

Hip-Hop Rap MC Scarface to Design New Era Cap

Written by Robert ID2252

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New Era Cap Co., Inc. founded in 1920 and the premier, global headwear designer, developer and manufacturer, has announced that it will collaborate with famed member of the hip-hop group The Geto Boys, rap MC Scarface to design a Capture the Flag, limited edition, celebrity designed New Era 59FIFTY.

Hip-hop rap artist Scarface, who has collaborated with everyone from Ice Cube and Dr. Dre to Tupac (2Pac) and Master P; will join other icons in music, sports and entertainment that have collaborated with New Era to design specialized, limited edition caps with the company. He is slated to meet with New Era for a "design session" on Saturday, January 14; his cap will release later in this year.

Known for its highly anticipated launches of the hottest fitteds, New Era's Capture the Flag series of headwear, designed by select Celebrities, was launched in 2004 in celebration the New Era 59FIFTY's 50th anniversary.

New Era designs for the Capture the Flag, limited edition guest designer series, launch the last Thursday of select months throughout the year. A Portion of the proceeds for each Capture the Flag design will go to the charity of the guest designer's choice. The Capture the Flag series highlights New Era's ability to produce highly customized headwear that is driven by and made for the most unique individuals in the world.

Capture the Flag's alumni include Filmmaker Spike Lee, Bobbito Garcia, MLB Pitcher Roger Clemens, Rapper Fabolous, MTV VJ La La, Cam"ron, hip-hop rap entrepreneur DJ Green Lantern, NFL Player Kyle Turley, NBA Hall of Famer George "Iceman" Gervin, Actor Danny Masterson, Rapper Dizzee Rascal, Designer Wale Adeyemi, Skate Boarder Stevie Williams, Snowboarders Mark Frank Montoya and Trevor Andrew, NBA Forward Chris Webber, rap artist Game, hip-hop rapper Fat Joe, Bucky Lasek, and MLB First Baseman David Ortiz.

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New Era Cap is an 85-year-old global sports headwear designer, developer and manufacturer, making more than 20 million licensed and non-licensed, performance and fashion units per year. The exclusive manufacturer and marketer of Major League Baseball's official uniform caps, worn on the field of play by every Major and Minor League player, its other licenses include National Basketball Association, National Hockey League, Arena Football, NCAA Champions, College - Bowl Games and National Championships and Little League.

New Era is the sole owner of the EK by New Era brand launched in 2005.

Visit New Era Cap Co., Inc.

Web Site: <http://www.neweracap.com>