

# Converse All Star BB Shift 2.0- Jordan Clarkson

## OPPORTUNITY

Lightweight, high-performance mid-top shoes have taken over the streets of Vietnam and Southeast Asia, exuding confidence and speed on any playing surface. Notably, the top-selling shoes in the region are NBA player signature styles. However, Converse is set to disrupt the Asia-Pacific market with the introduction of the Jordan Clarkson PE style.

## PLAYER

Jordan Clarkson, a former Sixth Man of the Year and influential player representing the Philippines in the NBA and international competitions, holds a significant presence beyond US borders. Recognized as a trendsetter, he was awarded the "Best Dressed" honor by Bleacher Report in '21.

## PRODUCT

Crafted with a purpose, this shoe will empower basketball players who embody the streetball mentality found in the Philippines. When wearing these shoes, players experience explosive performance, refusing to let their size hinder their abilities. The design captures Jordan's lightning-fast footwork, exceptional skills, and distinctive style on and off the court. Driven by the aspiration to reach an elite level, these players embrace forward momentum, leaving no room for regrets or looking back.

## PRODUCT CREATION TEAM

Brand: Converse Basketball All-Star BB Team  
Product MGR: Drew Burns  
Product DEV: Drew Burns  
Product DES: Aarya Ghule  
T1: LaiYih Group (LVL)



## PRODUCT FEATURES

### On Court/Street Ball

Designed to compete with at the highest levels, but ability to excel at any stage.

### Lightweight

Due to hot/humid climates in SE Asia, lightweight performance is key

### Mid-Top

Designed for the elite athlete to be able to cut and accelerate without ankle restriction

### Asian-Fit Last

Serving the Primary Consumer's needs, the last will be based off of the APAC male player's foot

## MATERIALS

- Plaid Engineered Poly Knit: lightweight performance for high breathability for intensive performance demands
- CX and Nike Air Zoom: all-day comfort with rapid response technology
- TPU Injected Mold Forefoot Sidewalls: allowing for toe drag on close call cuts to stay in the game for longer
- TPU Die Cut: Yellow Star with a molded blue and red split Chevron logo to pay homage to the Filipino flag and our iconic brand emblem

## COLORWAY



## PRODUCT FIRST MODEL



Converse All-Star BB Shift  
\$120

## OUR COMPETITION



PUMA MB.01 Lo  
\$130



Li Ning Wade All City  
\$140



adidas Dame 8  
\$135

## CONSUMER

- 13-19-year-old boy growing up in SE Asia
- Competitive player willing to pay up to \$140 dollars for a pair of shoes for the season
- They want to carry their shoes outside of their gym bag to the court to flex their style on the street
- Usually hoops at his local street court
- Plays 4 times a week for 1.5 hours each time
- Dreams of being in the NBA, but has goals of playing in the Jones Cup
- Isn't the tallest player on the court, but he is convinced he works the hardest

## RELEASE RADAR

LOCATION: 30% US, 35% China, 30% SE Asia, 5% Europe

DISTRIBUTION (wholesale/e-commerce): (60/40) US, (70/30) China, (75/25) SE Asia, (40/60) Europe

SIZE RANGE: 4-11 US

SEASON: Fall 2024

FORECAST: 500,000 pairs

TIER: Performance

LAST: Converse Asian Sport Last

TARGET FOB: \$24

COSTING: MSRP \$120

PRODUCT CLASSIFICATION: Basketball Footwear



*"Libre lang mangarap (When I heard about that, I dreamt big.)"*

# Cruz

**Age:** 16

**Location:** Sapa, Philippines

**Occupation:** Student/Food Cart Vendor

**BB Position:** Forward

## DESCRIPTION

Cruz is an athletic 16-year-old who rushes to the local basketball courts after school. He aspires to fulfill his dream of becoming an NBA star. Family and church are very important to him. He's detailed with his style on the court and has the "look good play good" mentality.

## BUYING ROLES

He is the decision-maker when purchasing. He saves his money by working the family food cart and he takes plenty of time doing his research on which pair to pick.

## BUYER'S JOURNEY

Prior to purchasing, he researches options on Facebook. He is mainly looking at brands and colors. Once he has found his choice, he will drive to the mall to specifically find this pair.

## PERSONAL CHARACTERISTICS

- Family oriented
- Hard-worker
- Basketball is a form of expression for him
- Chip on his shoulder

## GOALS

- To be the best player on his local court
- To impress his friends with unique style
- To feel like he can play outside of the country

## NEEDS

- Shoes that can last a whole year of play
- A different pair than his teammates to stand out
- An available pair in-store

## HOBBIES AND INTERESTS

- Basketball
- Going to church
- Family barbeques
- Works part-time at the family food cart

## CHALLENGES

- He is short and undersized
- He doesn't have a disposable income

## SOURCES OF INFO

- Vietnam Streetball
- Youtube
- Coworkers
- Facebook