



Merchandise Kit

EDM with Heart & Soul

WHERE EDM EVOLVES AND SOULS SHIFT!





Company History

Soul Shift Music is a premier USA-based record label where soul and electronic beats come together to create a global sonic experience. With a roster of over 2,000 artists and growing, the label curates top-tier music that transcends borders, blending captivating electronic melodies with rich soulful vibes. Founded by seasoned DJ and audio expert Robert Simmons, Soul Shift Music is built on a 15-year legacy of empowering artists, fostering collaborations, and delivering high-quality tracks. Alongside sister labels Octane Recordings and Mermaid Digital, Soul Shift specializes in soulful, genre-inspired albums that move dance floors worldwide. In 2024, strategic partnerships with Ordior, DJ Central Records, Planet Blue Pictures, and Blue Pie Records USA helped propel the brand to new international heights. Together with its artists and partners, Soul Shift Music is amplifying its signature sound for music lovers across the globe.

The background of the slide features a large, semi-circular logo for 'SOUL CITY MUSIC'. The logo is divided into three color-coded sections: red on the left, yellow in the center, and green on the right. The words 'SOUL CITY MUSIC' are written in a stylized, outlined font across the logo. The 'SOUL' part is in the red section, 'CITY' is in the yellow section, and 'MUSIC' is in the green section. The entire logo is semi-transparent and serves as a backdrop for the text.

Custom Merchandise Preview

The following pages display mockups of how the merchandise products will appear in the online store.

We've selected a set of images that work especially well on caps, hoodies, mugs and t-shirts.

All merchandise products can be customized at any time — colors can be added or removed, and matching caps can be created for each design.

Official Soulshift Music Essentials



Merch Drops: Lieutenant Grey Exclusive



Merch Drops: Adrian Funk Exclusive





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