



R&B singer

MEDIA KIT

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ABOUT ME



**BRINGING TOGETHER POP,
ELECTRONIC MUSIC,
FASHION, AND CREATIVE
DIRECTION INTO A UNIQUE
EXPERIENCE.**

Kira Katdoll

Kira Katdoll is a Japanese-Brazilian pop singer and artist who transforms her music, aesthetic, and audiovisual work into a universe of her own. Inspired by Y2K culture, anime, alternative fashion, and the club/rave scene, she blends electronic music and pop with themes of freedom, identity, self-discovery, and authenticity.

With a background in Film and Fashion, Kira combines her knowledge of audiovisual storytelling, art direction, and image development to create an original and multidisciplinary project. With strong creative involvement and technical expertise, she takes part in every stage of her project — from creative direction to styling, makeup, hair, editing, and audiovisual production — building a recognizable brand designed for an international audience.

CONC EPT

100% 360°

Creative Authorship • Music
• Fashion
• Audiovisual



Social Media Platforms:

Instagram
Youtube
Tiktok
Threads
Kwai
Kirakatdoll.com

Objective:

Connecting brands to a creative, authentic universe with a strong visual identity through the Kira Katdoll project.

Kira Katdoll is an artistic brand that transforms music, fashion, and storytelling into an immersive universe. Through a character with a unique identity, the project explores themes such as freedom, self-expression, authenticity, and the courage to challenge expectations, inspiring people to choose their own paths.

Its narrative follows the journey of a doll considered “defective” who escapes the destiny she was created for and finds in music a way to give voice to her own story. Each release expands this universe through interconnected songs, music videos, outfits, and content, creating a consistent, memorable, and highly recognizable experience.

More than entertainment, Kira Katdoll invites its audience to believe that no one has to live according to the expectations imposed by others — everyone can choose who they want to be.

MUSIC



Kira Katdoll's sound blends pop and electronic music into a bold, playful, and provocative identity. Her productions combine intense beats, modern synthesizers, and strong influences from club culture, contrasted with high-pitched, expressive vocals and a distinctive personality.

Singing in English and focused on an international audience, Kira explores the contrast between a sweet aesthetic and daring lyrics, creating music that is danceable, energetic, and full of attitude. Her sonic universe connects music, performance, and storytelling into an immersive pop experience.

AUDIENCE

Kira Katdoll primarily connects with Gen Z and young millennials who consume pop and electronic music and engage with digital culture. Her audience values authenticity, self-expression, and creativity, while also identifying with worlds such as alternative fashion, Y2K, anime, club/rave culture, and pop aesthetics.

With songs in English and a strong visual identity, the project was developed from the beginning with an international audience in mind, bringing together fans who see music as a form of expression, freedom, and belonging.

CONTENT

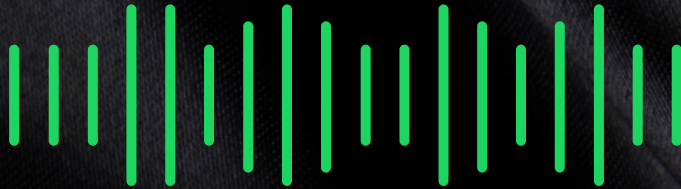
MAIN CONTENT FORMATS:

- Music videos and live performances
- Reels, short-form videos, and viral content
- Behind the scenes and creative process
- Fashion, beauty, and styling
- Makeup, hair, and DIY tutorials
- Lifestyle, daily routines, and experiences
- Storytelling and expansion of the Kira Katdoll universe
- Club/rave culture and electronic music content
- Unboxings and product reviews
- Sponsored content and brand integrations
- UGC (User-Generated Content)
- Advertising campaigns and product launches
- Event and festival coverage



Kira Katdoll's content goes beyond music, expanding her artistic universe through audiovisual content, fashion, and storytelling. Every piece of content is designed to strengthen the character's identity and foster a deeper connection with her community.

STREAMING



KIRA KATDOLL

MUSIC DISTRIBUTED GLOBALLY ACROSS MORE THAN 50 DIGITAL PLATFORMS, INCLUDING SPOTIFY, APPLE MUSIC, DEEZER, AMAZON MUSIC, TIDAL, AND YOUTUBE MUSIC.



CONTACT

Ready to
create
projects that
inspire,
connect, and
leave a lasting
mark.

CONTATO@KIRAKATDOLL.COM



WWW.KIRAKATDOLL.COM



@KIRAKATDOLL



@KIRAKATDOLL_



(11)98610-1531

