



NEWS RELEASE

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Strategic Partnership Between “Crossover” and “Kidzfromnowhere” Bringing Asian Creativity to the Global Stage Delivering Innovative Solutions for Brands & Businesses

[Tokyo & Shanghai – Spring 2025] The international talent agency Crossover Inc. (Headquarters: Minato-ku, Tokyo) and the film production company Kidzfromnowhere (Headquarters: Minato-ku, Tokyo), led by director Yuann, have announced a strategic partnership to bring Asia’s creative scene to a global audience. Through this collaboration, the two companies will provide diverse creative services tailored to businesses and brands, focusing on Japan, China, South Korea, and Taiwan, and creating new value in the industry.

Crossover leverages its global talent management expertise and culturally driven creative strategy, fostering unique collaborations across fashion, art, music, and entertainment. Meanwhile, Kidzfromnowhere brings exceptional storytelling and film production capabilities, vividly translating brand visions into compelling content.

By combining these strengths, Crossover and Kidzfromnowhere aim to go beyond conventional marketing and advertising, delivering culturally and artistically rich projects that resonate internationally.

Services Offered :

◆ Creative Production for Brand Campaigns

- Luxury, Fashion, Art, Lifestyle: Visual campaigns, brand films, documentary production
- Corporate Advertising & Promotions: TV commercials, digital ads, social media campaign videos
- Music & Entertainment Industry: Music video production, artist promotions

◆ International Talent Casting & Management

- Influencer marketing strategies tailored for the Asian market
- Talent casting for global brand campaigns
- Management & strategic planning for creators, models, and artists



◆ Market Expansion & Marketing Strategies in Asia

- Branding & marketing strategy development across Japan and the APAC region
- Collaboration support with local creators and companies
- Advertising & PR initiatives optimized for regional market characteristics

Key Strengths of the Partnership :

- Amplifying Asian Culture on the Global Stage :
Connecting creators, brands, and businesses to showcase Asia's rich cultural landscape worldwide.
- Positioning Asia as a Global Creative Hub :
Establishing Asia as a center for innovation by fostering an international creative network.
- Providing a Cross-Industry, Cross-Border Platform :
Delivering one-stop solutions that address diverse client needs.
- Bridging Culture and Commerce :
Redefining business perspectives through creative approaches that enhance brand value.
- Exploring New Storytelling Frontiers :
Going beyond traditional advertising and video production to offer unique narratives and fresh perspectives.

Statements from the Founders

Kei Chen, Founder & CEO of Crossover

“At Crossover, we aspire to be more than just a talent management agency; we aim to be a platform that creates and nurtures culture. Through our collaboration with Kidzfromnowhere, we are excited to develop projects with deeper storytelling and to share Asian creativity with the world.”

Yuann, Founder & CEO of Kidzfromnowhere

“Delivering Asian storytelling to the world is at the heart of our mission. Through this partnership with Crossover, we look forward to working with brands and companies to create new and meaningful value.”



Crossover Inc.

Crossover is more than a talent agency—it is a platform for discovering and nurturing talent, while also fostering cultural, artistic, and business intersections. By operating across fashion, art, music, and entertainment, Crossover builds new relationships between creators and brands, expanding creative possibilities for both individuals and companies.

▼Official web site www.crossovertokyo.com

▼Instagram www.instagram.com/crossover.tokyo/

Kidzfromnowhere

Kidzfromnowhere is a film production company led by director Yuann, specializing in storytelling-driven advertising, music videos, and brand campaigns. With a mission to bring Asian stories to the global stage, the company collaborates with both domestic and international brands and businesses to produce impactful creative projects.

▼Official web site <https://kidzfrmnowhere.com/>

▼Instagram www.instagram.com/kidzfrmnowhere/

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