



DISCOS MUSART TEAMS UP WITH BROWN N PROUD FOR EXCLUSIVE CHALINO SÁNCHEZ MERCH COLLECTION

First-ever merch collaboration with Los Angeles-based clothing brand Brown N Proud celebrates the enduring legacy of “The King of the Corrido” with three exclusive designs



[L-R]: Chalino Sánchez x Brown N Proud Legacy Premium Hoodie, Chalino Sánchez x Brown N Proud Legacy T-shirt (photo credit: Ruben Lopez Jr.)

[Click here](#) to visit the online media kit

[Click here](#) to watch interview video with Carlos Guzman

[Click here](#) to visit the Chalino Sánchez product page

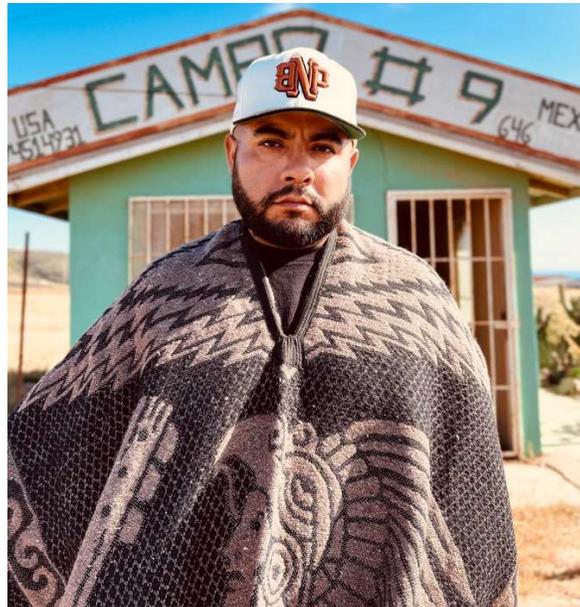
Los Angeles, CA (November 13, 2025)—Discos Musart proudly unveils its **first-ever merch collaboration** with **Los Angeles-based clothing brand Brown N Proud**, celebrating the enduring legacy of **Chalino Sánchez** with **three exclusive designs**. Created by Brown N Proud founder and designer **Carlos A. Guzman**, the new collection features **two T-shirts** and a **hoodie** emblazoned with Chalino’s iconic nickname **“El Rey del Corrido”** (“The King of the Corrido”) alongside imagery of the legendary Mexican singer. Launching **November 13th**, the collection will be available exclusively at the Brown N Proud and Discos Musart online stores—the only stores licensed to sell official Chalino Sánchez merchandise.

“Brown N Proud isn’t just a brand, it’s a reminder that our roots run deep, our culture is rich, and our people are powerful. We wear our story with pride,” said **Carlos Guzman**. The collaboration bridges two worlds united by cultural pride—those who live and breathe Mexican music and those who wear their heritage with style. Rooted in streetwear but crafted with premium heavy-weight materials, Brown N Proud represents authenticity and resilience. Guzman, a Mexican designer and lifelong music lover, first dreamed up the brand in high school, channeling his passion for culture and community. Today, his designs empower people to represent their roots proudly while also providing a way to give back to the community—Carlos often donates portions of proceeds to causes close to his heart. That same spirit of realness mirrors Chalino Sánchez’s enduring appeal: a connection to the people, born from truth, authenticity and lived experience.

Rosalino Sánchez Félix, better known as **Chalino Sánchez**, was born on August 30, 1960, in Sinaloa, Mexico. He fled to Tijuana as a teenager and later into the U.S. Chalino settled in Los Angeles, working odd jobs including some with his brother Armando. After Armando’s tragic murder in 1984 in Tijuana, Chalino penned his first corrido in honor of his brother

titled “Armando Sanchez.” He never stopped writing after that. Sanchez’s raw voice and authentic narratives connected with audiences on both sides of the border, slowly building his fame. His unapologetic authenticity led him to pioneer the rise of the narcocorridos genre when it was taboo. He worked independently, selling music to distributors and indie labels out of his truck, eventually signing with Mexican label Discos Musart. His affiliation with Discos Musart yielded chart-topping albums like *Alma enamorada* and the renowned *Nieves de enero*, and songs such as “Prenda del alma,” “Los chismes,” “El pitallón,” “El navegante,” “Una tarde” and “El pávido Návido” before his untimely demise in 1992.

More than 30 years after his passing, the impact of the legendary singer-songwriter is still resonating. He is a true pop culture icon considered the Godfather of the Corrido (El Rey del Corrido). Music icons like Snoop Dogg have praised Chalino’s music on social media while fans constantly pay homage by creating events and celebrating the artist in various ways. In the past few years, the story of his life has been explored in a captivating chart-topping podcast, *Ídolo: The Ballad of Chalino Sánchez* and a Spanish-language docuseries on the Televisa/Univision streaming platform Vix, titled *Nunca Tuvo Miedo (He Was Never Afraid)*. His legacy also lives on through the younger generation of Mexican and Mexican-American artists who look to Chalino’s music for inspiration like Natanael Cano, Peso Pluma, Fuerza Regida and others, as they’ve developed newer versions of the corrido genre like corridos *tumbados* which has reached historic heights in global popularity.



Carlos Guzman (photo credit: Brown N Proud)

About Craft Latino:

Craft Latino is home to one of the largest and most prestigious collections of Latin music master recordings and compositions in the world. Its rich and storied repertoire includes legendary artists such as Antonio Aguilar, Joan Sebastian, Pepe Aguilar, Celia Cruz, Héctor Lavoe, Willie Colón, Ray Barretto, La Lupe, Ruben Blades and the Fania All Stars, to name just a few. Renowned imprints with catalogs issued under the Craft banner include Musart, Fania, TH, Panart, West Side Latino and Kubaney, among many others. Craft creates thoughtfully curated packages, with a meticulous devotion to quality and a commitment to preservation, ensuring that these recordings endure for new generations to discover.

Craft Latino is the Latin repertoire arm of Craft Recordings. The catalog label team for Concord. For more info, visit [CraftRecordings.com](https://www.CraftRecordings.com).

About Discos Musart:

Founded in 1948, and now with over 4k masters, the genre-spanning Discos Musart is the largest independent Mexican label. It is the centerpiece of Mexican popular music with a who’s who roster of Mexican music icons such as Joan

Sebastian, Antonio Aguilar, Pepe Aguilar, Paquita La Del Barrio and many more. Genres span from traditional Mexican music such as Mariachi, Ranchera, Norteño, Corridos and Banda as well as Mexican popular music and Rock en Español.

For more info, visit DiscosMusart.com and follow on [YouTube](#), [Facebook](#), [Instagram](#), [TikTok](#) and [X](#).

About Brown N Proud:

The world was painted with many colors, each one chosen with purpose and meaning. Together, they create the beauty we see every day. Yet somewhere along the way, those colors, meant to unite and inspire, were used to divide. And the color brown, rich with history and soul, was often placed beneath the rest. Founder Carlos A. Guzman created BROWN N PROUD to change that story, to show the world the beauty, strength, and pride within his culture. What began as a statement of empowerment for those who've ever felt unseen or unheard has grown into a movement of unity and love. This is not about being greater than anyone else. It's about embracing where you come from, standing tall in who you are, and honoring every shade that makes humanity whole.

For more info, visit: BrownNProudLA.com and follow on [Instagram](#), [Facebook](#) and [TikTok](#).

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