

Aili is a Belgian-Japanese electro-pop duo blending electronic beats with Japanese vocals to create a captivating, genre-defying sound. Their debut album *Nandakke?* (2024) merges surreal electro-pop and house with personal stories about Japanese fashion and family traditions. Tracks like *Fashion* and *Babychan* gained airplay on KEXP, and KCRW, and landed on major Spotify playlists such as Metropolis and Pollen, reaching millions of listeners. The album also topped KCRW's Top 30 Album Chart.

Known for their electrifying live shows, Aili has performed at iconic venues like L'Olympia, The Roundhouse, and Melkweg, touring with L'Impératrice and selling out clubs in Japan. Their playful chemistry and dynamic stage presence leave audiences mesmerized.

Long Version

Aili is a Belgium-Japanese electro-pop duo consisting of Aili Maruyama and Orson Wouters. Formed after a chance meeting in 2019, their instant musical chemistry led to a playful and spontaneous approach to songwriting, blending electronic beats, samples, and Aili's unique blend of Japanese vocals. Their first release, 2021's *Dansu* EP, received widespread acclaim, spending 8 weeks at the top of Radio 1's VOX list (BE) and earning a nomination for Studio Brussel's 'De Nieuwe Lichting' award.

Building on their initial success, Aili has captivated audiences across Europe and Japan with energetic live shows and a genre-defying sound that merges surreal electro-pop, joyful electronica, house music, and more. Their debut album, *Nandakke?*, released on Eskimo Recordings, has been lauded by Humo, Focus Knack, and De Standaard, and has received support from major tastemaker radio stations like KEXP, KCRW, and Nova France. The album made it to the top of KCRW's Top 30 Album Chart and was featured on key Spotify playlists (Metropolis, Pollen,...), gathering over 2 million followers.

Aili's reach extends to Japan, where they played sold-out shows and were championed by J-Wave radio. Their partnership with the creative label TOKA resulted in a special Japanese edition of their debut EP *Dansu*.

The duo will further elevate their profile by touring with the French band L'Impératrice in late 2024, including sold-out performances at iconic venues like L'Olympia in Paris, Melkweg in Amsterdam, and Roundhouse in London.

With *Nandakke?*, Aili firmly establishes themselves as a rising force in contemporary music, enchanting global audiences with their fresh sound, compelling visuals, and cross-cultural creativity.