

Producer James BKS Has A Cartoon Video For New Breed Featuring Q-Tip, Idris Elba & Little Simz

[youtube id="5Pc7TJZUx8o"]Producer James BKS, Q-Tip, Idris Elba and Little Simz are the stars of the cartoon video for ["New Breed."](#) The French producer was the first artist signed to Idris Elba's 7Wallace label. He said this about the "New Breed":

"Little Simz, Idris Elba, Q-Tip and me strongly and proudly represent the New Breed movement, a different way to approach music with no borders, no judgment, no labels. We have learned from our past mistakes and victories and our eyes are on Africa, while in the meantime we embrace our own personal paths, respectively in the UK for Little Simz and Idris Elba, in the US for Q-Tip, and in France for me."

Steve Gee and Essy May directed the video for "New Breed."