



Jams' wildest prints now pop off Converse low-tops. There are six Jams World designs.

## Converse gets Jams-hot

Back in the '80s, the surf and skate scenes were dominated by acid hues and eye-popping prints, and Hawai'i's own Jams World set the style. Jams World's founder, the late Dave Rochlen, traveled the world for inspiration. "He brought back ideas that were different and way ahead of the market. Graphics and graffiti from all over the world, mixed with colors no one had seen before. There was a movement in Italy called 'Memphis' which fueled his craze for bold, fun, funky colors and designs," said his son, Pua Rochlen, who now heads up Surf Line and Jams World. The prints caught the eye of **Converse shoes** and a partnership ensued, with Jams' wildest prints popping off Converse sneakers.

Converse searched its archives for ideas that looked fresh again and rediscovered the eye-popping Jams styles, renewing the collaboration. For spring 2009, Converse has licensed six Jams World designs: Scrabble, Caution, Sun Fever, Trixie, Indian Rug and Memphis. The shoes are true to the '80s; even the eyelets and laces are multihued: purple, green and orange. Converse/Jams Skid-grips and All Star Specialties sell for \$55 to \$70 at retailers and online at [www.converse.com](http://www.converse.com).

— Paula Rath