

DAIS

Roland

FOR IMMEDIATE RELEASE

Dais Records Announces Limited Edition Streetwear Collaboration with Legendary Electronic Musical Instrument Brand Roland



*New apparel collection celebrates milestone anniversaries for Dais and Roland
alongside the launch of the Roland JUNO-X Synthesizer*

PHOTOS / By Nedda Afsari

Los Angeles, CA, June 8, 2022 — [Dais Records](#), the NYC and L.A.-based record label representing vanguard, sonically expressive, and visually dynamic artists, is teaming up with [bighouse](#) and [Roland Lifestyle](#), the authorized streetwear and apparel webstore for [Roland](#), the legendary electronic musical instrument brand, for their first apparel collaboration. The new collection celebrates Dais' 15th and Roland's 50th anniversaries and also marks the first time Roland has worked with a record label and their artists to design a collection of streetwear while showcasing a musical instrument release, the [Roland JUNO-X Programmable Polyphonic Synthesizer](#).

The official Dais x Roland apparel capsule is designed by Dais creative director Nathaniel Young and highlights each company's founding year and location. The collection celebrates past and present artists on the label who use and love Roland gear, including **Genesis P-Orridge, Aaron Dilloway, ADULT., Drab Majesty, Cold Showers, Merzbow, Xeno & Oaklander, Drew McDowall, Helm, Coil,**

Tempers, Space Afrika, and Riki, to name a few. Since its foundation in 1972, Roland has continued to develop epoch-making products, touching nearly every music genre with innovation that has fueled inspiration in artists and creators around the world.

“As long-time Roland fans, and with the majority of the Dais roster using Roland instruments, both live and in the studio, we were honored to connect with the Roland team on an apparel collaboration celebrating the release of the JUNO-X. When we learned that the Dais 15-year celebration coincided with the 50th anniversary of Roland's founding, the partnership grew even more meaningful and special. We are beyond excited to present a collection of pieces that celebrate these milestones, along with our love for their products, and our artists who use them,” said Dais Co-founder Gibby Miller.

“Roland’s 50th anniversary is a time for our company to reflect and to look ahead to the future,” added Brian Alli, Roland’s vice president of global artist relations and strategic partnerships. “As Roland celebrates, we are also taking the next steps to lay a new path while respecting the innovation and the culture that the people who love our brand have been cultivating for decades. Working together on something entirely new like this is a wonderful way for Dais and Roland to recognize their milestone anniversaries together and to pave the way for new generations of creativity.”

Availability & Pricing

The limited edition Dais x Roland streetwear capsule will feature four designs across seven pieces of apparel and slipmat and will be available to ship in July 2022. **Pre-order it now** at the [Dais Records x Roland Lifestyle Webstore](#).

The Roland JUNO-X Programmable Polyphonic Synthesizer is available now via authorized Roland dealers for \$1,999.99. To learn more visit [Roland.com](#).*

The full press kit, including hi-res images by Nedda Afsari, is available [here](#), and the [official Dais x Roland Playlist is here to listen and share](#).

**Price at the time of publishing.*

JUNO is a registered trademark or trademark of Roland Corporation in the United States and/or other countries.

Dais x Roland Official Artists:

Genesis P-Orridge / Psychic TV, Space Afrika, Rafael Anton Irissari, Death Bells, Body of Light, Drekk, Pod Blotz, High-Functioning Flesh, Cold Showers, Xeno & Oaklander, ADULT., Pierce With Arrow, Tor Lundvall, Drab Majesty, VR SEX, Private World, Lawrence English, Merzbow, Drew McDowall, Tempers, SRSQ, Riki, Scout Paré-Phillips, Coil, Helm, Tim Story, Choir Boy, Spice, Stephen Mallinder

About Dais Records:

2022 marks the 15th anniversary of Dais, and as their aesthetic and professionalism continue to sharpen, they are uniquely poised as a creative business and a brand. The Dais Records discography reads like a highlight reel of moody, modern, punk, alternative, and electronic auteurs mixed with the best of the experimental legends: Choir Boy and Coil, ADULT. and Aaron Dilloway, Space Afrika and Stephen

Mallinder, Drew McDowall and Drab Majesty. Rising art-pop icons like Riki, Tempers, and SRSQ share space with oblique, exploratory world-builders from Helm to Hiro Kone, Cindytalk to Tor Lundvall. The Dais family tree reflects its planters' commitment to digging in the soil, discovering fresh growths, and giving them the water and sun (and moon) they need to bloom. The label's future looms like a throne still being built, and the hills still howl. Dais Records: [Web](#), [Instagram](#), [Twitter](#), [Facebook](#), [Bandcamp](#), [YouTube](#)

About Roland Lifestyle:

Founded in late 2020, Roland Lifestyle's mission is to bridge music, fashion, and culture by telling Roland's iconic story through apparel and collectable products. This stems from a desire to reach beyond musicians using the Roland products to fans of the company and more importantly, the music it helps create. Roland Lifestyle has the power to educate fashion and music enthused audiences, about the legacy of Roland, through a medium they can relate to and wear every day. Roland Lifestyle: [Web](#), [Instagram](#), [Twitter](#), [Facebook](#)

About Roland Corporation:

For 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. Now, for the first time ever, Roland is bridging music and culture with its first-ever apparel line via Roland Lifestyle. For more information, visit [Roland.com](#).

Dais Press Contact:

Bailey Sattler
Grandstand Media
baileys@grandstandhq.com

Roland Lifestyle Contact:

Nathan Chandra
Creative Director
626-429-0639
nathan@shinescreative.com

Roland Contact:

Rebecca Genel
Global PR/Media Relations Manager
Roland Corporation
323-890-3718
rebecca.genel@roland.com