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Convert

3.4.10

Eco-friendly arm twisting to combat your nudity

1809B Fourth St, btwn Hearst and Virginia; Berkeley; 510.649.9759

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Strongly imposing your views onto people is a good way to alienate them, unless there is a sleeping giant within them, a sleeping giant who is waiting to be awakened and gain the *Ultimate Edge*. Or you're opening a gear store called Convert.



The 23-year fashion vet behind Villains has opened Convert -- a concept shop stocked with both lesser known local brands and well loved heavyweights -- where he's leveraging his hard earned cred to illicit a pledge from his vendors to

be more sustainable if they want in, whether it be by introducing an organic line, sourcing US-based production, or just promising to eat grass. Local love includes stylishly smarta** tees by [Headline Shirts](#) (which rock designs like Sam Jackson pointing a gun and imploring you to "say 'tweet' again"), and Tellason's relaxed fit jeans that're designed here and made from denim from a North Carolina mill that's considered one of the country's [best, despite being dead](#) last in the ACC. There're also skate/surfy spring lines from Obey, Hurley, WeSC, Japan/Call-made jeans by Naked & Famous and AG (respectively), and sweet accessories that range from Nixon watches, to TOMS shoes, to minimal headphones by [Urbanears](#), which're incompatible with living in Marin, but hey, at least you drive a Range Rover with a "Keep Tahoe Blue" sticker.

Convert's grand opening party goes down on the 13th, where there'll be free beer/BBQ, and a truck parked outside heat pressing custom Hurley art onto discounted/blank tees n' board shorts -- [a bold gamble](#) for Hurley, assuming you won't feel alienated by them imposing their brand onto your sleeping midget.

[Have a looksee at ConvertStyle.com](#)

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