

SONG RELEASE MAY 22, 2026

LAISSEZ-MOI FAIRE

PRESS KIT

SUNNY LUKAS

MAY 2026

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KEY OVERVIEW 00

1.3B+

Total social media views

30M+

Cumulative streams

1.8M+

Total social media followers

1.3M+

Total Tiktok followers

6

Languages (Multilingual)



Graduate

22/05

Laissez-Moi Faire (NEW)

CURIOUS? READ MORE!



ABOUT SUNNY

01



BORN | JANUARY 18, 2000

GENRE | POP/R&B/FUNK/DANCE POP

OCCUPATION | SINGER-SONGWRITER

HEIGHT&WEIGHT | 183CM/70KG

MBTI | ENFJ

LANGUAGE | ENGLISH/MANDARIN/CANTONESE/ FRENCH/SPANISH/THAI

COLLEGE | BERKLEE COLLEGE OF MUSIC (DUAL-DEGREE)

Polyglot, unclassifiable and eclectic, Sunny Lukas is building a distinctive path within the international pop landscape.

Born in Hong Kong, China, and trained at Berklee College of Music, one of the world's most renowned music schools, Sunny Lukas is a fully rounded artist. Moving between soul and R&B, shaped by diverse influences, he develops a fluid artistic approach at the crossroads of cultures and aesthetics.

TAKE A LOOK ON SUNNY'S SOCIAL MEDIA



FUN & INTERESTING FACTS



FACT #2: GLOBAL VISION

Sunny has a clear global vision: he hopes to help bring C-pop to the world stage and become one of its first major international representatives. He is also passionate about supporting broader Asian representation across music, fashion, and entertainment.



FACT #3: POLYGOT

Sunny is a language genius. He writes songs in different languages because he sees language as part of the music itself: each one carries its own rhythm, emotion, and color. For him, singing in different languages unlocks different sides of his artistry.



FACT #1: THE NEXT STAGE

Sunny Lukas appeared on The Next Stage (2023), Tencent Video's stage survival reality show. The 10-episode program featured Jackson Wang as Creative Director and guests such as Zhou Shen, Jay Park, Ningning, Amber Liu as judges, who are all renowned artists both in and outside of Asia.

FACT #4: SUNFRUIT

Sunny calls his fans his "Sunfruit" family and makes an effort to connect with them in their own languages. For him, that bond goes beyond music, it feels personal, close, and real.

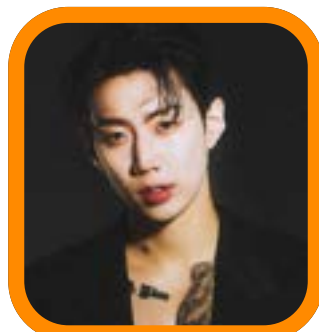
FACT #5: FAVORITE ARTISTS & MUSICAL INSPIRATION



Jackson Wang



Justin Bieber



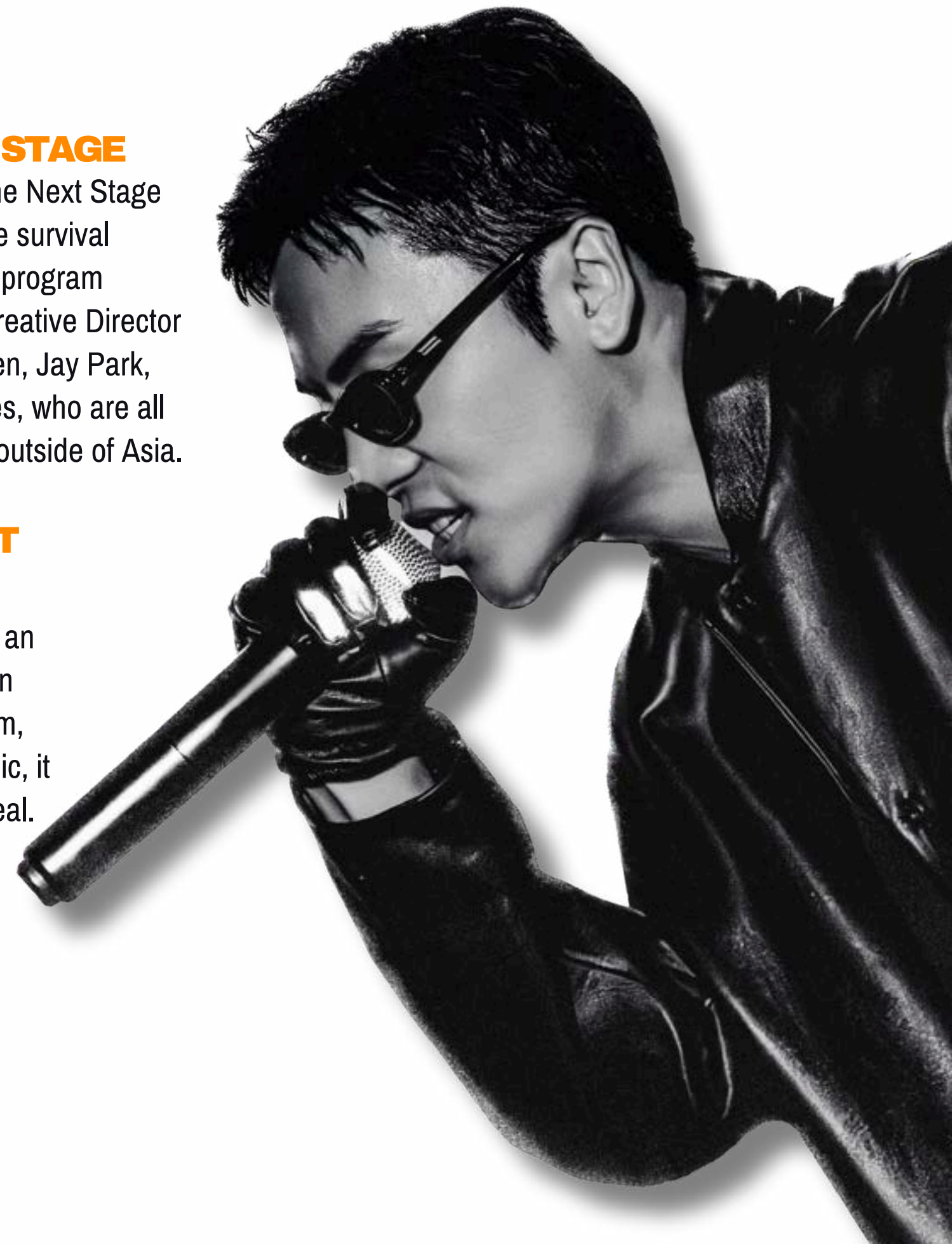
Jay Park



BINI



Dean



WOULD YOU RATHER...?

IN ORANGE

SUNNY'S PICKS



Museum at midnight

OR

Rooftop at sunrise

Plan a trip

OR

Go with the flow

Wear something strange

OR

Eat something strange

Wear one outfit for the rest of your life

OR

Sing one song for the rest of your life

Compose the melody to a song in 10 minutes

OR

Write lyrics to a song in 10 minutes

Write a song that become everyone's hero

OR

Write a song with your own hero

SUNNY'S WORLD

SO WHAT DOES SUNNY'S WORLD LOOK LIKE?

Sunny's world is where music, fashion, travel, and Asian pop culture all meet.



From selling out pop-up merch events in Wuhan and Foshan (China) to planning new experiences across Europe, he's building a universe fans can step into, blending music, style, and real-life connection.

These core elements are reflected in his merch line, which is an extension of his artistic identity: playful, expressive, and fashion-forward. Featuring standout pieces like rhinestone tees and signature pink tote bags, each drop reflects his evolving aesthetic and connection with fans, turning everyday items into part of the "Sunfruit" universe.

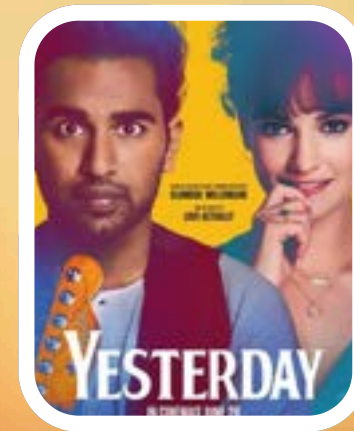
SUNNY IN EUROPE

FROM SOLD-OUT SHOWS IN ASIA TO EUROPE

MOVIES THAT SHAPED SUNNY AS A PERSON & ARTIST



Bohemian Rhapsody (2018)



Yesterday (2019)



The Dirt (2019)

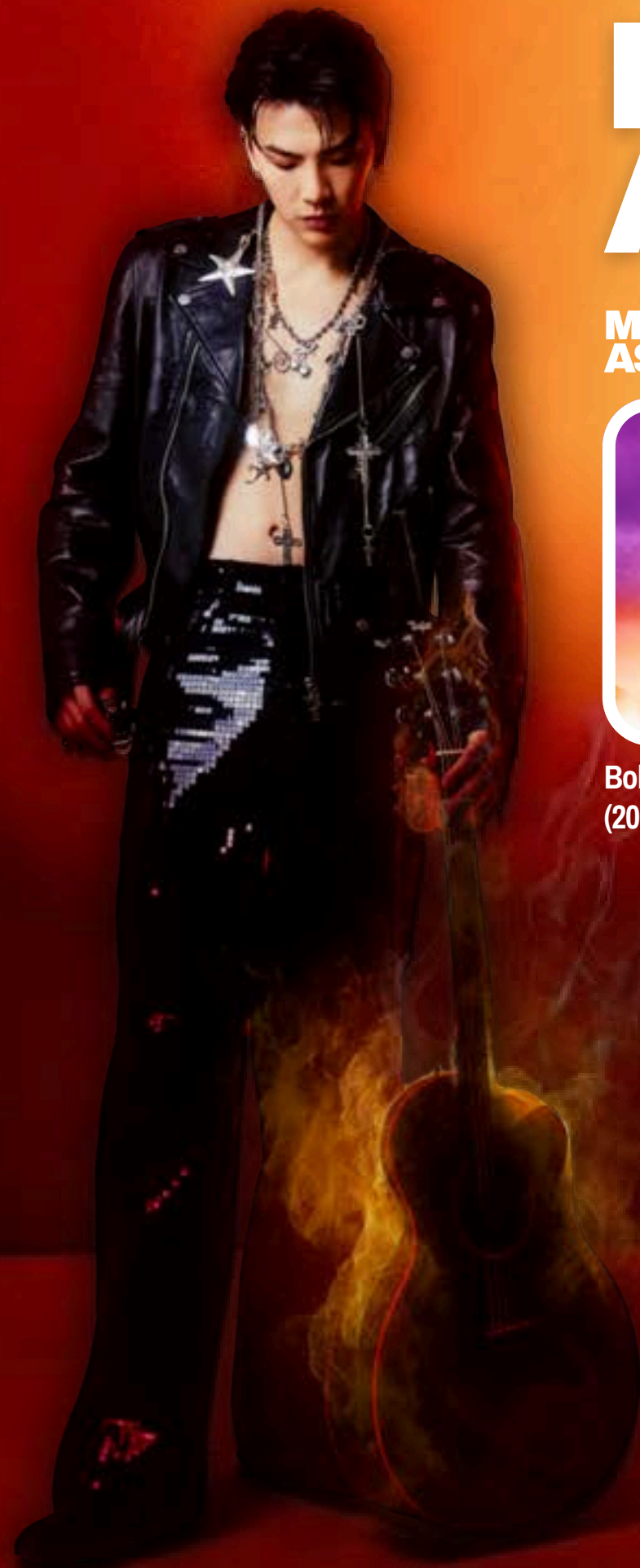


Rocketman (2019)

Sunny: “These films have inspired me a lot and gave me a lot of perspective of what their lives are like and how hard it actually is to be a successful artist. It reminds me to work harder and keep doing it.”

Sunny enjoys traveling and uses the culture, people, and atmosphere of each place as inspiration for his music and creative style. So what does he notice first in a new country?

“When I visit a country, the first thing I look at is my surrounding and environment. Then I start to notice the micro things, such as the people, the food, and everything around me. I want to make sure I capture the beauty of my surrounding and nature first.”



SUNNY IN EUROPE



SUNNY'S MEMORIES IN EUROPE

“The people are what make the city alive. When I was in Paris, I took the metro back to my hotel, and there was a man smiling and playing an accordion, almost as if it was his house. The culture is so diverse in Europe, and everybody just wants to have a good time: to live, laugh, and enjoy life. I love how positive and carefree everyone is here, and it makes the spirit feel so alive.”

SUNNY ABOUT EXPANDING HIS MUSICAL REACH TO EUROPE

“I think every country in Asia has its own vibe and taste, therefore Asian pop culture can bring Europe a lot of diversity and perspective. I plan to connect with my European audience more and create something special for them. Whether it's through language, food, music, sports, dance, or fashion, I want to be able to communicate with them and build a bridge between Asian creativity and European taste.”

WANTS TO COLLAB WITH THESE EUROPEAN ARTISTS:



TAY-C



Warren Saada



RNBOI

“They [Tay-C, Warren Saada, RNBOI] are super dope, especially in the afro / amapiano scene in France. I wanna cross my world and their world together, Chinese French R&B Afro.”

SUNNY IN NUMBERS

*APRIL 2026 STATISTICS

02

INSTAGRAM

240K FOLLOWERS

DOUYIN

176K FOLLOWERS

REDNOTE

56K FOLLOWERS

YOUTUBE

35.5K SUBSCRIBERS
18.5M VIEWS

SPOTIFY

10M TOTAL STREAMS
67K MONTHLY LISTENERS

QQ MUSIC

10M TOTAL STREAMS
100K MONTHLY LISTENERS

NETEASE

40M TOTAL STREAMS
17K MONTHLY LISTENERS



1.3M FANS

 TIKTOK

SUNNY IN NUMBERS

02



30M+ STREAMS
沉溺 (REMIX) [INDULGE]



20M+ STREAMS
异地恋 [LONG DISTANCE]



15M+ STREAMS
早晨 [MORNING]



5M+ STREAMS
DEJA VU



3M+ STREAMS
SITUATIONSHIP



1M+ VIEWS
GOLDEN HOUR MUSIC VIDEO W/ LYLY



*APRIL 2026 STATISTICS



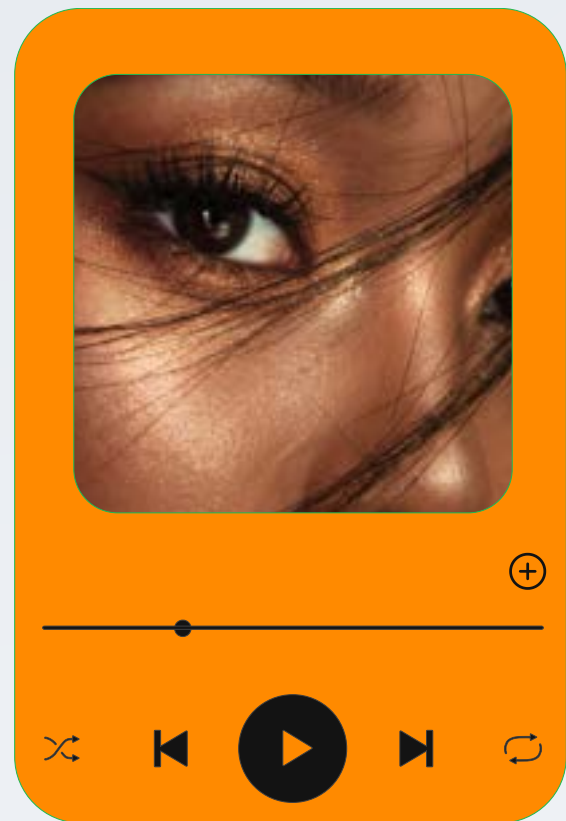
03

MUSIC

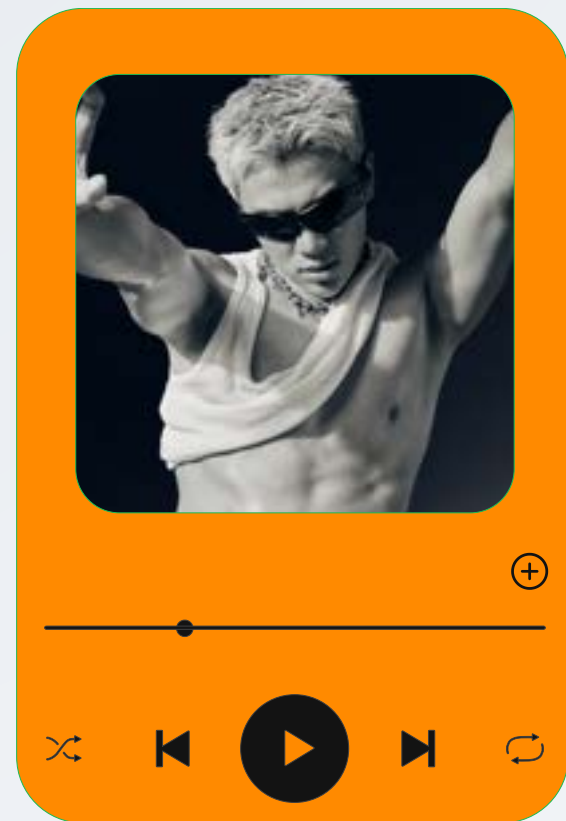
As an independent artist, Sunny Lukas self-produces and has built his career with a clear vision: developing his releases as part of a long-term artistic trajectory.

RECENT RELEASES

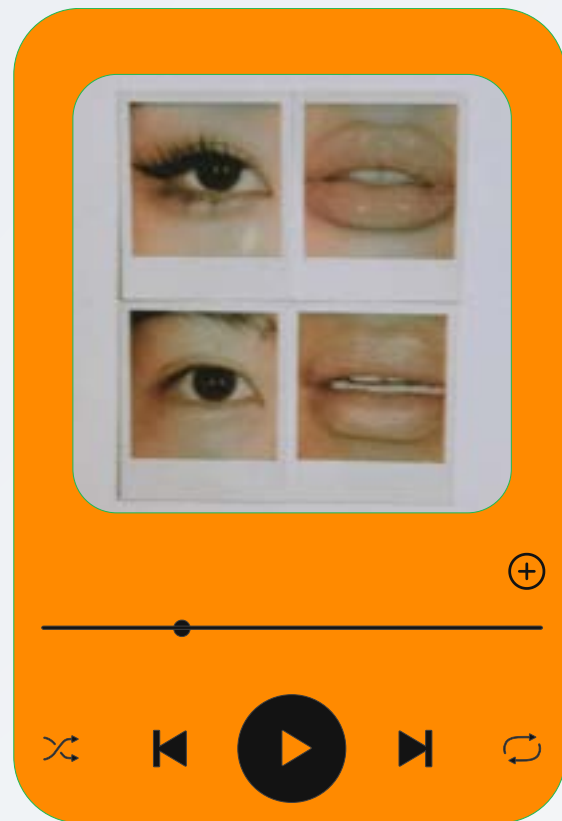
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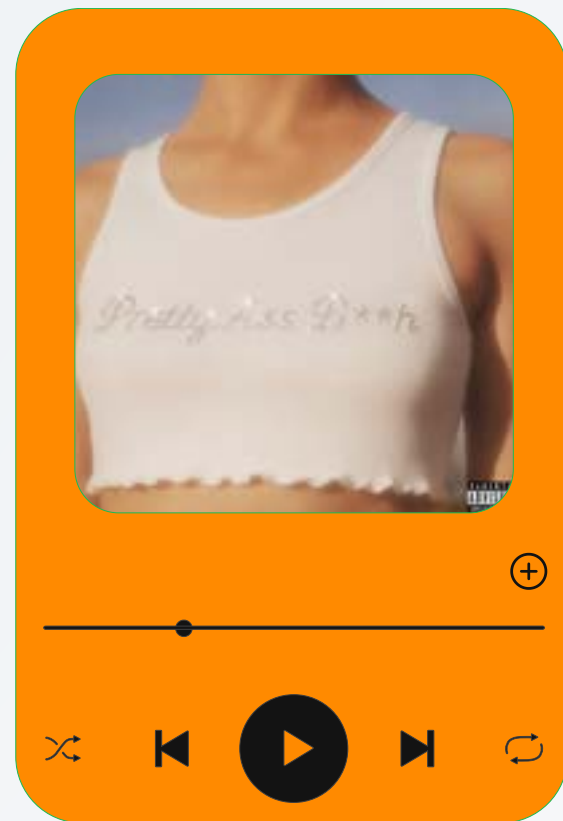
[DIOS MIO]
[LISTEN ON SPOTIFY](#)
[WATCH THE MUSIC VIDEO](#)



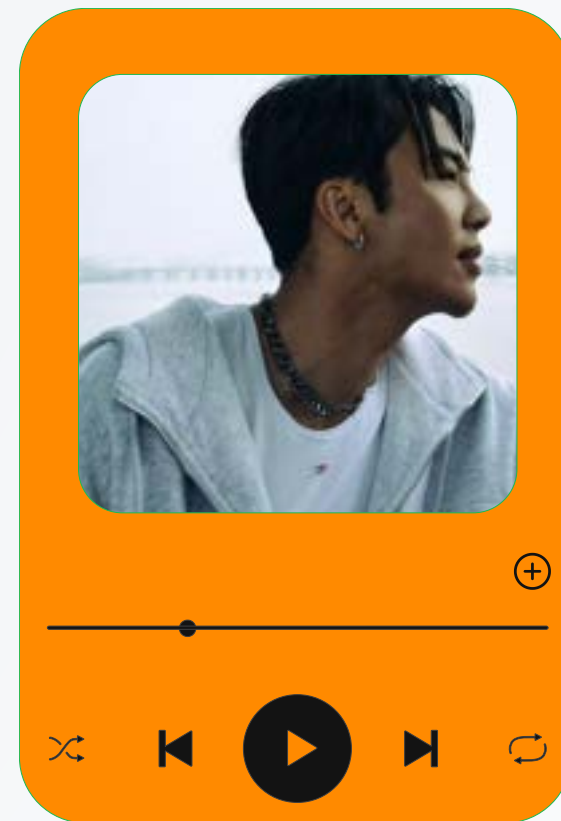
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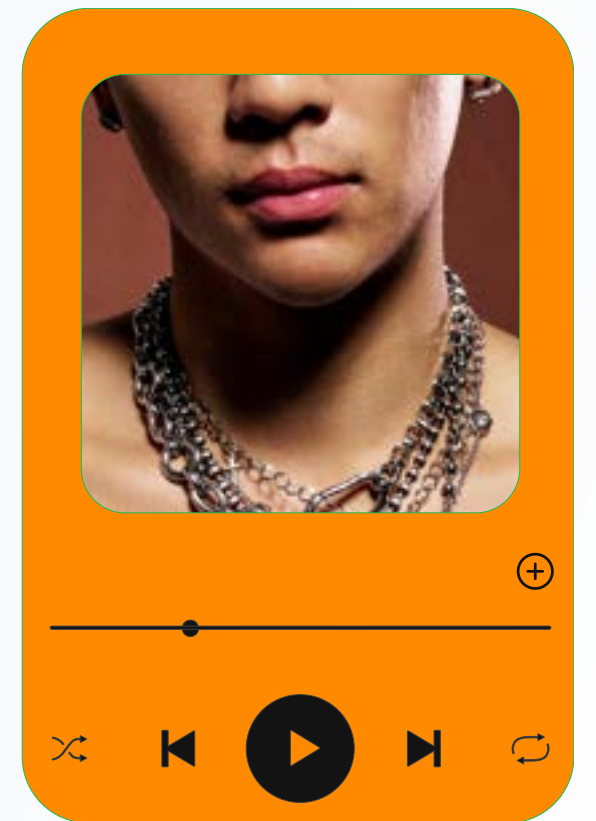
[CLOSER]
[LISTEN ON SPOTIFY](#)



[PAB]
[LISTEN ON SPOTIFY](#)
[WATCH THE MUSIC VIDEO](#)



[DEJA VU]
[LISTEN ON SPOTIFY](#)
[WATCH THE MUSIC VIDEO](#)



[SITUATIONSHIP]
[LISTEN ON SPOTIFY](#)
[WATCH THE MUSIC VIDEO](#)



**LATEST
RELEASE**

LAISSEZ-MOI FAIRE

“Laissez-moi faire”: a Parisian interlude in a contemporary format

- Conceived as a snapshot, Laissez-moi faire captures a moment of romantic life in the Paris of today’s thirty-somethings. The track draws on narrative codes popularized by vertical formats in Chinese dramas, while maintaining a cinematic visual sensibility.
- Balancing seduction, spontaneity and everyday staging, the song nods to Emily in Paris while stepping away from it through a more sensory and musical approach.

A hybrid and dance-driven musical approach

With this track, Sunny Lukas embraces a hybrid musical language rooted in R&B and infused with Latino rhythms. The presence of Spanish guitar gives the song a distinctive and immediately recognizable signature. Built on a warm, swaying groove and supported by subtle electronic rhythms, the track is clearly designed for the dancefloor. Enriched with French expressions and French vocal textures, it is a song crafted to resonate within contemporary listening habits and chart dynamics.

RELEASE

Laissez-moi faire will be available on May 22, 2026.

A private listening link is available upon request (embargoed).



04

05 BRAND COLLABORATIONS



BRAND COLLABORATIONS

FOR SUNNY LUKAS, FASHION IS A CORE LANGUAGE OF SELF-EXPRESSION.

His aesthetic journey has transitioned smoothly from vibrant, high-octane colors into a sophisticated, jet-set luxury vibe. Treating music and fashion as an inseparable pairing, much like a perfect food and wine symphony, Sunny ensures every visual perfectly amplifies the emotion of his tracks.

It's this seamless blending of sound and style that makes him a highly sought-after collaborator for global brands and top designers.



AMIRI, MLB, GUERLAIN, L' OREAL, LOUIS VUITTON, JUDY HUA, ALLEN XIE 等品牌, AND MORE



GET TO KNOW SUNNY LUKAS BETTER!

For any request for interview, accreditation or press material, please refer to contact details at the end of the press kit.

YOU CAN REQUEST:

- This includes: Promotional videos, music videos and high-resolution photos for your sites and social network accounts.
- To accredit you for these cities for the concert with promotional content.
- Request written and video interviews when possible.
- Press releases, press kits in English, French, Finnish, Dutch, Polish, Italian and Austrian.



PRESS & INTERVIEW

07 CONTACT

We know you're excited to connect with Sunny, a talented, driven artist with a warm, genuine personality that truly lives up to his name. Professional, creative, and a joy to work with, he brings both vision and heart to every collaboration.

For all European inquiries, please find his representatives at 5 Oceans Studio below.

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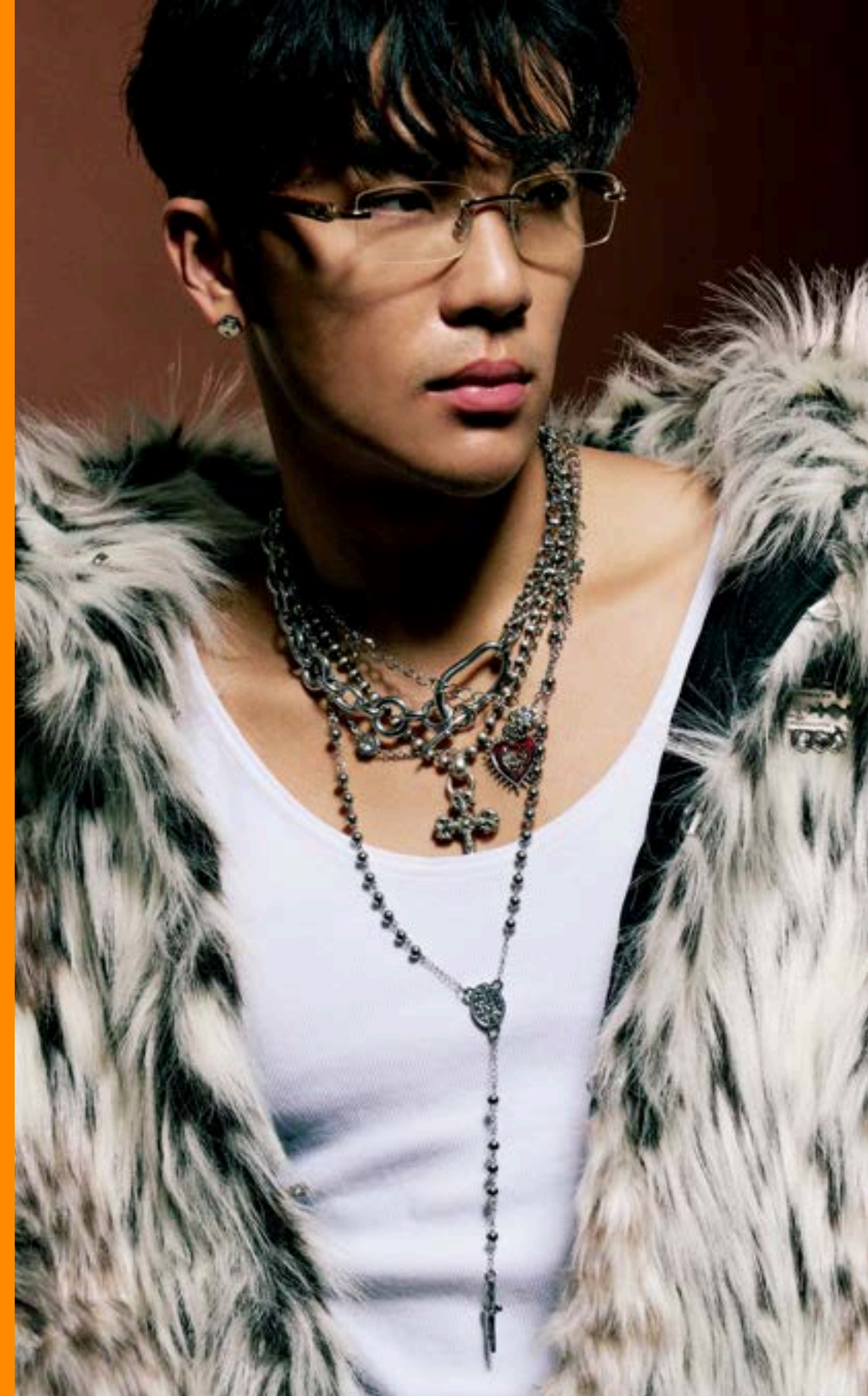
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5 OCEANS STUDIO

5 Oceans Entertainment is an integrated platform dedicated to **Asian creative industries**, supporting artists and their teams in their international **development**. Its mission is to strengthen talent globally, increase visibility, consolidate artistic identity and create meaningful, lasting connections with audiences. Its vision is both clear and ambitious: **to elevate Asian creativity, structure coherent international strategies and open new spaces for cultural expression beyond Asia.**