A Famous American Brand

In 1908 in Malden, Massachusetts, Marquis Mills Converse founded the Converse Rubber Shoe Company. Although initially a producer of rubber-soled galoshes①, by 1917 Converse was ready to venture into the world of basketball, and set out to create the company's first performance athletic shoe. The precursor to the “All Star”, the “Non-Skids②” consisted of a rubber sole and a canvas upper designed specifically for athletes.

The first basketball shoe was born. Four short years later, American semi-professional basketball player Charles “Chuck” Taylor joined the company as a salesman, and his impact was monumental in every aspect.

Taylor understood the value of good marketing and branding, opting to incorporate the now-iconic All Star logo on a circular patch above the ankle③ Taylor's signature was added to the ankle patch, officially creating the “Chuck Taylor All Stars,” the first athlete-endorsed signature sneaker, in 1922.

Chuck Taylor All Stars transcend sneakers. Over the past century, titans of culture including Elvis Presley, James Dean and Steve McQueen all, at one time or another, strapped on All Stars. The shoes prolonged influence on not only basketball, but sneaker culture as a whole remains unrivalled. Above all, All Stars have always been democratic, affordable④ shoes worn by those with taste, talent and a sense of history. Former Chicago Bulls player Dennis Rodman said it best: "Growing up in Texas, I wore Chuck Taylors till they fell off... I was poor. I had nothing, but I felt like I had something in those shoes. They're *the* shoe.”

① sabots en caoutchouc
② anti-dérapante
③ cheville
④ abordable