

Converse Launches All Star Classic Trainer Suede in India

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Global footwear brand **Converse** has introduced its **All Star Classic Trainer Suede** collection to the Indian market, reinforcing its presence with a fresh reinterpretation of its iconic heritage silhouette. The launch taps into the growing appetite among Indian consumers for retro-inspired yet contemporary streetwear footwear.

A Retro-Inspired Reinvention

The All Star Classic Trainer Suede pays homage to Converse's rich history while aligning with current fashion sensibilities. Drawing inspiration from **1970s football styling**, the trainers boast a **slimmed-down profile** that feels both nostalgic and modern, striking a balance between classic design cues and contemporary urban appeal.

Exploring this retro aesthetic further, the shoe retains revered brand elements such as the **Star Chevron logo** and the unmistakable All Star visual language that has defined Converse for decades. Premium **suede uppers**, combined with a supportive **EVA midsole and OrthoLite cushioning**, promise both durability and everyday comfort for wearers.

Colourways and Styling Options

The new trainer arrives in **five versatile colour options** — sleek Black and White for timeless appeal, classic Navy and Green for versatile wardrobes, and a bold Yellow for those seeking a standout look. This range is designed to cater to a broad set of personal styles and preferences, further reinforcing Converse's unisex positioning in the casual footwear space.

Priced at **Rs 5,999**, the All Star Classic Trainer Suede is now available across online and offline channels in India. Buyers can shop the collection on **Converse.in** as well as at select stores in **Mumbai and Delhi**, marking a renewed retail push for the brand in key Indian cities.

Heritage Meets Modern Streetwear

This latest launch underlines Converse's ongoing *"heritage-hacked"* design philosophy — a creative approach that reimagines archival silhouettes for today's fashion landscape while preserving the cultural identity and self-expressive spirit that Converse is known for.

With the All Star Classic Trainer Suede now in India, the brand is offering consumers a stylish and versatile footwear option that blends **heritage influence with contemporary lifestyle wear**, suitable for both street style outfits and everyday casual fashion.

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