

DJ LOLI

RETURNS TO CABO
FOR THIS YEAR'S CABO PIMP N' HO

By L.D. Cortés



Successful female DJs used to be a special breed of one trick ponies, prettier to watch than listen to. That, or novelty acts trying to prove themselves in a male-dominated field.

But these days, talented women are starting to play catch up, especially on the underground and indie dance scenes. Ukrainian-born, LA-based DJ Loli is no exception. The boys' club reputation of the DJ world only makes Loli's story that much more impressive.

She got her start after getting fired from an Oxford club, where she was bartending at a scant 16.

"After getting fired for using a fake ID and smacking someone on the face ('cause he grabbed my a**), I decided to become a DJ and set my own rules," she told us.

She's been such a success at making her own rules that she had to launch a full-scale enterprise, Loliland Inc., in 2007 to administer her many brands: apparel, records, production, singing and more, in addition to her first love, a full-time job deejaying live at the world's hottest clubs.

Two thousand and six was a breakout year for Loli, when a fortuitous residency at Avalon helped launch her new It Girl status in the US.

Since then, Loli's not only manned the decks, she's also toured the world as singer and producer, launched her own clothing line and record label, started a series of "Loliland" events, and toured with Tommy Lee, among others, across the globe.

Something of a Renaissance woman for the digital age, her highly photogenic face is just one part of the package. In fact, she bristles about the media's tendency to overemphasize her Barbie doll looks and underplay her DJ skills.

"That was the reason I shaved both sides of my head and cut my hair short," she told Cabo Noche magazine. "So people stop trying to portray me as a MODEL who deejays. It's not a sin to be pretty, but I'd rather be called CRAZY or INSANE."

The most impressive thing about Loli, other than her manic public persona, is her genuine talent. Remixes and playlists cover a broad electronic base, from alternative to Fidget, Electro, Nu Disco, glam, dubstep, minimal indie and countless other genres—pretty much anything tight, sexy, danceable and hip.

"I always find new innovations, new trends, new ideas, or new classics from the old days. At the moment my favorite is German sounds, tech House from 2000, Nu Disco, Glam, Brit pop, electronica, and some European electro," she says, when asked to describe her own style.

It's all part of Loliland, which, as DJ Loli sees it, isn't a geographical place (or even a brand) so much as it is a "perfect world of fun and games for grown ups." A lifestyle marketing machine, in other words, that will eventually span artists, labels, shows, tours, TV, radio, merchandise, and more. "We are all one family gone nuts," she says. "Join in!!!"

By the end of 2009, Loli will wrap her new album (which she notes is "sooooo dope" that she can't wait to release it), in addition to putting out records from other artists on her record label, Loliland Records.

"One day I will buy a Loliland Island and have the coolest people come there," she muses. In the meantime, Los Cabos visitors and residents will have to settle for Loli live at this year's 11th Annual Cabo Pimp N' Ho Costume Ball (more details below).

Not one for making a quiet entrance, Loli is already at work on her costume for the October gig. "I already started planning it out!" she told us. "I'm super excited to go back to Cabo." **CN**

You can see DJ Loli photos, videos, music and more at www.loliland.tv.

For details about this year's most coveted social ticket, the Cabo Pimp N' Ho, visit www.pimphomexico.com. The website also features videos of past events and wild photos dating back to the events' conception in 1999.

And visit Hautter.com for upcoming event listings and the many celebrities heading to Los Cabos, Mexico this season.