

Hip Hop Superstar NaS Collaborative Footwear

Written by Robert ID3324

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Nas has said that hip hop is dead, but that does not include hip hop superstars creating signature footwear lines.

Under an agreement, 310 will market and distribute the collaborative NaS footwear collection, which is scheduled to launch in select specialty shops in June 2007.

"I've respected NaS for a long time. From his music to his image, he answers to no one but himself, and it's made him one of the most acclaimed artists out there today," said Marc Laidler, founder of 310 Motoring. "He has never wavered and his street credibility is as true as it was back in the day. Everything NaS does is with style and authenticity, and I'm happy to be going into business with a man whose credentials are in sync with 310's true style."

As with each of his 12 albums, hip hop superstar NaS is playing a hands-on role designing his new lifestyle collection - including naming his line after his trademark ID and groundbreaking album, "Street's Disciple."

This agreement, which follows the release of NaS' Top 10 Billboard Rap Album "Hip Hop is Dead," marks the artist's latest enterprise in the fashion business.

"310 is not based on a one-size-fits-all approach," said NaS from the DISCIPLINE photo shoot in New York. "It's about customization, expressing your own personal style - and DISCIPLINE Footwear Collection by 310 is born out of this same spirit. I'm excited to design styles that respect that we are not all the same - that we're here to celebrate our diversity, our roots, our history."

Never one to shy away from controversy, NaS' dominance in rap traces back to his first verses, which made an instant impact on the East Coast hip hop scene. Known for his frank and fearless manner, his bold lyrical approach has earned him a coveted position atop the

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international rap circuit - thwarting adversaries as he continues to evolve as one of the industry's reigning voices.

The agreement is 310's second entree into signature celebrity collections following the global success of The Game's Hurricane from 310 footwear.

310 Footwear reflects the quality, integrity and design of the high-end customized automobiles bearing the same moniker. The fabrication, design and details reflect the quality, uniqueness and exclusivity of these special automobiles. It is designed to capture a feeling, a culture, a lifestyle. It is the quintessential luxury brand.