



Cristina Lazic

DJ, PRODUCER, LA ZIC FOUNDER



Cristina Lazic

The “girl from next door” who is not afraid of chasing her dreams by following her musical passion.

Cristina’s music will inspire others to understand their value, break societal barriers and feel empowered to chase their dreams.



BIO

Born in Italy and currently based in London, Cristina Lazic has risen rapidly through the musical ranks.

In the five years since arriving on the scene Cristina has performed at iconic clubs and festivals like Hï Ibiza, Space Miami, Exit, Sunwaves Koko and has released music on renowned labels including Crosstown Rebels, Moxy Muzik, Bedrock. Her unique take on stripped back house music has led to international radio support from the likes of BBC Radio 1, Ibiza Global, Sonica, Pure Ibiza and Data Transmission.

2024 has seen the launch of Cristina's "La Zic" project: a music platform offering a record label, educational platform and events.

Being aware of the issues that female professionals can face in male dominated industries like tech and music, Cristina has the vision to make a difference in music for women, and mothers in particular, since she is a mother herself. She is part of shesaid.so, the community of women in the music industry, where she leads the parenthood committee's efforts to safeguard the interest of artists with kids.

Ultimately, music is at the core of Cristina Lazic's life and everything she does. Her aim is to connect with people by making them dance and her sounds range from heady deep house to upbeat, groovy minimal tunes.

METRICS

Instagram

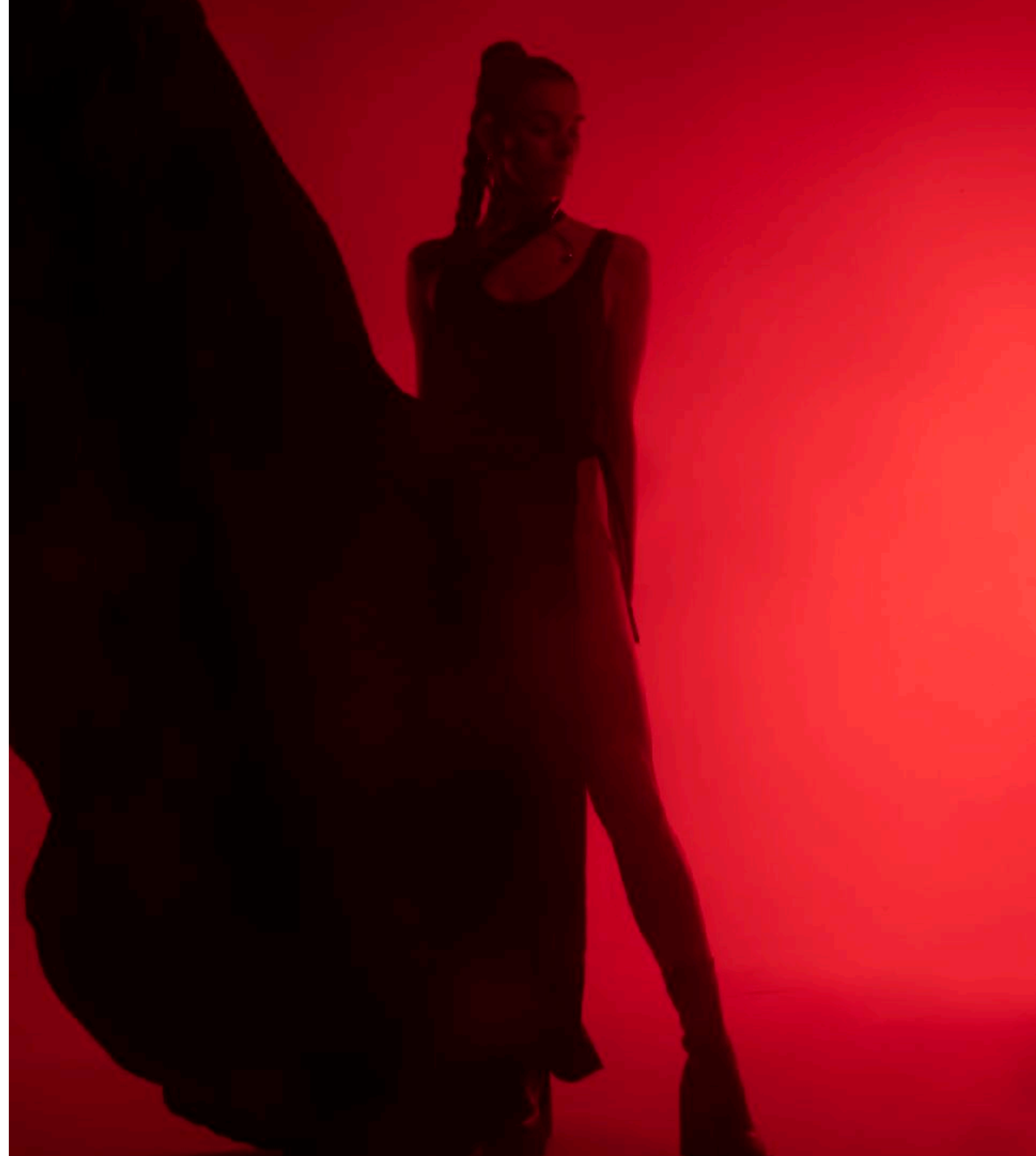
31k followers on Instagram, with account verified
165k reach during the last month
Growth rate at 4.3%

Demographics

Followers age range: 6.8% 18-24; 38.2% 25-34; 37% 35-44;
13.2% 45-54.
75% men, 25% women

Spotify

275k streams in the last 12 months
106k listeners in 136 countries. Main markets: USA, UK,
Argentina, Germany, Mexico
Growth rate YoY = +74.2%





CAREER

Performed at some of the world's top clubs, brands and festivals



12+ years experience from Google, Apple, Nest



Awarded an award + MSc dissertation published from the London School of Economics





LA ZIC

La Zic means 'music' in French slang and also forms part of Cristina's DJ alias. Cristina operates in the musical space between minimal, deep tech and melodic house, and with her label she aims to help talented artists get exposure in the music industry and kick off a new sound reflecting her own unique production style.

La Zic's symbol is the moon, "which represents elegance and femininity, shining in the night and is linked to motherhood, balance, moods and emotions." This new venture is an opportunity for Cristina to stand proud as a female artist, using the platform to uplift and mentor exceptional female talents amongst its roster.

Alongside the label, Cristina has further plans. She has spent over a decade working for companies such as Apple and Google and is now drawing on those experiences to launch a marketing course for DJs aka the La Zic academy. This is offering a mix of online courses, workshops and one-on-one sessions designed to help artists learn the basics of marketing and branding, and ultimately grow. In addition, La Zic is hosting showcases globally.

This all-encompassing new label and platform from Cristina Lazic is set to become a vital resource for fostering diversity, inclusion and equity in the music industry.



BRANDING



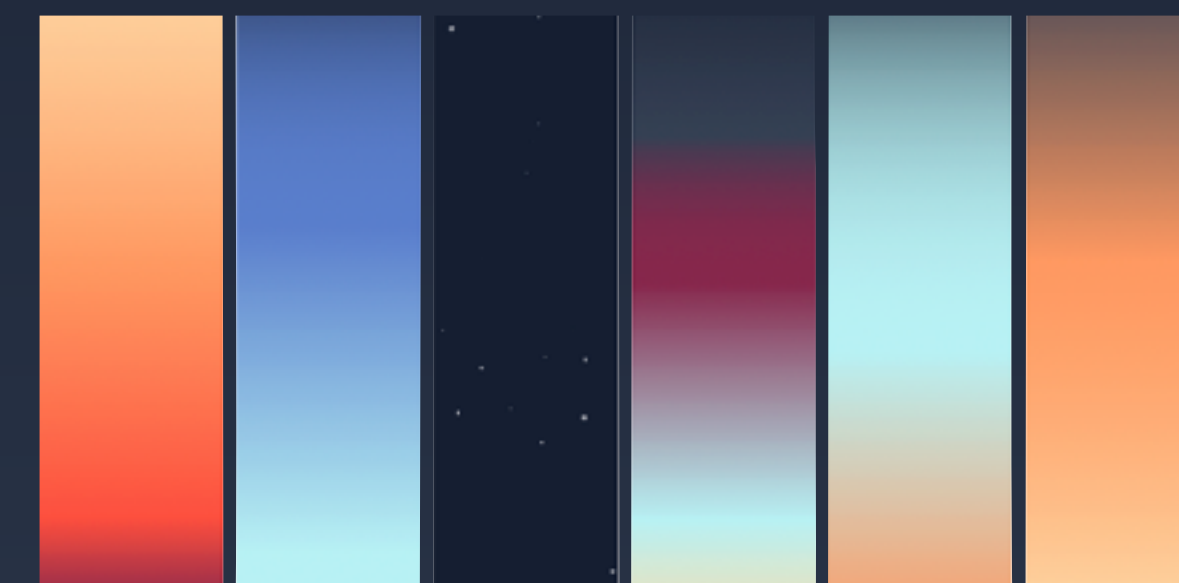
The Moon

is a symbol of elegance and femininity, shining in the night and representing motherhood, balance, moods and emotions.



Surrealistic Themes

like the mirror, the hourglass, the arch and the key are all concepts linked to important topics for Cristina, like self reflection, time and space, the universe and dreams.



The Colours

The colours of Cristina and her project La Zic are those from all phases of the night: from sunset to sunrise, via the darkest moments of the night.

PRELIMS

TOP LINE

Volere è potere

Cristina Lazic, una mamma manager con la passione del Djing



Ha lavorato bene al club di Topline? Lazic è l'unica che ha fatto il djing, ma non ha mai fatto il djing. È una manager con la passione del djing.

Che cosa è il djing per te? È un modo di vivere la musica, non solo di suonarla ma di viverla.

Lei è in DJing e nel club? Sì, è un modo di vivere la musica, non solo di suonarla ma di viverla.

Il tuo percorso per la musica è stato?

Quando ho iniziato a lavorare ho fatto il djing per un anno e mezzo. Ho fatto il djing per un anno e mezzo. Ho fatto il djing per un anno e mezzo.

Cosa ti ha insegnato il djing?

Ho imparato a suonare, a gestire un pubblico, a gestire un pubblico.

Product marketing manager in Google, mamma di Sofia (6 anni) e anche Di: Cristina Lazic è una donna determinata. Trentatré anni, milanese di origine ma ha vissuto fra Barcellona, Londra, Miami. La abbiamo chiesta come sta costruisce la sua carriera nell'industria della musica elettronica.

BILBOARDFR 100 MARZO 2023

CRISTINA LAZIC - 21 PAST 20



Cristina Lazic © Francesco Bonaldi - Foto: Francesco Bonaldi

Craving il taste di Past 20, e cosa significa per te e per la tua settimana artistica? È un modo di vivere la musica, non solo di suonarla ma di viverla.



Can't Live Without

Dj/producer Cristina Lazic's house tracks have appeared on labels like Crossbow, Rebels and Bondage Music. She can't live without guitar riffs.

"HELLO, I AM CRISTINA LAZIC, and the first thing that you will always find in my music, and that I can't live without, are guitar riffs. I spend a lot of time listening to rock and indie music, which definitely influenced most of my house tracks. Most of the time in my tracks, I include full riffs playing with the 64 D. I'm inspired by artists like Lauryn Hill, Beyoncé, and The Roots. I love to listen to music that is not just about the beat, but also about the melody. I love to listen to music that is not just about the beat, but also about the melody. I love to listen to music that is not just about the beat, but also about the melody."

billboard

VOGUE

DJ



PUBLIC SPEAKING





COMMUNITY WORK

Being aware of the issues that female professionals can face in male dominated industries like tech and music, Cristina has the vision that she can make a difference in music for women, and mothers in particular, since she is a mother herself.

She is part of shesaid.so, the community of women in the music industry, where she leads the parenthood committee's efforts to safeguard the interest of artists with kids, and where she is involved as a mentor for the We Grow programme. In addition, she is a mentor for MDLBeast's programme Hunna.

Cristina is also a facilitator of #IamRemarkable, a global movement by Google that empowers everyone to celebrate their achievements in the workplace and beyond.



COLLABORATION OPPORTUNITIES



- **Brand Ambassador**

Sponsored posts, stories or videos with content from the brand. Available to brainstorm on creative concepts, in line with Cristina's TOV.

- **Video content creation**

Cristina is available to create short form video content for all types of social media. Available for cross posting if needed.

- **Music / playlist curation and production**

Cristina has realised playlists for multiple fashion and consumer goods brands to accompany specific product launches or campaigns. She is also available for taking care of music curation / editorials and artistic direction for hotels, restaurants and clubs. We can use paid social ads to drive to a Rifle Paper Co playlist on Spotify

- **Marketing Consulting**

Cristina is currently consulting the Island Hospitality Group on the marketing strategy for Chinois and Beachouse in Ibiza. Drawing on her senior marketing expertise, she is available to provide marketing consulting to players in the music industry.



ENNOQUI RIESQUI

Management

Grace Russo
grace@skretz-ent.com

KOMI

cristinalazic.komi.io

