# Charli XCX’s limited-edition Converse Chuck Taylors offer fans exclusive customisation inspired by Brat



Charli XCX has joined forces with iconic footwear brand Converse to launch a limited-edition customizable Chuck Taylor sneaker collection inspired by her recent album, *Brat*. The collaboration, branded as the 'Charli XCX By You' collection, reflects Charli’s bold, raw, and imperfect aesthetic, offering fans the unique chance to design their own pairs featuring distressed prints, heel charms, and themed graphics that evoke her signature pop-punk style.

Available exclusively online from August 5 to August 7, 2025, this short three-day release window underscores the exclusivity and urgency surrounding the drop. The collection includes five distinct colourways—White, Black, Brown Rice, Off-Pink, and Baby Blue—each enhanced with hand-varnished midsoles, contributing to the worn-in, grunge-inspired look. Buyers can personalize their shoes further with options such as patches, license plates, and outsole graphics referencing Charli’s lyrics, blending her musical identity with the classic Chuck Taylor silhouette. The sneakers retail for $100 USD, according to details from Converse and several sneaker-focused outlets.

This collaboration is more than just footwear—it’s a cultural nod to the era and attitude embodied by Charli XCX’s *Brat* album, tapping into the ongoing trend of merging music and fashion through limited-edition merchandise. The collection’s distressed textures, wash-effected laces, and faded prints offer a fresh take on the classic Chuck Taylor, reinvented through the lens of the British pop star’s artistic vision.

The timing of the sneaker drop is also significant as it coincides with a series of summer social events across the UK, including the All Points East festival in London’s Victoria Park and the vibrant Notting Hill parade. With these gatherings approaching, the collection provides stylish and highly individualistic footwear options for festival-goers and party enthusiasts looking to stand out.

Charli XCX’s collaboration with Converse forms part of a broader trend where artists influence sneaker culture by integrating their personal styles and narratives into classic, beloved designs. By offering customization through the ‘By You’ experience on Converse’s official platform, the partnership not only celebrates individuality but also sets a precedent for how fans can engage with both music and fashion in an interactive way.

Overall, the campaign captures the essence of Charli XCX’s playful, rebellious spirit while reinvigorating an iconic silhouette with fresh, edgy details. For sneakerheads and fans alike, this release presents a rare opportunity to own a shoe that blends music history, personal expression, and style—albeit only for a limited time before it disappears from the shelves.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html), [[2]](https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html), [[4]](https://www.converse.com/c/charli-xcx), [[6]](https://sneakerbardetroit.com/charli-xcx-converse-chuck-taylor-by-you-2025/)
* Paragraph 2 – [[3]](https://hypebeast.com/2025/7/converse-charli-xcx-custom-chuck-taylor-all-star-charli-xcx-by-you-release-info), [[6]](https://sneakerbardetroit.com/charli-xcx-converse-chuck-taylor-by-you-2025/), [[7]](https://www.thefader.com/2025/07/22/charli-xcx-converse-brat-shoes-buy-price)
* Paragraph 3 – [[5]](https://vmagazine.com/article/converse-just-got-charlid-and-its-absolutely-brat-tastic/), [[2]](https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html)
* Paragraph 4 – [[1]](https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html), [[2]](https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html)
* Paragraph 5 – [[6]](https://sneakerbardetroit.com/charli-xcx-converse-chuck-taylor-by-you-2025/), [[7]](https://www.thefader.com/2025/07/22/charli-xcx-converse-brat-shoes-buy-price)
* Paragraph 6 – [[1]](https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html), [[4]](https://www.converse.com/c/charli-xcx)

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

## Bibliography

1. <https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/shopping/esbest/fashion/es-shopping-shortlist-august-2025-b1241472.html> - The article discusses Charli XCX's collaboration with Converse, offering a limited-time opportunity to purchase customised Chuck Taylor sneakers inspired by her 'Brat' era. The collection features distressed prints, heel charms, and themed graphics, available exclusively from August 5 to August 7, 2025. Additionally, it highlights upcoming events like All Points East in London's Victoria Park and the Notting Hill parade, providing outfit suggestions for these occasions.
3. <https://hypebeast.com/2025/7/converse-charli-xcx-custom-chuck-taylor-all-star-charli-xcx-by-you-release-info> - Charli XCX has partnered with Converse to create a customizable Chuck Taylor sneaker, allowing fans to design their own pairs inspired by her 'Brat' era. The collaboration includes distressed textures, heel charms, and signature green insoles. Available exclusively on Converse's official site from August 5 to August 7, the limited drop lasts just three days and retails for $100 USD.
4. <https://www.converse.com/c/charli-xcx> - Converse introduces the 'Charli XCX By You' collection, offering fans the chance to design custom Chuck Taylor sneakers with details inspired by Charli's raw, imperfect aesthetic. The collection features distressed prints, heel charms, and themed graphics, available exclusively from August 5 to August 7, 2025.
5. <https://vmagazine.com/article/converse-just-got-charlid-and-its-absolutely-brat-tastic/> - In celebration of Charli XCX's album 'Brat', Converse has launched a customizable 'By You' experience, allowing fans to design their own Chuck Taylors with worn-in details and Charli-inspired elements. The collection is available in black, white, and muted monochromes, featuring printed rips, discoloration, and wash-effected laces. The 'By You' experience launches on August 5, 2025, at 10 AM EDT on Converse.com.
6. <https://sneakerbardetroit.com/charli-xcx-converse-chuck-taylor-by-you-2025/> - Charli XCX collaborates with Converse on the 'By You' program, offering fans the opportunity to customize Chuck Taylor sneakers with graphic distressed prints and Charli's trademark pop-punk energy. The collection includes five colorways: White, Black, Brown Rice, Off-Pink, and Baby Blue, each with hand-varnished midsoles. Customization options include patches, license plates, and outsole graphics referencing Charli's lyrics. The program is available from August 5, 2025, for $100 USD.
7. <https://www.thefader.com/2025/07/22/charli-xcx-converse-brat-shoes-buy-price> - Charli XCX and Converse have collaborated on a limited collection of Chuck Taylor All Stars, featuring distressed designs and Charli-inspired details. The shoes include printed rips, discoloration, and wash-effected laces, with options for patches, license plates, and outsole graphics referencing Charli's lyrics. The custom shoes retail for $100 and are available from August 5, 2025, at 10 a.m. EDT in the United States and 10 a.m. CET in Western Europe.