



Tuesday 11<sup>th</sup> April 2017

**Re: GCDJ/Girls Can't DJ**

In light of recent events and accusations against myself and DesireXBelief, I feel it necessary that I personally address the matter as accurately and truthfully as possible - not only for the importance of transparency, but for the sake of my team and the loyal supporters of DesireXBelief.

It has come to my attention that my communicative measures taken privately between myself and GCDJ have been misconstrued, in turn, driving one member of the duo to publicly speak on the matter via social media. As seen in the screenshots below, you will learn that I, nor those of DesireXBelief were aware of GCDJ. Once knowledge of such came following their email, attempts were made to focus on our commonalities as opposed to our differences. Efforts were made to come to a compromise, whereas we were met with threats, styled as ultimatums. This, we do not appreciate. As there was clearly no intention to reason, we saw fit to refrain from further response.

Since the matter being made public, I have been the recipient of insults, slander, and non-stop personal attacks on my character – at the hands of misinformed internet-trolls. And up until now, I have remained quiet regarding the matter.

Even after being initially approached aggressively, we were willing to respond respectfully with the genuine intention to come to an amicable agreement.

Now something that could've been easily managed professionally and privately has turned into a public witch-hunt and trolling frenzy – unfortunately distracting from the movement entirely. A movement, which I add, is spearheaded by a group and not an individual.

With that said, Girls Can't DJ in its inception, came about during a conversation I had with an associate regarding female DJ's. I was in the midst of planning another event, for which I wished to feature a female DJ, when I was told in response "girls can't dj". This unofficially became the title of what would later be considered a movement. After consulting with members of my team, both male and female, I felt compelled to start an event using the title to showcase upcoming and established female DJs in what we know to be a male-dominated industry. It was during this discussion with my team, that I expressed my intention for an "all-female affair" – meaning that the night would operate based solely on the efforts of women, in regards to the entertainment, and organising. It was at this point that I asked Kayza Rose, a female member of my team if she'd be willing to manage the event – to which she accepted. From then onwards, Kayza and myself spent countless hours developing the idea, alongside the remaining female members within DXB. This, I referenced in my email to GCDJ. I was not given an opportunity by GCDJ to further elaborate about the shared roles and responsibilities within the brand. As the Director, yes I corresponded with GCDJ, but it would've been worthwhile if they had checked

whether I was working independent for self-gain, or in a team.

To give further context, I think it should be highly-noted that Kayza is a well-respected activist, that works tirelessly in the community. She has devoted her life to the cause of equal rights, not in theory, but in practice – so to suggest that she is in support of a ‘misogynist’ is completely disgusting and it discredits her years of work. She is a role model, and activist for not only women’s-rights, but gay-rights, and Black rights also. She embodies female empowerment through what she does. For this very reason, I felt she’d be more than willing to manage the night.

Following this, research was conducted to determine there were no conflicting events or organisations bearing the name “Girls Can’t DJ”. After concluding this research, we found that the trademark name was available, and so we went on to acquire the domain ([www.girlscantdj.com](http://www.girlscantdj.com)) and the social media handles, most notably Instagram and Twitter – PRIOR to receiving any emails from or knowledge of GCDJ. GCDJ later challenged the results of our research by mentioning their own results of a Google search, which is said to include an article on Gal Dem in which they featured. May I add that a Google search is an unreliable method to determine whether research was done or not. I say this because, search suggestions and results are predicated on previous searches, according to that of your own unique IP address.

Whilst we’re on that point, I think it’s worth mentioning that after conducting another search having been contacted by GCDJ, unfortunately whilst ‘GCDJ’ didn’t come up,

something else did... We found a link to a POSTPONED Facebook event featuring a 'Girls Can't DJ' – which was due to take place December 10<sup>th</sup> 2016. Their bio reads, as follows “Girls Can't DJ burst onto the Leicester club scene in **2008**, quickly gaining residences and popularity amongst the gay community, and warming up for Evil 9 when breakbeat was the thing. Passionate about a party without pretension they play a mix of twisted jazz, disco, funk and house. This is their London debut!”. This particular Girls Can't DJ were also a female DJ duo, that seemingly predated GCDJ, and had been working within the Leicester area since 2008 (7 years prior to GCDJ). Their Facebook can be found at [www.facebook.com/GirlsCantDJOfficial](http://www.facebook.com/GirlsCantDJOfficial). The second result of our search led us to Facebook, to find another female DJ duo, based in Italy I believe, bearing the same name 'Girls Can't DJ'. Their page states that they launched in **2012**... Their Facebook can be found at [www.facebook.com/GirlsCantDJ](http://www.facebook.com/GirlsCantDJ). As seen in the screenshots of the communication between myself and GCDJ, you will notice they mention building their brand for the last two years (taking us to 2015). Suffice it to say, for GCDJ to claim that we “stole” their name is unacceptable considering that 1. They've branded themselves using an acronym, which is the reason why we knew nothing of their work and efforts. 2. They're not the first to bear the name themselves. Still, both 'GCDJ' and 'Girls Can't DJ' were available for trademark...

I have been on the receiving end of much ridicule, for being the face of the event. The team agreed I should be the one to utilise my platform as an Events Manager to announce an event geared to empower women - especially as a man - to convey that this is a cause important to men, as well as women. Since a week of promo to date, we've received

nothing but encouraging, supportive responses to the endeavour.

However, as of yesterday's events, my gender is something that has continuously been pointed as a factor to drive even more anger on the matter – the term 'irony' being used in most cases. This I find particularly interesting, as the majority of my team consist of women.

The first email received from GCDJ began with questioning our knowledge of GCDJ in the form of "Not sure if you are aware" – to somehow becoming, during the course of that same email, accusations of "riding on their success". This, I addressed in a following email stating my intentions, and the context as to how the idea came about. I remained respectful, and reasonable in my response – bearing in mind, the overall objective of what we're all meant to be standing for.

It must be known that we are willing to change the name, because throughout the chaos, the female empowerment aspect has indeed been lost. We would also like it noted that we have NEVER been opposed to changing the name, however, we reserve and exercise the right to not be threatened based off of emotion. We also reserve the right to not respond when spoken to in the manner that we were. This you will see within my responding email.

As another point, it should be known that I received a third email from GCDJ dated 10<sup>th</sup> April 2017, 11:28am assuming that I would not cooperate due to my lack of response. I was then asked by GCDJ to provide a contact number. However, I did not read the email until over an hour later. Now as the Director of DesireXBelief, I saw fit that the

matter be referred to the management of the night – which I did. At this point, Kayza was aware of the situation but unable to respond (at that time) due to other commitments. I was soon made to know after being tagged in a Facebook post that the situation had been publicised.

False accusations, out of context misquotations and proclaiming inaccurate narratives is not only distasteful, but detrimental to the people who've already formed an opinion based on misinformation. We deem it highly unprofessional, and do not tolerate such.

We still intend to honour, and promote the empowering of women within the music industry. This is what we cannot forget! But, it is unfair and irresponsible for a narrative to be given without proper context, using my gender to make the situation what it truly was not. It is also extremely distasteful to release personal information to the public, with the intention in mind that they attack my character, bombarding my social media with comments, messages and hateful speech. As said in my email, we are fighting the same battle from a different position on the field.

It must also be clear that contacting DJs on the line-up with the intention to disrupt, and make mischief from within the structure is again, irresponsible and extremely unethical. They should not be approached for being on a platform that recognises their work.

We were aiming for equality, not defamation.

With that said, to avoid further controversy and chaos, we have decided to change the name of the event to “**Girls Got This**”. We will NOT cancel the event as requested,

because the cause is far more important than the rights of an acronym. We still uphold our good intention to showcase female DJs, and we will do just that come May 11<sup>th</sup> 2017.

We thank you for your time, understanding and apologise for any ongoing confusion regarding the matter.

SINCERE

Director/Founder of DESIREXBELIEF

For further information, please contact me at [sincere@desirexbelief.com](mailto:sincere@desirexbelief.com)