



Press Release

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## Roland Celebrates 808 Day with a Fusion of Music, Fashion, and Technology



*Roland x New Balance 808 shoe collab and Twitch DJ category launch partnership honor the iconic TR-808*

**Los Angeles, CA, August 5, 2024 —** [Roland Corporation](#), the culture-defining maker of electronic musical instruments, announces a series of innovative partnerships celebrating 808 Day. From its inception in 1980, the TR-808, commonly called "the 808," has shaped the creation of various music genres, paving the way for the hip-hop and techno movements from the mid-'80s onward and becoming so widely praised that it has its own day of celebration on August 8th, "808 Day," around the world each year. This year's celebration brings together the worlds of music, fashion, and technology to honor Roland's legendary TR-808 Rhythm Composer like never before.

## **New Balance Collaboration: Blending Music, Fashion and Skate Culture**

To honor 808 Day, Roland unveils the special edition Tiago Lemos NM808 x Roland sneaker, a collaboration with iconic footwear brand New Balance. This unique collaboration celebrates the TR-808's profound impact on music and culture, while also highlighting the intersection of skateboarding, hip-hop, and fashion. The NM808 seamlessly blends the innovative style of skate legend Tiago Lemos with New Balance's timeless aesthetic, reflecting the significant influence that skate culture and hip-hop have had on fashion trends over the years. This partnership not only applauds the legendary drum machine but also highlights how music, skateboarding, and street style continue to shape and redefine contemporary fashion.

The limited-edition sneakers pay homage to the late '90s while incorporating cutting-edge New Balance technology and the TR-808's retro design. Available in a sleek black colorway, these sneakers are engineered for both style and performance, featuring a reinforced toecap, internal foam pods for a secure fit, and foot-locking straps.

*"Hip hop has been the soundtrack for my skating, and at the heart of many classics was the 808. To have a collaboration with the legendary Roland 808 on my shoe is an honor,"* said Tiago Lemos.

To commemorate this collaboration, a special short film featuring Tiago Lemos and renowned DJ and producer Cut Chemist will be released on New Balance's YouTube channel on 808 Day. Cut Chemist emphasized the TR-808's legacy by saying: *"The 808 is responsible for some of the most recognizable beats in modern music history. It completely changed the game and is just as relevant today as it was at its inception. It's truly the most important drum machine in hip hop."*

The Tiago Lemos NM808 x Roland is available now on [newbalance.com](http://newbalance.com) and will be rolling out to select New Balance stores worldwide, Roland's retail store in Tokyo, and through Roland Lifestyle's web store on 808 Day. To complement the release of the Tiago Lemos NM808 x Roland sneaker, Roland Lifestyle and New Balance have also collaborated on a limited capsule collection featuring hoodies, t-shirts, and hats. This exclusive collection includes a lock-up of the two iconic logos and is designed to complement the shoe. The capsule will be available exclusively on the [Roland Lifestyle](http://RolandLifestyle) web store and will launch alongside the sneaker.

## **Twitch Partnership: 808 Live**

To further amplify the 808 Day festivities, the leading livestreaming service Twitch has partnered with Roland to create "808 Live," an exclusive 8-hour programming track featuring an all-star lineup of DJs. Thanks to historic partnerships with major labels like Universal, Warner, Sony, and hundreds of independent labels, Twitch has become the first major service to provide a home for DJs to legally livestream using a vast library of popular music. This groundbreaking event will be showcased across Twitch, reaching a global audience of music enthusiasts.

This collaboration coincides with Twitch's launch of their DJs Category. 808 Live is part of a 24-hour programming block to launch the category on August 8th. 808 Live presented by Roland and Twitch's all-day programming will feature appearances by legendary artists such as Grandmaster Flash, DJ Roueche (Official DJ of the Los Angeles Lakers), Skratch Bastid, DJ Melo-D, DJ Bella Hue, and more.

### ***808 Day Activations***

Roland Lifestyle will also host a special launch event at The Spotlight LA on 808 Day with Roland DJs starting at 10 p.m. PDT. To RSVP and learn more about the event, visit <https://link.dice.fm/F58d7f960820>.

The partnerships with New Balance and Twitch showcase Roland's commitment to innovation and cultural influence. By uniting diverse creative worlds — from skateboarding to fashion to livestreaming — Roland honors the TR-808's enduring legacy, demonstrating its ongoing role in shaping modern music and culture. As the world celebrates the TR-808's influence across multiple creative disciplines, it reaffirms its status as a true icon that continues to inspire and drive innovation in unexpected and exciting ways.

For more information about Roland's 808 Day celebrations and collaborations, visit the official TR-808 promo page at [https://www.roland.com/us/promos/roland\\_tr-808/](https://www.roland.com/us/promos/roland_tr-808/).

#808DAY

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### ***About Roland Corporation***

*For more than 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, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern 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. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).*

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