

# Music Without Prejudice Announces Cross Colours Collaboration for 25th Anniversary Fall 2014

*Brand collaboration Spans Music and Fashion*

LOS ANGELES, CA/NEW YORK, USA, September 5, 2014 /EINPresswire.com/ -- [Music Without Prejudice](#) announced today its collaboration with iconic 90's brand [Cross Colours](#) to form Cross Colours Music Without Prejudice, a music partnership designed to promote up and coming artists. The game-changing Cross Colours brand, known for its positive messages and commitment to education will pick up where it left off, merging fashion and music under the newly formed collaboration.

Addressing the Fall 2014 Cross Colours re-launch, co-founder Carl Jones said, "With everything going on in the world right now, I don't think there could be a better time to re-introduce the brand and what we stand for. TJ and I started Cross Colours to make a difference and help the community, and that is what we plan to do again today."

Adds co-founder TJ Walker, "Carl and I always wanted to start a record label. We helped so many young talented artists by giving them clothing, and in turn they helped popularize our brand. We are very excited to realize this dream with the Music Without Prejudice team and Fanstele."

The Cross Colours Music Without Prejudice brand extensions include album releases featuring popular, indie and unsigned artists, a webisode series, and documentary. It also introduces branded Cross Colours mobile and debit cards exclusively from Swedish based FansTele Telecom.

Lars-Eric Ottenvall, CEO of FansTele said, "We are so excited to be part of the Cross Colours family allowing us to introduce and brand our new telecom and debit cards with such an iconic brand that not only innovates with their clothing but also inspires with their message especially about prejudice, culture and education."



Music Without Prejudice new, musically driven version of the iconic Cross Colours logo

The brand's initial line offering features a new, musically driven version of the iconic Cross Colours logo and will be available at Shiekh Shoes, Zumiez and crosscoloursla.com. The line debuts on September 7th at a Snoop Dogg Annual Charity event in Los Angeles.

Principal photography on the Cross Colors documentary featuring founders [Carl Jones and TJ Walker](#), detailing the brand's meteoric rise, subsequent suspense, while chronicling the brand's present day relaunch has begun.

Music Without Prejudice is a Fanstele/J2 Media/Cross Colours Licensing collaboration. Principals are Jonathan Scott Platt, Jonathan McHugh and Lars-Erik Ottenvall.

Press release courtesy of Online PR Media: <http://bit.ly/1pTGS5W>

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