

Streetwear Icon Cross Colours Relaunches with Music Collab - Music Without Prejudice at Shiekh Shoes

Iconic Streetwear Fashion Brand, Cross Colours Relaunches with Music Collaboration, Music Without Prejudice at Shiekh Shoes Midtown Grand Opening, Los Angeles

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/EINPresswire.com/ -- The iconic 1990's streetwear brand relaunched this weekend at the Shiekh Shoes mid-town store Grand Opening in Los Angeles, marking one of the most-attended grand opening events in Shiekh Shoes history with more than 600 guests in attendance.

The [Cross Colours](#) relaunch event featured MC Chuck Dizzle along with a set of old school hip-hop from DJ Hed of HomeGrown Radio. Atlanta rapper Caligula kicked off the evening's performances with tracks from the debut Cross Colours [Music Without Prejudice](#) (MWP) EP featuring "Jet Fighter," a collaboration with Wiz Khalifa.

Rap star Nipsey Hussle sent his Crenshaw collaborator GI to perform next, followed by Snoop's Doggystyle Records' artist Mac Lucci, who performed his single "Hollywood" featuring Snoop Dogg, which drops TODAY on iTunes.

West Coast Hip Hop icon Too \$hort finished the evening performing an array of classics as well as songs from his 19,999 EP.

The event also featured a spectacular fashion show from the colorful Carl Jones & TJ Walker designs that made Cross Colours the trend setting brand that was embraced by cross over stars Will Smith, Mark Wahlberg, Snoop Dogg and Jamie Foxx and hip hop pioneers Dr. Dre, Kris Kross and TLC.

In 2015 Music Without Prejudice will launch a series of EP's featuring both iconic and popular artists such as Dom Kennedy, Nipsey Hussle, Stephen Marley, Mac Lucci featuring Snoop Dogg and Caligula with Wiz Khalifa. MWP is also producing a feature documentary about the REBIRTH of Cross Colours, tentative release, Summer 2015. The debut of the Music Without Prejudice on-



Cross Colors Music Without Prejudice Apparel

line store will allow artists to co-promote their music and do cross collaborations with the MWP brand in all areas of apparel, design, and editorial.

Cross Colours Music Without Prejudice is a lifestyle entertainment company focusing on fashion, music, feature films and branded mobile and debit cards. The company was created as a joint venture with Fanstele Europe's [Lars-Erik Ottenvall](#) and J2 Media's Jonathan Platt and Jonathan McHugh whose mission is to collaborate with artists, brands in both fashion, entertainment and mobile telecom.

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