

# DIM MAK



## Steve Aoki Bites into a Devil Fruit



**Los Angeles, CA (June 30, 2022)** – DJ Steve Aoki’s Dim Mak and Toei Animations have teamed up for an adventure of epic proportions in their upcoming collaboration: **DIM MAK X ONE PIECE**. The new collection features an exciting array of wearable merchandise and hard goods showcasing the legendary storyline and official artwork from One Piece’s Land of Wano Arc. The limited-edition line-up will be launched exclusively at Anime Expo (booth #3326) from July 1-4, 2022, in Los Angeles.

Produced by Toei Animation and based on the top-selling manga title of all time by creator Eiichiro Oda, **One Piece**, a saga of adventure, resilience, and camaraderie, follows aspiring future King of the Pirates Monkey D. Luffy and his Straw Hat crew on their epic quest to find “One Piece,” the legendary treasure of the former King of the Pirates, Gol D. Roger. Luffy’s action-packed adventures are filled with ever-intensifying adversities and powerful foes to overcome – all of which Luffy faces with youthful optimism while demonstrating the value of friendship amongst his Straw Hat Pirate crew and their allies.

“I am a huge fan of Luffy,” says Steve Aoki, “I am inspired by his selfless determination to help people, his mischievous misadventures, his innocent outlook on obstacles, and how he doesn’t let the world define who he is despite the 1.5 billion berry bounty his adversaries are after. I love how passionately he defends and relies on his friends and how he can convert enemies into allies through his kindness.”

In addition to the **DIM MAK X ONE PIECE** collaboration, Toei Animation, in partnership with Anime Expo, previously announced a special performance by Steve Aoki at The Novo in L.A. Live on Saturday, July 2 to celebrate the upcoming release of the “One Piece Film Red.” The 15th film from the One Piece franchise, “One Piece Film Red” is a production of creator

Eiichiro Oda and Toei Animations and is directed by Goro Taniguchi. The movie, which will premiere on August 6, 2022, in Japan, will be released in the U.S. and Canada this fall.

The **DIM MAK X ONE PIECE** collaboration will include fan favorite characters, Monkey D. Luffy, Roronoa Zoro, Trafalgar D. Water Law, Kaido, and others, featured on brightly colored solid and tie dyed tees (\$38-45) and hoodies (\$75-85). Additionally, as part of the collection, Dim Mak is introducing extraordinarily beautiful skate decks, adorable socks, and trucker hats into the mix. The entire collection will be exclusively available for first dibs at Anime Expo and then later on [dimmakcollection.com](http://dimmakcollection.com) on the NTRK app.

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#### **About Toei Animation Inc.**

Based in Los Angeles, Toei Animation Inc. manages the film distribution of Toei Animation's top properties, including franchise series Dragon Ball, Sailor Moon, One Piece, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation's Los Angeles office further handles all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit [toei-animation-usa.com](http://toei-animation-usa.com).

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#### **About Steve Aoki**

Boasting a 77 million average monthly reach across all his platforms, 2x-Grammy-nominated music producer, artist, fashion designer, entrepreneur and NFT visionary Steve Aoki is one of the most successful cross-genre artists in the world. A Guinness World Record holder for the "Most Traveled Musician in a Single Calendar Year," Aoki has performed at nearly every top festival around the world, including Coachella, Ultra Music Festival, Lollapalooza, Fuji Rock Festival, Tomorrowland and Electric Daisy Carnival.

Since the release of his 2012 debut solo album, *Wonderland*, which earned him his first Grammy nomination for Best Dance/Electronic Album, Aoki has collaborated with an impressive list of varied artists, including BTS, Maluma, Snoop Dogg, Linkin Park, blink-182, One Direction's Louis Tomlinson, Machine Gun Kelly, Lil Uzi Vert, 2 Chainz and Daddy Yankee, on top of having released three Platinum singles, six Gold singles, and over ten Top 10 self-produced radio records. After unveiling four *Neon Future* albums, the most recent being *Neon Future IV* in 2020, Aoki's next album is due later this year featuring the dynamic alt-rock single, "KULT," alongside grandson and Jasiah.

Aoki approaches each new endeavor with the same sense of dedication he's put into his past achievements, including his critically-acclaimed 2019 memoir *BLUE: The Color of Noise* and THE AOKI FOUNDATION, which he founded in 2012 to support organizations in brain science and its research. His influential record label Dim Mak celebrated its 25th anniversary in 2021, which is known for being a launching pad to the careers of prominent acts like Bloc Party, The Chainsmokers, Bloody Beetroots and The Kills. Most recently, Aoki created the AOKIVERSE, an NFT membership community, powered by the Passport, that welcomes his fans to both virtual and real-world experiences. In whatever space he enters, the multi-hyphenate entrepreneur continues to set trends and inspire creativity on a global level.

#### **About Dim Mak**

In 1996, Steve Aoki founded DIM MAK and developed it into an influential independent record label, music and fashion lifestyle brand. Responsible for launching the careers of seminal acts such as Bloc Party, The Bloody Beetroots, The Chainsmokers, M.I.A., Keys N Krates, The Kills, and countless others, the independently owned DIM MAK has consistently pushed new musical movements via its staunch DIY ethos. As a fashion leader, Dim Mak cultivates community by bringing together collaborators from all walks of life including the likes of Hiroshi Fujiwara, Sanrio, and Playboy, to name a few. With nostalgic references toward his youth, Aoki often includes manga, music, and games into the Dim Mak aesthetics. Aoki named his record label and subsequent fashion brand "Dim Mak" as a nod to Bruce Lee's signature fight move: the touch of death. With a back catalog hundreds of records deep, a history of legendary live events, and a fully formed clothing line, Dim Mak continues its global mission of promoting boundary-pushing music and culture 'by any means necessary.'

For more information, please visit [www.dimmakcollection.com](http://www.dimmakcollection.com)

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