90 Euros. Visit www.footlocker.eu for stockist information

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About Foot Locker

With almost 4000 retail outlets around the globe, Foot Locker is the world's largest sports fashion retailer. What makes Foot Locker different and so loved by its consumers is the passion for sneakers it shares with them and the deep understanding of their expectations in sports fashion. It is that shared passion that makes of Foot Locker the expert on sneakers and sneakers culture. Thanks to that shared passion; Foot Locker can



provide the latest and greatest in sports fashion selecting only the best and most exclusive designs from the hottest brands. That's why Foot Locker is the place where Sneaker People can experience innovation, exclusivity and style.

Foot Locker was first introduced to the retail marketplace in 1974 and has since grown to over 4000 retail outlets worldwide. Its international expansion began in 1980 when it opened its first store in England. Since then Foot Locker has opened stores throughout Europe, Canada and the Asia Pacific Region. With more than 500 retail outlets in 18 countries across Europe, Foot Locker is uniquely placed as the only pan-European sports fashion retailer.