

# PLAYBOY GROUP™

## Playboy Labs and Steve Aoki Launch Exclusive Fashion Drop

January 23, 2021

Steve Aoki's Dim Mak brand has teamed up with Playboy to create a six-piece capsule, according to [Respect](#).

To coincide with the drop, Playboy has written an exclusive feature story revealing an insider's look at Steve Aoki's creation which was made while the artist was producing *6OK! – Rave Royale* which is set to release the same day as the collaborative capsule.

The Playboy x Dim Mak capsule combines both brand logos and features Playboy and Dim Mak branding across two long sleeve t-shirts, two short sleeve t-shirts and two hoodie styles.

"Playboy is the epitome of freedom and self-expression," says Aoki. "From inception and today, Playboy continues to shape the world with its progressive appreciation of culture and beauty. I am honored to collaborate with Playboy and to be a part of the legacy."

The capsule juxtaposes and overlays signature Dim Mak motifs to create new forms with the Playboy Bunny and Masthead.

Dim Mak's capsule collection will be available for a limited time through Jan. 24 at [www.playboylabs.com](http://www.playboylabs.com).