



Press Release

FOR IMMEDIATE RELEASE

Roland and ZANEROBE Collaborate for Exclusive Apparel Capsule



Proceeds of the Exclusive Collection Honoring the Legendary TR-808 Drum Machine will Sponsor Students to Attend GRAMMY-Winning 1500 Sound Academy

Los Angeles, CA, June 14, 2021 - Roland, the world's most iconic electronic musical instrument brand, is partnering with ZANEROBE to release a limited-edition apparel collection celebrating Roland's legendary TR-808 drum machine. Sales from the collaboration will sponsor six students through 1500 Sound Academy - a state-of-the-art music school in Los Angeles that offers music production training to aspiring professionals.

"Roland and ZANEROBE share a passion for creativity and a commitment to influencing culture," said Nathan Chandra, creative director and founder of Roland Lifestyle. "By teaming up, we are able to build a legacy that bridges the gap between music and fashion."

The partnership comes shortly after Roland's debut into the lifestyle category and solidifies the brand's commitment to empowering youth in the music industry. After Roland pioneered the TR-808 Rhythm Composer in 1982, the 12,000 units became a cultural phenomenon and created foundational sounds for hip-hop and electronic music. The 808, as it came to be known by many, paved the way for Phil Collins, Marvin Gaye, Run DMC, and Beastie Boys.

Today, it is still used by artists like Kanye West, Pharrell, Timbaland, Swizz Beatz, and RL Grime.

"Core to ZANEROBE is artistic expression and music. We are excited about all the great things 1500 Sound Academy is doing to help a younger generation of artists reach new levels. We thank Roland and the academy for including us in this life-changing initiative," says Jonathon Yeo, director and co-founder of ZANEROBE.

Proceeds of the collaboration will sponsor six young artists to attend 1500 Sound Academy - the most elite music production training available for musicians worldwide. Co-founded by GRAMMY®-winning R&B/pop singer/songwriter James Fauntleroy and GRAMMY-winning producer/musician Larrance "Rance" Dopson from the acclaimed production collective 1500 or Nothin', the school functions as a gateway career by providing hands-on training and education into music production and emerging business practices.

"We created 1500 Sound Academy with the goal to give back to our community," said Larrance "Rance" Dopson, co-founder of 1500 Sound Academy. "We are thrilled to bring together three global organizations through art, music and fashion to help young musicians fulfill their dreams."

Availability & Pricing

The Roland x ZANEROBE collaboration includes a boilersuit, bucket hat, t-shirt, hoodie and cargo sweatpants and retails between \$45-\$250. To purchase or learn more, visit www.rolandlifestyle.shop, www.zanerobe.com, or www.1500soundacademy.com.

For the full press kit, including high-res images, and more, click [here](#).

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About 1500 Sound Academy, LLC

1500 Sound Academy, LLC is a subsidiary of Volume Ventures, LLC, an independent multi-faceted entertainment company that provides comprehensive music & video production, publishing, and education services to aspiring and established recording artists, songwriters, musicians & music videographers. Based in Inglewood, California, Volume Ventures, LLC is led by an accomplished team, consisting of Grammy award-winning R&B/Pop singer-songwriter James Fauntleroy, musician & Grammy award-winning producer Larrance "Rance" Dopson, & successful entrepreneur & executive Twila True, Co-Founder of True Family Enterprises, a privately held family office based in Newport Beach, California. For more information, visit 1500SOUND.ACADEMY.

About Roland Corporation

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, drums, 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. Now, for the first time ever, Roland is bridging music and culture with its first-ever apparel line via Roland Lifestyle. For more information, visit Roland.com or RolandLifestyle.shop.

Press Contact:

Claire Rocawich
Account Director
Max Borges Agency
+1 (305) 374-4404, Ext.110
roland@maxborgesagency.com

Company Contact:

Rebecca Eaddy
Global PR/Media Relations Manager
Roland Corporation
+1 (323) 890-3718
rebecca.eaddy@roland.com