

## CROSSOVER Set to Launch the Highly-Anticipated CONVERSE X KIM JONES Collection

Introducing Converse X Kim Jones



**Malaysia, Kuala Lumpur, Apr 7, 2021 ([Issuewire.com](https://www.issuewire.com))** - CROSSOVER is proud to announce the launch of the much anticipated Converse X Kim Jones collection as one of the selected global retailers selling the limited-edition drop. The Converse x Kim Jones collection will be available on April 9 at CROSSOVER Sunway, South Key, JB, and their official online store.

Designer Kim Jones has confessed his nostalgia regarding the new launch and has worked towards maintaining the value of the cult-favorite brand with all his creative capacity. In the upcoming range, which is also his debut with [Converse](#), Jones reflects on the archetypes of contemporary streetwear, each piece exemplifying the American lifestyle that presents modern-day styles in all their glory. He says, “There was an aesthetic that really interested me. It was all the same nerdy things that made people that like the kind of clothes we like see the value,” Jones says of American mid-century staples. “I looked at the Japanese designers readapting American sportswear — recreating that fifties and sixties look. Obviously, Converse was the key shoe within all that stuff. Now, I'm just putting it all together in a different way.”

Jones's inspiration for the lines comes from his intensive knowledge and wisdom of streetwear and sportswear as he imbibes contemporary and functional components in his update to the Converse Chuck 70. He also adds, “The design approach for the shoe was very straightforward — taking a classic shoe and then almost encasing it in something to protect it.” The new range will comprise a transparent TPU cage with speed lace eyelets that adhere to the refined 12-ounce canvas upper, providing reinforced foot stability. The outsole is also re-engineered with an enhanced diamond grid to help increase traction on city streets. The shoe takes two tonal colorways, each with Kim Jones branding stamped on the tongue and sock liner.

The upcoming X Kim Jones collection will comprise four garments, a Parka, Crewneck Sweatshirt, Cargo Pant, and T-Shirt. According to the designer, “There's an easy look to each of the pieces. I wanted each to be a modern version of the ‘Take Ivy’ vibe.” The parka is crafted in a combination of mesh and nylon and comes in a water-resistant material featuring a front storm flap with zipper closure, interior storm flap and accompanying hood, bungee closure, Velcro cuffs, and rear Velcro venting. The Cargo pant is a traditional fit keeping in mind the comfort of the customer and is made of cotton with mesh elements added for breathability and snap closures flanking both legs. The Crewneck comes in brushed-back terry cotton and carries a herringbone trimming.

CROSSOVER is a Malaysia-based lifestyle store that strives to breathe in a new culture and to bring together people with a passion for true self-independent and self-expression through their extensive line of clothing, apparel, footwear, accessories, and more. Learn more about the upcoming launch at their website

at <https://crossoverconceptstore.com/blogs/crossover-main-blog/introducing-converse-x-kim-jones>.

Visit the [official website](#) to take a look at their inventory of contemporary styles, apparel, and more.





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