

FOR - LARA SANDRY

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PHASE 02 · STORY

May 2026

A complete brand story profile - covering enemy statement, voice and tone, visual direction, brand narrative, audience positioning, and strategic next moves.

PHASE 02 · BRAND STORY

POSITION IN THE SACRED, NOT THE TECHNICAL.

ENEMY STATEMENT

The industry treats hard techno as gatekept territory controlled by European purists who resist innovation and accessibility. They wrongly see it as a serious, masculine domain hostile to spiritual expression or emotional catharsis. The gate was always imaginary.

VOICE {'·'} TONE

Irreverent yet authoritative. Speaks as hard techno's rebellious high priestess - playful, witchy, willing to troll the genre with pop samples while centering divine feminine energy in what's traditionally masculine space. Confident in her neurodivergence as a creative superpower.

FOR YOUR DESIGNER

Black bodycon, heavy eyeliner, goddess and witchcraft symbolism. Industrial aesthetic paired with mystical, ritualistic visual language. Dark, celestial, unapologetically feminine-coded. Two visual reference points minimum - never just one genre code.

BRAND NARRATIVE

FROM OUTSIDER TO MOVEMENT ARCHITECT.

ORIGIN

Finance-trained, self-taught producer who entered the DJ world through New York's underground promoter circuit. No formal music education. No industry cosign. Built her sound and audience entirely outside the traditional gatekeeping path - which is precisely what made her position authentic when she claimed it.

THE PIVOT

Relocated to Amsterdam to go deeper into hard techno's epicenter, then immediately reframed the genre's cultural meaning on her own terms. Founded a label not to climb the ladder but to build a parallel structure - a coven of artists who share the same ethos.

WHAT MAKES THE STORY LAND

"The genre keeps waiting for her to pick a lane - serious or playful, technical or accessible. Her lane is refusing to pick one. That refusal is the brand."

- She didn't enter hard techno and adapt to it. She entered and changed what it could mean.
- The label (HEKATE) is proof the vision is organizational, not personal.
- Her neurodivergence is not a footnote - it's the engine of her creative risk tolerance.

PHASE 03 · BRAND STRATEGY

WHO YOU'RE ACTUALLY FOR.

YOUR AUDIENCE

Younger American electronic music fans - especially LGBTQ+ and neurodivergent communities - seeking emotional catharsis in high-energy music. Artists and producers who feel rejected by traditional gatekeepers. People who experience hard techno as spiritual practice, not technical competition.

YOUR LANE

Hard techno's accessible visionary. Not the rule-breaker - the reframer. The distinction matters: rule-breakers define themselves against the establishment. Reframers make the establishment irrelevant.

NEXT MOVES

- Lead with the spiritual and emotional language in every press placement - not the technical specs.
- Make the label (HEKATE) visible in all positioning. It signals movement, not solo act.
- Let the pop sample trolling be documented and explained - it is the most legible version of the brand story.
- Use the neurodivergence narrative selectively but consistently in longform interviews.