



© 05 August 2020, 15:12 (AEST)

PATERSON X DC SHOES.

A Lovechild of Tennis and Skateboarding.



Independent skate/streetwear brand **Paterson**, brings its signature mash-up aesthetic and direction to **DC Shoes** in this functional and effortless collaboration that pays homage to heritage and cross-cultural diversity.

Paterson is one of the East Coast's finest independent brands and is the fashionable progeny of East Coast skateboarding legend, **German Nieves**. Proudly inspired by his hometown of Paterson New Jersey, Nieves' hometown namesake brand marries his passions: skateboarding and tennis.

Paterson X DC Shoes is the literal lovechild of the 90's tennis and skateboard aesthetics, rebirthed in 2020, and it fuses the past and present while maintaining the integrity of both brands.

Nieves, who grew up skating in DC Shoes, put his design lens to two of DC's classic footwear models - the iconic **Lynx OG** and the modern skate classic, the **Kalis**. The result is a sporty six-piece footwear and apparel capsule popping with rich-jewel tones and layered suede, leather, nylon and cotton.

We don't wanna be cheesy but, let's just call it an Ace.

Paterson X DC Shoes drops worldwide on August 15 and is available at dcshoes.com, patersonleague.com and select retailers.







MEDIA NOTES:

Download flatlay image folder here: <https://dxd.media/31IDRly>

PRICING:

1. KALIS x PATERSON > USD \$90 - EUR 90 - GBP 69 - AUD \$129.99
2. LYNX OG x PATERSON > USD \$100 - EUR 110 - GBP 85 - AUD \$149.99
3. PATERSON x DC MELLOW ANORAK > USD \$120 - EUR 79.99 - GBP 70 - AUD \$149.99
4. PATERSON x DC ABSTRACT TEE > USD \$32 - EUR 29.99 - GBP 27 - AUD \$59.95
5. PATERSON x DC HIKER HAT > USD \$34 - EUR 34.99 - GBP 32 - AUD 49.95

6. PATERSON x DC FIELD TECH LONG SLEEVE > USD \$50 - EUR 49.99 - GBP 45 - AUD -
\$69.95













ABOUT DC SHOES

When DC launched in 1994, it was a profound disruption to the skateboarding industry—a juxtaposition of skateboarding, music, art, and streetwear with oversized confidence, style, and performance. DC established itself with groundbreaking product and an unmatched roster of team-riders who lived and breathed the brand ethos. DC helped shape modern collaboration culture by pioneering partnerships with the likes of Supreme, FTP, Shepard Fairey, and Buscemi. In 2020, DC continues to push the envelope by collaborating with bold brands like 40s & Shorties and Paterson.

dcshoes.com

[@dcshoes](#) [@dc_womens](#)

ABOUT PATERSON

Paterson pays homage to the heritage, cross-cultural diversity, street style and joie de vivre of both German Nieves and his home town of Paterson, NJ. The brand represents functional design infused with an air of sport, which communicates a lifestyle that exudes adventure. Paterson is propelled by collections that are cohesive even when the references are not, drawing inspiration from a wide range of subject matter - from Andre Agassi's effortless style both on and off the court to the continental cool of Steve McQueen. The brand's DNA is a byproduct of Nieves' roots and his boundless approach to creating.

Patersonleague.com

[@paterson](#)

ABOUT DXD AGENCY

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