

ABOUT US & EVENTS:

Visual-kei Night is a Europe-based DJ event series, founded in London and dedicated to Japanese Rock, Metal and especially Visual-kei music.

Since launching in 2019, we have built a strong reputation for creating distinctive club nights tailored to the J-Rock and V-kei communities. From alternative hotspots in London, Leeds and Sheffield, we have consistently entertained audiences across the UK. Our signature nights have since expanded to Poland and France, and we continue to set our sights on reaching even more fans worldwide.

Each of our events has its own theme and atmosphere. With DJ Kaoru's extensive knowledge of the genre and vast library, we curate bespoke DJ setlists to create the perfect vibe throughout the night.

We have also collaborated with leading Visual-kei artists such as KAMIJO, JILUKA and ACME, bringing an extra dimension to our events and reinforcing the authenticity of our brand. As part of our continued growth, we have introduced live performances to our programme, hosting a sold-out show with KOUKI (D=OUT) and co-presenting a show for MIKU (AnCafe) in London.

At the heart of all we do is a passion for sharing the sound and spirit of J-Rock! We are here to provide an inclusive space for the music lovers - a place to connect, celebrate and get lost in the music we love.



KEY FACTS:

- **Venue** - Our regular events take place at centrally located nightclubs in each city, with capacities ranging from 150 to 400. All venues are fully licensed with music, premises and alcohol licenses.
- **Attendees** - Majority of our audience are young adults. While each city attracts a slightly different crowd, we welcome a broad mix of ages, backgrounds and nationalities. We are proud to embrace diversity and strive to create a safe, inclusive space for all.
- **Vibe** - As it's a loud music club night, the atmosphere often mirrors that of a live gig - people dance, sing along, and even mosh occasionally. Many attendees come dressed to impress, often in alternative fashion or cosplay. It's a great space to meet like-minded fans of music and Japanese subculture.
- **Guest Appearances** - On top of our own events, DJ Kaoru / V-kei Night brand has been popping up as a guest DJ across the UK to add an extra spice and fun to various music events.
- **Next Steps** - We are receiving increasing requests from fans around the world and are excited to bring our events to more cities in the future. Also, with a loyal fanbase and years of experience, we are also looking to grow beyond club nights by supporting more J-Rock artists in reaching audiences across Europe.

COLLABORATION WITH THE ARTISTS:

To Visual-kei artists - We'd love to collaborate with you!

Visual-kei Night offers a range of promotional and event opportunities to help you expand your international presence in the UK and across Europe.

Here are examples of how we can support -

- **Feature your work at our events:** Introduce your music and artistry directly to J-Rock / V-kei fans
- **Promote your European tours or events:** Build excitement and engage local audiences ahead of your shows
- **Distribute marketing materials:** Both digitally and physically, through our established network
- **Provide DJ support at your gigs:** Whether it's a warm-up set to get the crowd ready, or an afterparty to celebrate with fans
- **Assist with live event planning:** Drawing on our experience and local connections to help organise your shows across Europe
- **Facilitate communication:** Our multilingual team fluent in Japanese, English and multiple European languages, can help coordinate with venues, promoters and local partners



Previous Artist Collaborations (Examples):

- **ACME:** Featured at V-kei Night in London Vol.05. A dedicated segment with an exclusive video message from the band, a showcase of MVs, and an "Air-DJ" set curated by the band members. Commemorative marketing materials containing a QR code linking to band information were also distributed, which led the band reaching No.3 on the Spotify UK chart shortly after the event.
- **JILUKA:** European tour promoted during V-kei Night in London Vol.10. A dedicated segment featured an exclusive video message, screening of MVs and an "Air-DJ" playlist selected by the band. Tour flyers and promotional leaflets with QR code were also distributed to attendees.
- **KOUKI (D=OUT):** Headlined a sold-out special guest live show at V-kei Night in London Vol.11. The event included a Meet & Greet session and an official merch stand. His gig report was published by the press.

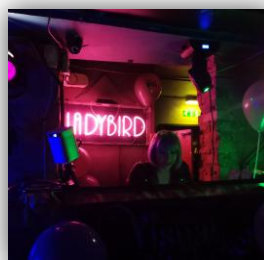
THE TEAM:

Kaoru Nagata

Founder, representative, organiser, producer and DJ of the Visual-kei Night
From Nagoya, Japan & moved to the UK in 2007
Certified DJ from London Sound Academy

Event Crew Team

Our team members are based across the UK and Europe, contributing essential skills to make our event management a breeze. From writers, translators, graphic designers, photographers, social media specialists to security staff, everyone brings hands-on experience and strong understanding of the scene.



PARTNERSHIPS (A-Z):

Crimson Lotus
Envol Prod
FAIZH MUSIC
FAKESTAR USA
Gig Connections
KILLING DAZE Management
Klubb Lunacy
London Japanese English Meetup
Nanashi Disco
R.I.T Agency

FEATURED ON (A-Z):

AVO Magazine
Electric Bloom Webzine
JROCK NEWS
Radio Shonan - London 5 Minutes
vk.gy
Weekly Online Journey