

CARHARTT X VANS AUTHENTIC

IN STORES IN NOVEMBER 2010



After the first collaboration in 2008 – the *Carhartt X Vans Chukka & Half Cab* – Carhartt and Vans strike again and present the *Carhartt X Vans Authentic* in an extremely limited edition. A new venture that leads a wonderful friendship into a new phase.

The *Carhartt X Vans* collaboration is rooted first and foremost in the innumerable overlaps in their company philosophies. Both brands are considered precursors to the original European skate and streetwear scene and stand for authenticity, classic style, and long-lasting and comfortable apparel and footwear. Moreover Carhartt and Vans have been working for a long time side-by-side as sponsors and supporters of international skate events and athletes. So this project comes more than natural.

The concept behind the *Carhartt X Vans* collaboration is to combine the brands' best elements to develop an unique new image. The most recent outcome of this is the *Carhartt X Vans Authentic* in a special limited edition, a shoe that perfectly conveys the ageless style of both veterans in the streetwear and skateboard business.

The *Authentic* (the first pair of skate lace-ups ever made) combines a relaxed look with the original skateboarding spirit of the 60s and remains true to Vans' classic design, which has not been altered since it was conceived





in 1966. 'Less is more' was the catchphrase right from the start. The *Carhartt x Vans Authentic* carries all the classic features of this shoe, such as Vans' signature waffle soles as well as the durable doublestitched seams and lightweight cushioning. As a tribute to Carhartt's trademark colour, it features a bright orange sole. Additionally, Carhartt's designers brought their quality standards as well as their extensive experience for innovative designs to the drawing board. The result is a cool variation of the classic *Authentic* shoe in the legendary and extremely hard-wearing Carhartt ripstop fabric combined with classy suede leather. The Ripstop fabric is a woven, lightweight material that resists tearing and ripping with an easy to identify interlocking pattern. The *Carhartt X Vans Authentic* will be available in three original Carhartt colours – Black, Cypress and Wall – only at Carhartt- and Vans Stores europe-wide in early November.



For further information on this collaboration please don't hesitate to contact us.

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