



CONVERSE TIMELINE

- 1908: Marquis Mills Converse founds the Converse Rubber Shoe Company in Malden, MA.
- 1915: Production of canvas footwear begins, offering year-round work to Converse employees.
- 1917: The world's first performance basketball shoe, Converse All Star® sneaker, comes off factory lines.
- 1918: Converse is producing upwards of 15,000 pairs daily of heavy shoes—20,000 when the tennis shoe run was large; canvas shoe production doubles; Chuck Taylor laces up his first pair of All Star sneakers.
- 1921: Charles "Chuck" Taylor joins Converse with some ideas for All Star improvement, becomes what may be America's first player-endorser, and publishes the first edition of the Converse Basketball Yearbook. A year later, he teaches his first basketball clinic at NC State.
- 1923: The Harlem Renaissance is founded. Sometimes known as the New York Rens, They barnstormed across the country until 1949, compiling a record of 2318-381, reshaping basketball into something closer to the fast-paced game we know today, and winning the first World's Championship (in 1939). They wore Converse.
- 1930s: Chuck Taylor's signature is added to the All Star ankle patch, marking what has been referred to as the first-ever signature basketball shoe. Chuck himself begins his 35-year tour across the country.
- 1935: Badminton champ Jack Purcell designs his innovative and durable signature court shoe.
- 1939: First NCAA championship game held with both teams playing in Chuck Taylor® All Star® sneakers.
- 1942: Converse shifts production to support the war effort, designing the A6 Flying Boot—worn by the entire U.S. Army Air Corp—and Chuck Taylor All Star sneakers for basic training.
- 1949: The Basketball Association of America and the National Basketball League merge to form the NBA. Virtually every player is wearing Chuck Taylor All Star sneakers.
- 1962: Converse develops a low cut version of the All Star sneaker—the "oxford"—which soon became the shoe of choice for both pro players and those looking for a laid back, West Coast vibe.
- 1966: The All Star sneaker becomes available in seven colors (in addition to the original black and white offerings).
- 1974: The One Star® sneaker drops in, the low-cut performance shoe that would become a skate staple.

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- 1976: The Pro Leather shoe comes to dominate professional basketball courts.
- 1981: Converse establishes one of the industry's first biometrics labs.
- 1984: Converse is official footwear sponsor of the LA Olympics; the U.S. Men's basketball team wins gold while wearing Converse.
- 1986: Converse launches the "Choose Your Weapon" campaign.
- 1991: Converse launches "Grandmama" campaign.
- 1992: The All Star sneaker celebrates its 75th anniversary, with 500 hundred million pairs sold globally.
- 1994: The seventh "Grandmama" commercial ("Welcome to 3-Point Land") premieres on televised broadcast of Super Bowl XXVIII.
- 2003: Converse signs 83-year-old basketball legend John Isaacs, the last surviving member of the the New York Rens.
- 2003: Converse signs Dwyane Wade, Kirk Hinrich and Jameer Nelson. Converse is purchased by NIKE, Inc. making it a wholly-owned subsidiary.
- 2004: Converse launches Brand Democracy campaign, asking kids to add their voice to Converse advertising.
- 2005: Converse launches both its first-ever apparel line in conjunction with John Varvatos and the Dwyane Wade signature line (the latter of which being the first Converse basketball signature line since the Chuck Taylor All Star shoe debuted).
- 2006: Converse joins (PRODUCT) RED™, becoming part of the consciousness consumerism movement.
- 2008: Converse celebrates its 100th anniversary.

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