

# STYLE

---

converse.com



• During the most recent '80s fashion revival, surf culture was inexplicably overlooked. This spring, Converse—in collaboration with the legendary Hawaiian apparel company Original Jams—will release a series of sneakers in jagged neons and gloopy orange and greens to rectify that. The line came about when an archival **Converse/Original Jams** skid grip shoe was discovered, prompting a stitch-by-stitch recreation and then an expansion into new low tops and mids using vintage Original Jams board shorts patterns. “The timing was right,” says Original Jams president Pua Rochlen. “Today we are being rediscovered by the youth. They look for, find and embrace authenticity.” Sounds good, but we’re not stressing about authenticity, we’re ready for the beach, brah.