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DEJA VU RECORDS LAUNCHES: NEWLYWED POWER COUPLE HANK POWER AND LUNA DEL REY UNVEIL INDEPENDENT MUSIC LABEL AT 2025 GRAMMY AWARDS

Los Angeles, CA - February 2, 2025 — Amid the glitz and glamour of the 2025 Grammy Music Awards in Los Angeles, newlywed power couple **Luna del Rey** and **Hank Power** made headlines with the official launch of their independent music label, **Dèjà Vu Records** — a bold new venture set to redefine the boundaries between music, art, and storytelling.

Founded on a shared vision of creative freedom and sonic innovation, Dèjà Vu Records emerges as a home for artists who defy convention. The label is dedicated to championing voices that blur genres, challenge expectations, and craft work that resonates across time — just like a *déjà vu*.

“Dèjà Vu Records is more than a label; it’s a movement, a portal for timeless soundscapes and raw, unfiltered truth,” said **Luna del Rey**, the visual artist and vocalist known for her abstract expressionist works and haunting sonic textures. The daughter of Zola Adeyemi — a legendary groupie in the Hamburg music club scene in the 1980s — and iconic blues guitarist Rory Gallagher, Luna brings a legacy steeped in rebellion, rhythm, and rock ‘n’ roll bloodlines.

Hank Power, a producer, songwriter, and genre-bending multi-instrumentalist, also brings extensive experience from the world of cinema. **A film producer and director, he spent over a decade in Hollywood as a visual effects supervisor**, contributing to major studio productions while quietly building his reputation as a multidisciplinary artist. “We’ve both spent years navigating the industry — now it’s time to build a home where authenticity isn’t a risk, it’s the baseline,” Power said. “Dèjà Vu is where magic gets tracked, mixed, and mastered.”

As a creative and romantic partnership, the newlywed couple is determined to lead by example — merging their talents and passions into a label that places artists and their vision at the center. Their surprise multimedia teaser during the Grammys’ pre-show festivities — featuring cinematic visuals and audio previews — sent a buzz through the industry, hinting at a bold new creative direction.

The label’s first projects are slated to drop in **late spring 2025**, including a concept EP by Luna del Rey and a collaborative LP titled **Harmonic Rebellion - Born in Panama**, co-produced by Hank Power and featuring **experimental artists from Berlin, the UK, and Los Angeles — as well as local Caribbean and ex-pat music bums, and studio renegades** with nothing left to prove and everything still to say.

Dèjà Vu Records will operate with full artistic control, transparent artist agreements, and a focus on cross-medium collaboration — embracing musicians, painters, filmmakers, and writers alike.

Follow the Echo. Remember the Future. Welcome to Dèjà Vu.

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Dèjà Vu Records. Est. 2025. Built by Artists. For Artists.