

APPAREL AND ACCESSORIES

## Dior's Kim Jones, Converse partner on Chuck 70 collection

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*Kim Jones on the cover of WSJ Magazine China. Image credit: Kim Jones*

By LUXURY DAILY NEWS SERVICE

Dior men's and Fendi's womenswear and couture artistic director Kim Jones is putting his own spin on the classic Chuck 70 sneaker in collaboration with Nike-owned sneaker brand Converse.

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With his debut collection, the designer has reflected on the archetypes of contemporary streetwear, each a classic piece of American sportswear, delivering a contemporary perspective. The collaboration includes a reimaged Chuck 70 sneaker, as well as four apparel pieces.

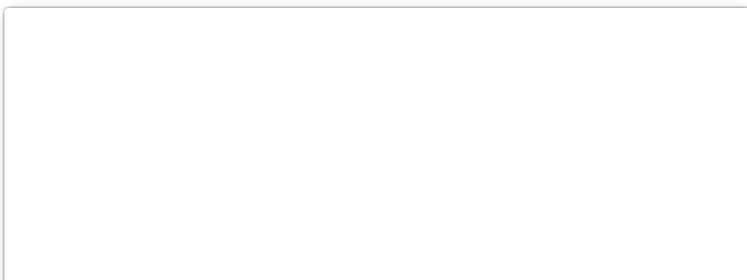
"There was an aesthetic that really interested me," said Mr. Jones of American mid-century staples, in a statement. "It was all the same nerdy things that made people that like the kind of clothes we like see the value.

"I looked at the Japanese designers re-adapting American sportswearrecreating that fifties and sixties look," he said. "Obviously, Converse was the key shoe within all that stuff, and now I'm just putting it all together in a different way."

### New Chuck 70

A recognizable name in the world of luxury fashion, Mr. Jones succeeded the late Karl Lagerfeld as womenswear director at Fendi in September 2020, while continuing in his position as men's artistic director at Dior ([see story](#)).

He worked as the menswear artistic director for Louis Vuitton, ending his 7-year tenure in January 2018. Before Louis Vuitton, he held positions at a number of esteemed houses, including Alexander McQueen, Hugo Boss and Mulberry ([see story](#)).



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Taking cues from his knowledge of sportswear and streetwear, the designer pulled in contemporary utilitarian elements to inform subtle updates to the Converse Chuck 70.

Mr. Jones has added a transparent TPU cage with speed lace eyelets that adhere to the 12-ounce canvas upper, providing reinforced stability. The outsole has also been reengineered with an enhanced diamond grid to help increase traction on city streets.

The shoe takes two tonal colorways, each with Kim Jones branding stamped on tongue and sock liner.

Completing the collection are four garments: a parka, crewneck sweatshirt, cargo pants and T-shirt.

Crafted in a combination of nylon and mesh, the parka is water-resistant and features a front storm flap with zipper closure, interior storm flap and accompanying hood, bungee closure, Velcro cuffs and rear Velcro venting.

The cargo pants are made of cotton but with mesh elements added for breathability and snap closures flanking both legs. The crewneck comes in brushed-back terry cotton and carries a herringbone trimming.

The Converse x Kim Jones collection releases April 8 on [converse.com](https://www.converse.com) and at select global retailers.

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