



Press Release: Deep Soul Music X Lacoste

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Lacoste unveils an exclusive collaboration with drum and bass label Deep Soul Music (DSM) on the 16<sup>th</sup> January 2010.

Originally set up in the summer of 2006 to push the more soulful side of drum and bass from new and undiscovered producers, DSM now enjoys an internationally established reputation for breaking new talent around the world. Recognised for their forward-thinking nature and for pushing the boundaries in today's music, the DSM ethos is of innovation and creativity. This perfectly mirrors the spirit of the Lacoste brand: the founding father, René Lacoste, was himself a keen innovator counting the polo shirt and the steel tennis racquet among his creations.

This deluxe and highly limited edition package will feature the shoe, 8 new DSM tracks and a promotional mix CD.

For the shoe, DSM have created a revamped design of Lacoste's perennial classic MISSISSIPPI style, using the unmistakable DSM colour mix of browns, rusty oranges and umbers. The upper materials combine suede, canvas and nubuck to create a luxurious feel and distinctly identify the shoe with DSM. Unique features include the reinforced-plastic crocodile logo on the heel and a DSM-branded in-sock. Two sets of interchangeable laces in brown and orange, complete with DSM-branded aglets are included with each pair.



8 brand new and exclusive DSM tracks will also come on an USB key in each box. Featuring a diverse collection of artists from around the world, it reflects the global appeal and ever expanding fan base of both brands, and affirms DSM's continual innovation and forward thinking approach to music.

The tunes included:

**Sinistarr & Stray – 'Oak Finish'**

*Two producers hailing from the USA go head to head and a slice of smooth, jazzy d&b is the result. A perfect track for both the club and the iPod*

**Will Miles – 'Distant Adoration'**

*Fellow American Will Miles brings a touch of soul to the proceedings with a deep dubby bass lead track*

**Ben-E – 'Shallow'**

*A local producer who has built up an excellent reputation for himself with tracks signed to X-tinction Agenda, Industry and of course DSM, 'Shallow' is a dancefloor track of the highest calibre with its snappy drums and rolling bassline*

**Jynx – 'Skeletons'**

*An expansive, futuristic track with sparse drums and atmospheric pads that gives the music some space to breathe. Jynx, now producing under the Nether moniker, is definitely a name to watch over the coming months*

**Zyon Base – 'Mushishi'**

*Bristolian Zyon Base adds a touch of melancholy to the collection with haunting Japanese flute samples and some stepping beats and bass*

**Cern – 'Old Soul'**

*As you'd expect from this producer hailing from New Zealand, sinister effects and a growling bassline make this the most menacing tune of the package*

**FX909 – 'Over'**

*Beautiful, smooth and soulful drum & bass from this Paris based beatsmith*

**L.S.B – 'Paying My Dues'**

*L.S.B had the honour of having a track on the first DSM release back in 2007, and he returns to the label with a dark stepper with distorted bass and some chopped amens*

For those perhaps less familiar with the DSM sound, or for those who want to relive some DSM history, the mix CD will feature a host tracks from the superb DSM back catalogue and is expertly mixed by one of the most exciting DJ talents to emerge in recent years, DJ FU. Famed for his electrifying live act with Jungle Drummer, they have been touring the globe over the past few years bringing their unique take on live Drum & Bass to captivated audiences the world over. The CD will also be available to download via [www.24teeth.com](http://www.24teeth.com)

Just 260 pairs of this limited-edition collaboration will be released with distribution in top sneaker stores in the UK, USA, France, Germany, Russia, Australia, New Zealand, Japan, Spain and Italy.

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