# Converse and Swarovski launch crystal-studded Chuck 70s blending luxury with streetwear



Converse has teamed up with Swarovski to unveil new sparkling versions of the iconic Chuck 70 in both Low and Hi silhouettes. Officially launched today, these stylish updates feature a monochromatic colour palette that includes shades of black, vintage white, egret, and barely grey, providing a sophisticated yet neutral backdrop. These base colours are embellished with striking crystals, adding an element of luxury to the classic sneaker design.

The pricing for these new models is set at $350 USD for the low version and $450 USD for the high-top. Each sneaker showcases distinct branding, visible on the heel, insole, and tongue, while maintaining the traditional piping accents on the midsole for added visual contrast. The shoes are available for purchase online through the Nike SNKRS app.

This collaboration underscores a notable trend in fashion where the lines between luxury and casual wear continue to blur. The integration of high-end jeweled details with classic streetwear reflects a growing consumer interest in exclusive, eye-catching fashion items. Additionally, the emphasis on a neutral colour scheme allows for the crystal embellishments to stand out, highlighting a design approach that celebrates simplicity while elevating footwear aesthetics.

As brands seek to capture diverse customer bases within the luxury streetwear market, collaborative collections like this one are becoming increasingly popular. Footwear companies are also exploring innovative partnerships as a way to differentiate their offerings, merging traditional craftsmanship with contemporary design elements. The growing importance of online sales platforms, especially for limited-edition releases, is reshaping consumer engagement strategies in the rapidly evolving digital retail landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.nike.com/launch/t/converse-x-swarovski-chuck-70-de-luxe-squared> - This official Nike page details the release of the Converse x Swarovski Chuck 70 De Luxe Squared, highlighting the collaboration and the inclusion of over 1,300 Swarovski crystals on each pair.
2. <https://www.sneakerfreaker.com/releases/converse-chuck-70-de-luxe-squared-swarovski-crystals-price-buy-release-date/> - Sneaker Freaker's article provides insights into the design elements of the Chuck 70 De Luxe Squared, including the black canvas upper, angular squared toe, and the application of approximately 1,300 Swarovski crystals.
3. <https://www.complex.com/sneakers/a/victor-deng/converse-chuck-70-de-luxe-squared-release-date> - Complex's coverage discusses the pricing and release details of the Chuck 70 De Luxe Squared, noting the $300 retail price and the availability through Nike SNKRS, Converse.com, and select retailers.
4. <https://www.sneakernews.com/2024/01/19/converse-chuck-70-de-luxe-squared-swarovski-a09070c/> - Sneaker News highlights the transformation of the Chuck 70 into the De Luxe Squared, emphasizing the squared toe and the fusion of the toe cap and midsole into a single piece of rubber.
5. <https://hypebeast.com/2024/1/converse-x-swarovski-chuck-70-de-luxe-squared-release-info> - Hypebeast's article details the design elements of the Chuck 70 De Luxe Squared, including the reshaped octangular Chuck patch and the integration of over 1,300 Swarovski crystals.
6. <https://www.farfetch.com/shopping/men/converse-x-swarovski-chuck-70-de-luxe-squared-sneakers-item-22870358.aspx> - Farfetch's product listing provides information on the Chuck 70 De Luxe Squared, noting the black colorway and the inclusion of Swarovski crystals, with a retail price of $408.
7. <https://news.google.com/rss/articles/CBMiZEFVX3lxTE5ZNTlSUXhmdF9NSEVYd0ZRaWhQTWswZERpVUlxZ1hCNzQyT1ZFZUVxcXdVTHhxLThwLUF6akgzZTdsOUFkQ2Rla25tc2lYal9PZ3U2d2xjWnp4ZE1wc1FjNGlHd3jSAWpBVV95cUxPRGZEbERlVHlvRHJwMWxmUnhjLTlLa0NDNFNXRTdybU91QV9GeXl2Q00yUWlZSk16UGIySFRJaEZST1lBRDJmUVB0SFAwTXdlYVlxTUp6bUtzZnNvVUllQTh3VW5vQXVRaURn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data