



**ANIME EXPO.2022**

## **DIM MAK**

### **TOEI ANIMATION TO CELEBRATE UPCOMING “ONE PIECE FILM RED” AT ANIME EXPO WITH SPECIAL PERFORMANCE BY STEVE AOKI ON JULY 2 AT L.A. LIVE; TICKETS AVAILABLE NOW**

*Toei Animation Partners with SPJA to Bring Exclusive Anime Expo Event to The Novo*

**Los Angeles, CA (May 10, 2022)** – Legendary anime studio Toei Animation Inc. in collaboration with the Society for the Promotion of Japanese Animation (SPJA), the non-profit organization behind Anime Expo, today announced an exclusive Anime Expo performance by two-time GRAMMY-nominated artist Steve Aoki to promote the upcoming release of “One Piece Film Red,” which will take place on Saturday, July 2 at The Novo in L.A. Live. ([image](#))

Tickets to the event, which is part of Anime Expo’s 2022 programming lineup, will be available exclusively to Anime Expo attendees. Premier Fan badge holders have early access to tickets now at [showclix.com](https://showclix.com), with tickets for General Attendee badge holders opening on Thursday, May 12 at 12:00pm Pacific. Fans can register for an Anime Expo badge at [anime-expo.org/register/](https://anime-expo.org/register/).

“One Piece Film Red” is the 15<sup>th</sup> film from the worldwide hit anime franchise from Toei Animation based on the “One Piece” manga series created by Eiichiro Oda. First announced on November 21, 2021, “One Piece Film Red” will be produced by Eiichiro Oda and Toei Animation, and directed by Goro Taniguchi. The movie is scheduled to premiere in Japan on August 6.

“We’re thrilled to celebrate the upcoming release of ‘One Piece Film Red’ with this special performance by Steve Aoki produced exclusively for fans,” said Lisa Yamatoya, Director of Global Marketing of Toei Animation Inc. “Anime Expo 2022 provides the perfect backdrop to promote this exciting new film from creator Eiichiro Oda. Fans will not want to miss this opportunity to part of a one-of-a-kind One Piece franchise experience.”

“This year marks our first in-person Anime Expo event since 2019, and we’re incredibly excited about partnering with Toei Animation Inc. to host a special performance by international superstar Steve Aoki,” said Ray Chiang, CEO of SPJA. “Through both his music and fashion collaborations, Mr. Aoki has been deeply connected to the anime community for decades, making him the perfect artist to help welcome our Anime Expo fans back home to Downtown Los Angeles in 2022!”

"I have been a huge fan of Toei Animation from as early as I can remember. One Piece holds a special place in my heart because I have always been impressed by the resilience and determination of Luffy. His happy-go-lucky demeanor in the face of adversity inspired me in many ways. Having this opportunity to join forces with Toei Animation to commemorate their upcoming 'One Piece Film Red' is an immense honor. Not only am I performing during Anime Expo, but my brand Dim Mak is also releasing a merch collab at the same time," says Steve Aoki.

GRAMMY-nominated artist, DJ and producer Steve Aoki is globally renowned for his cross-genre discography, which boasts three Platinum singles, six Gold singles and over ten Top 10 radio records; moreover, he averages 17.2 million listeners per month on Spotify and a monthly reach of 77 million across all platforms. Aoki is further known for founding DIM MAK, a lifestyle brand and record label credited with discovering influential acts like Bloc Party, The Chainsmokers, Bloody Beetroots and The Kills. The fashion side of DIM MAK has also collaborated with numerous iconic Japanese IPs including Toei Animation's Dragon Ball and One Piece franchises.

Anime Expo badge holders will be among the first to have access to DIM MAK's highly anticipated "DIM MAK x ONE PIECE" collaboration including Aoki-designed hoodies, tees, accessories, and skate decks all featuring original artwork from One Piece's iconic *Wano Arc*. Fans can purchase "DIM MAK x ONE PIECE" merchandise all weekend long from Dim Mak at Booth #3326 in the Main Exhibit Hall.

For all the latest news and information about "One Piece Film Red," visit the official movie website at [onepiece-film.jp](http://onepiece-film.jp).

#### **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).

Follow Toei Animation on social media on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [Twitch](#).

#### **About SPJA**

SPJA is a non-profit organization dedicated to popularize and educate the public about Japanese entertainment and pop culture, as well as provide a forum to facilitate learning between professionals and fans. For more information, please visit [www.spja.org](http://www.spja.org).

#### **About Anime Expo**

Anime Expo (AX) brings together fans and industry from Japan, the US, and all over the world for the largest celebration of Japanese pop culture in North America. Taking place every year since 1992, Anime Expo features the best in Japanese animation, popular art, entertainment, music, fashion, and video games. For more information, visit [www.anime-expo.org](http://www.anime-expo.org).

#### **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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