



CLOTHING WITHOUT PREJUDICE SINCE 1989

### **CROSS COLOURS LAUNCHES IMMERSIVE CUSTOMER EXPERIENCE AT NORDSTROM NYC FLAGSHIP**

*Cross Colours Celebrates the 1990s at Nordstrom Stores Nationally and Nordstrom.com*

**NEW YORK, NY (July 26, 2021)** — Cross Colours is excited to announce a two-week exhibition pop-up shop at the Nordstrom NYC Flagship as part of the retailer's revolving Center Stage platform. The installation will showcase the past and present of the brand while illuminating its core values, including vintage Cross Colours pieces worn by celebrities and fans of the brand through the years. The exhibition shop will run from July 26 - August 8. In addition to New York City, the Cross Colours collection will also be available at Nordstrom stores nationally and Nordstrom.com.

"Nordstrom is giving the brand one of the greatest platforms in the history of Cross Colours. This launch will be the first time we have the opportunity to showcase our full collection in one place – the fleece, the denim - and in the way that we would like to present it to our customers. We have an opportunity to create a true Cross Colours experience for our customers. For us, that's everything," said Carl Jones, Co-founder of Cross Colours.

The shop will be an immersive experience where fans of the brand can see the rich history of Cross Colours brought to life through iconic 90s imagery and vintage pieces from the brand's archive including images of Tupac Shakur, Magic Johnson and Will Smith. Shoppers being introduced to the brand for the first time will have an opportunity to learn the brand's rich and iconic history while shopping the latest drops for women and men, including hoodies and sweatpants, T-shirts, rugby, hats and footwear ranging from \$20-\$500. The pop-up welcomes Nordstrom customers to step into the world of Cross Colours and learn more about the brand's journey in being one of the most iconic Black-owned brands in the 90s through today.

"There is so much customer love and nostalgia for Cross Colours and we're thrilled to introduce a new generation to this iconic brand's message of unity, equality and empowerment," said Jen Jackson Brown, EVP and President of Nordstrom Product Group, Nordstrom, Inc.

Center Stage is a rotating pop-up shop at the Nordstrom NYC Flagship featuring the world's greatest brands. Cross Colours will run a series of events and social programming throughout its two-week residency including a VIP cocktail event with the founders of the brand on Wednesday, July 28.

"This collaboration with Nordstrom is monumental for Cross Colours. To us, this collaboration reinforces the fact that the brand is important to the community and to the culture. Ultimately, Nordstrom has provided us with an opportunity for sustainability; we're excited for the chance to continue impacting new generations with our message," said TJ Walker, Co-founder of Cross Colours.

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### **ABOUT CROSS COLOURS**

Cross Colours launched its groundbreaking line of apparel with a single message: Clothing Without Prejudice. This message is as important today as it has ever been. Since 1989, Cross Colours has influenced the world of fashion, hip hop, sports, and pop culture. From Tupac, Dr. Dre, Snoop Dogg, Muhammad Ali, Marky Mark, to TLC and Will Smith, everyone sported CXC.

Today, Cross Colours is spreading its message of unity, equality, and empowerment to a whole new generation of diverse and politically aware young humans.



### **ABOUT NORDSTROM**

At Nordstrom, Inc. (NYSE: JWN), we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our digital-first platform enables us to serve customers when, where and how they want to shop – whether that's in-store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our Nordstrom and Rack apps and websites. Through it all, we remain committed to leaving the world better than we found it.

### **ABOUT CARL JONES**

Trained at the Otis Parsons Art Institute, and 1992 winner of the WALTER P. CHRYSLER Award for Innovative Design, Jones founded Designers Screen Printing in 1982, providing T-shirt designs to companies such as Guess and Ocean Pacific. Jones sold the company in 1985 and founded Surf Fetish, a trendy beachwear concern. In 1989, he took inspiration from the emerging hip hop culture and started Cross Colours, the first apparel company that took urban style to the masses to the tune of \$80 million in three years.

### **ABOUT TJ WALKER**

In 1990, Walker became the first in a succession of notable African-American designers to earn global recognition for design through the introduction of the preeminent urban collection Cross Colours. The company amassed record sales in excess of \$80 million within its first two years of operation. Walker has obtained numerous design awards including the coveted Rising Star Award (issued by the MFA - Men's Fashion Association) and the Chrysler Award for Innovation in Design. He was also a featured member of the President's commission on the NAFTRA agreement, and was invited to speak at the White House on behalf of the fashion sportswear industry.

A celebrated Digital Design instructor at OTIS Parsons School of Design, and CAD instructor at F.I.D.M., Los Angeles (Fashion Institute of Design and Merchandising), Walker is currently pursuing a PhD degree in Education and Global Design Influence on Modern Culture. Throughout his career, while simultaneously occupying positions as Creative Director, Design Consultant or Chief Creative Officer Walker has continued to indulge in his first love, fine art.

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