

# CONVERSE 100 ANNIVERSARY PACKAGING

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## Properties list:

- event packaging
- limited edition packaging
- end-user packaging
- single product
- new product
- clothes and accessories
- cardboard and paper
- opaque
- die cut
- identity by shape
- identity by typography
- identity by system of colour

From [www.designboom.com](http://www.designboom.com) website: "To celebrate the 100th anniversary of the canvas all star basketball shoes, converse have produced a limited edition of 1000 books containing a pair of shoes. Using the theme of 'star', the book details the history of the canvas all star brand and features interviews by 100 of today's biggest stars. Also, in an effort to support the young creative people of the world, converse have chosen 100 people and put them together with the famous actors, comedians, stylists, photographers, art directors etc who inspire them to pursue the same career. The shoes have been made especially for this project and come in white, black and red, and in two sizes, 24cm and 27cm."

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Reference: <http://www.designboom.com/weblog/cat/8/view/5017/converse-100th-anniversary-shoes-in-a-box.html> ,  
<http://www.highsnobiety.com/news/2009/01/07/converse-100th-anniversary-shoes-inside-books-pack/>

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## Credits:

Year: 2009

Other images:

