





2015

THE THÉODORE GRIMMEISEN COMPANY
TAKES THE REINS

After many years of licensed partnerships, Théodore Grimmeisen is taking back the reins and breathing new life into his brand. He is spotlighting the brand and the simplicity of the very first models, restoring Spring Court's iconic position in the world of fashion.

This decision is driven by a strong vision, a desire to fully invest the Grimmeisen family in the creative process, from the design of the collections through to distribution.





1936

BIRTH OF THE BRAND

In 1936, Georges Grimmeisen, an amateur tennis player, designed a shoe to play on clay, the Spring Court... and the "tennis shoe" was born, quickly replacing sneakers on the court. But far beyond illustrating a technical revolution, the history of the brand bears the imprint of a century of dreams and turmoil.

Spring Court emerged in the heart of an incredible movement of openness and the popularization of athletics. Until that point, sports had been reserved for professionals or the wealthiest of families, but the events of 1936 marked a radical change in the concept of athletics. For the first time, people took pleasure in the game and discovered the benefits of physical exercise, and clay tennis courts became accessible to amateurs. While Spring Court outfitted professionals for over 40 years, the brand is, above all, a powerful symbol of the gateway to leisure sports.



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1968

SPRING COURT HITS THE STREETS

The late 60s were a turning point in the story of the G2. The tennis shoe was diverted from its original purpose to become a symbol of personal affirmation. For the first time, athletic shoes were worn outside of the sports arena. We protested, danced, and lived in Spring Court shoes. The tennis shoe was embraced by rock stars, artists and the population as a whole. It was worn as a statement, both strong and discreet, of a refusal to conform. Certainly the most symbolic figure of this period was John Lennon, who lived in his Spring Courts, going as far as to wear them at his wedding with Yoko Ono and on the cover of his legendary Abbey Road album. The evolution of fashion perfectly embodies the cultural revival of the time. The sleek, smart style of the 50s was shaken up by a declaration of youth and urban values. Spring Court has remained an established accessory of this revolution.



Do not publish