

DIM MAK



Steve Aoki's Kamehameha and Gum-Gum Jet Gatling Combo Move

Los Angeles, CA – DJ Steve Aoki's Dim Mak and Toei Animation have joined forces to activate two of the world's most iconic anime titles at [New York Comic Con](#) from October 6-9, 2022 – Dragon Ball Super and One Piece. Located in the Toei Animation Booth 2537 at Jacob K. Javits Center in NYC, Dim Mak and Toei Animation will present an immersive experience for fans to engage with their favorite characters while shopping the official merchandise exclusively unveiled at the event.

DIM MAK x DRAGON BALL SUPER follows the *Universe Survival Arc* as Goku discovers and achieves power level "Ultra Instinct" to rescue the multiverse from instant annihilation. The action-packed collection features highly covetable merchandise and collectibles showcasing legendary characters and scenes from the epic "Tournament of Power" where Goku and friends must challenge heroes and villains from beyond the cosmos vying for the favor of Zeno, the Omni-King.

DIM MAK x ONE PIECE transports fans to *Fishman Island* aboard the Thousand Sunny pirate ship in search of treasure, to rescue friends, and to overcome enemies as Monkey D. Luffy continues in his quest to become King of the Pirates along with his loyal crew of Straw Hat Pirates. This super limited-edition collaboration features stunning art from the *Fishman Island Arc* on collectible skate decks and long boards, as well as on wearable goodies like hoodies, tees, and more.

"Toei Animation has produced some of the greatest anime titles of all time. I grew up with Dragon Ball and Sailor Moon...then later discovered the amazing world of One Piece, Digimon, and more. I love how their main protagonists start off as outsiders struggling to fit in while aspiring for greatness. Toei Animation tells stories of perseverance and the value of true friendship and kindness – themes that are always prevalent in my life too. I am humbled and honored to have such a rich history with Toei's crossing between music and fashion. I am especially excited for NYCC where my brand, Dim Mak and Toei will truly collaborate on not just merchandise, but also the experience itself." says Steve Aoki.

"We're thrilled to continue our collaboration with Steve Aoki as well as premiere these exciting new 'One Piece' and 'Dragon Ball Super' collections at New York Comic Con," said Lisa Yamatoya, director of global marketing for Toei Animation Inc. "The Dim Mak pop-up is the first of its kind in our booth and we're certain that fans will enjoy this immersive fashion experience."

The entire selection of merchandise from both collaborations will include an array of merchandise in a sophisticated color palette featuring fan-favorite characters and fight sequences from both titles, along with a selection of accessories and collectibles such as skate decks and long boards. Additionally, Steve Aoki autographed goodies will be available every day for lucky fans to win exclusively at New York Comic Con's Toei Animation Booth 2537. Afterwards, goods will also be made available at dimmakcollection.com, on NTWRK app, and with select retail partners in limited quantities.

HIGH RES LOOKBOOK IMAGES: [HERE](#)

HIGH RES PRODUCT IMAGES: [HERE](#)

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About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the 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.

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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

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