



Press Release

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Roland and V-MODA Announce Crossfade 2 Wireless, Rolling Stones Edition Headphones During CES 2022 Digital



Three Exclusive Designs Showcase the Style and Swagger of the World's Greatest Rock & Roll Band

Los Angeles, CA, January 4, 2022 – [V-MODA](#), award-winning manufacturer of the world's finest high-fidelity audio devices, [Roland](#), world-renowned electronic musical instrument manufacturer, and [Bravado](#), Universal Music Group's merchandise and brand management company, celebrate the world's greatest rock and roll band, the Rolling Stones, in officially licensed, limited edition over-ear headphones. The **Crossfade 2 Wireless, Rolling Stones Edition**, is available in three collaborations: "Classic Licks," "No Filter," and "Tattoo You," and

touts award-winning signature sound (45+ Editors' Choice Awards), ensuring a premium audio experience.

Crossfade 2 Wireless, Rolling Stones Edition offers virtually identical sound in *Bluetooth* mode and pure analog wired mode for audiophiles, gamers, musicians, DJs, and all music listeners. With its wireless range, multi-device pairing ability, and 12+ hours of playback time, users can bring their music anywhere, anytime, with their favorite devices like smartphones, computers, turn-tables, CD players, and more.

“Classic Licks” RSTONES-CLASSIC



“No Filter” RSTONES-NOFILTER



“Tattoo You” RSTONES-TATTOO



An exclusive '*RS No.9 Carnaby*' V-MODA headphones edition, the lifestyle brand from the Rolling Stones, with the global flagship store based at 9 Carnaby Street, London, UK, is also set to launch in early 2022. The RS No.9 Carnaby edition will feature the updated RS No.9 Carnaby logo taken from the band's legendary tongue and lips logo, originally created by John Pasche in 1971.

"We are thrilled for the Rolling Stones to partner with [V-MODA](#) and [Roland](#) in this category as their world-renowned premium product aligns with the world's most recognized rock and roll band," says Frank Bartolotta, senior vice president, strategic brand partnerships and licensing, at Bravado.

Yoshi Shibata, general manager, Roland, V-MODA division, added, "Customization options and impeccable sound quality set V-MODA apart from other headphones, and the Rolling Stones are in a league of their own as music and style icons. Bringing these three new designs to our V-MODA catalog gives fans of the band and brand retro yet stylish headphone choices with no compromise on quality."

"As Roland celebrates 50 years of making world-first electronic musical instruments this year, and the Rolling Stones celebrate their 60th anniversary, the teams at Roland and V-MODA are grateful for the opportunity to showcase iconic design elements at the center of the Rolling Stone's identity within our award-winning V-MODA product lineup, added Tony Price, CEO of Roland U.S.

Crossfade 2 Wireless Features

- V-MODA award-winning signature sound (45+ Editors' Choice Awards) both in wireless mode via Bluetooth technology and wired mode for pure analog and zero latency essential for gamers and DJs
- Lithium-ion battery provides 12+ hours of continuous music, entertainment, and calls. Recharge it to 100% in 100 minutes thanks to the included elegant V-Micro USB cable; unlimited hours of music in analog wired mode

- Dual-diaphragm 50mm drivers and hi-resolution CCAW Japanese coil for Hi-Res Audio certification (JAS) when cabled Built-in hidden microphone specially tuned and optimized for phone calls and voice assistants
- Bigger memory foam cushions and sturdy yet flexible metal-core headband provide comfort for extended listening sessions and natural noise isolation
- CliqFold hinge for ultimate convenience and to fold headphones into impossibly small exoskeleton case on-the-go

The Crossfade 2 Wireless, Rolling Stones Edition feature 50mm dual-diaphragm drivers that provide a clean, deep bass, vivid mids and a wide 3D soundstage for a seamless listening experience. These headphones are certified by the Japan Audio Society (JAS) to Hi-Res Audio standard in wired mode and are built to travel, boasting 12+ hours of wireless playback on a single charge. They also fold down to fit into their hard-shell travel case, which includes storage room for charging and audio cables on-the-go. The ability to pair with two sources at one time is another practical feature—like a smartphone and smartwatch while working out—making it easier to be wholly connected to devices without having to sacrifice one or the other.

Availability & Pricing

The V-MODA Crossfade 2 Wireless, Rolling Stones Edition Matte Black headphones will be available in January 2022 in three design variations, “Classic Licks,” “No Filter,” and “Tattoo You” for \$279.99 at [V-MODA.com](https://www.vmoda.com), [Amazon](https://www.amazon.com), and select authorized Roland and V-MODA retailers.

Discover V-MODA world via Crossfade 2 Wireless, Rolling Stones Edition and experience unrivaled Six-Star customer support and 1-Year Premier Warranty.

For the full press kit, including hi-res images of all three exclusive designs, click [here](#).

About Roland

For nearly 50 years, Roland’s innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company’s trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer.

About V-MODA

Designed in Milan, engineered in Japan and made to create, V-MODA is the music lifestyle brand where state-of-the-art tech meets stylish design. Founded in 2004, V-MODA has won multiple accolades for products that have become best-selling fan favorites and are considered essential gear by top performing artists from a variety of genres. V-MODA joined forces with Roland of Japan on 808 (August 8, 2016), to redefine and develop the next breakthrough in design-centric music products, with the partnership progressing in 2019 to fully incorporate V-MODA into the Roland family and facilitate a greater vision for the growth of both brands. Crafting with a “creators first” approach, Roland and V-MODA create high-quality audio products made for sound as both the artists and audio engineers intended. Visit www.vmoda.com follow us on [Facebook](https://www.facebook.com/vmoda), on Twitter ([@VMODA](https://twitter.com/vmoda)) and on Instagram ([@VMODA](https://www.instagram.com/vmoda)).

About Bravado

Bravado is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Part of Universal Music Group, the leader in music-based entertainment, Bravado represents artists in more than 40 countries and provides services including sales, licensing, branding, marketing and e-commerce. Their extensive global distribution network gives artists and brands the opportunity to create deeper connections with their fans through apparel, consumer packaged goods and unique experiences. For more information: <http://www.bravado.com>.

About RS No.9 Carnaby

*The Rolling Stones opened their world-first flagship store in September 2020, 'RS No. 9 Carnaby' at 9 Carnaby Street in London's Soho. The new store, created in partnership with Bravado, Universal Music Group's merchandise and brand management company, features all of the hallmarks of the iconic band and includes exclusive new fashion label 'RS No. 9 Carnaby'. Jointly curated by the Rolling Stones and Bravado, the shop fit follows the brand colours of red and black. The glass floor features many of the band's lyrics, and the fitting rooms are adorned with iconic album artwork; Exile on Main Street (1972) and Some Girls (1978). Inside, there is an exclusive and curated mix of collections and collaborations for fans of all ages. Sound, vision, and lighting are key store components. Five, 90-inch portrait screens display a film made exclusively for the store showing footage across the rich history of the band. Speakers from high-end British audio brand Bowers & Wilkins will play tracks from the greatest rock 'n' roll band in the world. Following the opening of the flagship store in London's Soho, the Rolling Stones launched a global e-commerce shop equipped with a 360° virtual experience, so customers can shop inside the store from anywhere in the world. carnaby.therollingstonesshop.co.uk
[Instagram/Rollingstonescarnaby](https://www.instagram.com/Rollingstonescarnaby)*

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