



## **LUXXURY**

LA-based producer Blake Robin (aka LUXXURY aka Baron von Luxxury) has been making waves in the disco community over the past two years with his controversial LUXXURY edits. This series of dubby, slow disco remixes highlights buried gold in the original multi tracks of classic songs, making the familiar more exciting by unearthing unexpected treasure - or simply making old classics sound new and fresh.

His "Hotel California" edit injected new life into that overplayed classic rock song giving it a sexy, dubbed out beat and transforming Don Henley into a vocoderized robot. It was a runaway smash, instantly attracting nearly 300,000 Soundcloud listens, ink from the Wall Street Journal (who published a front page article about him), offers from dozens of labels, and a major internet kerfluffle, all of which served only to boost Luxxury's profile and add to his mystique. He received immediate support from Greg Wilson, Psychemagik, Ursula 1000, Junior Sanchez, Goldroom and hundreds more. The edit was ultimately banned from Soundcloud, YouTube, Bandcamp and many more platforms and is currently only available at his live performances.

Luxxury spent most of 2014 / 2015 on the road, including a number of dates in Mexico and three stops in the UK, where he supported Greg Wilson with a live remix set at Wales' Festival No. 6. Official remixes soon followed for the likes of Atlantic Records artist Melanie Martinez, Greg Wilson's new Super Weird Substance project, and Scissor Sister solo artist Del Marquis' Slow Knights, joining Luxxury's venerable remix discography alongside Little Boots, Glass Candy, HEALTH and many more.

Releases in 2016 included, "Take it Slow" and "Hold On" on Brooklyn's Deep&Disco (Escort). Sounding like LCD Soundsystem, Caribou and Jungle dipped in Bee Gees and remixed by Todd Terje, the new songs are heavily steeped in classic West Coast sunshine vintage disco vibes. Executive producer Josh "Goldroom" Legg says, "When I heard Luxxury's first demos, I knew I had to be a part of the project." Working towards a full length album tentatively titled "How to Be Good", other forthcoming singles include "Breathe", "I Need You" and "What Do Ya Really Want." The new music is about, as Robin puts it "mature themes, simple, direct and heartfelt - it's dance music for adults."

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