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**KIMIÉ MINER ANNOUNCES  
“THE HAKU COLLECTIVE HOLIDAY COLLECTION” AND  
A NEW MERRY-MELE SINGLE “CHRISTMAS LŪ‘AU” FEATURING PAULA FUGA**

*All Haku Collective lifestyle products are inspired by our lyrics and are locally curated to connect consumers with our music, language, culture and way of life found only in Hawai'i. ~ Kimié Miner*

**FOR IMMEDIATE RELEASE**

**HONOLULU, HI (NOVEMBER 11, 2020)** Grammy-nominated, producer, singer, songwriter, and Founder/President of [HAKU COLLECTIVE](#), **Kimié Miner**, is pleased to announce the launch of her new HAKU COLLECTIVE HOLIDAY COLLECTION featuring Hawaii-based artisan collaborations and a new single release called, “*Christmas Lū‘au*” with award-winning singer/songwriter **Paula Fuga**. The collection celebrates ‘ohana, traditions and childlike wonder, all while paying tribute to the Hawaiian language and culture as told through Haku Collective music.

**HOW TO DOWNLOAD Kimie and Paula’s NEW SINGLE: Christmas Lū‘au**

[WeTransfer: Download Single Here](#)

For Radio: ISRC Code QZGU72000020

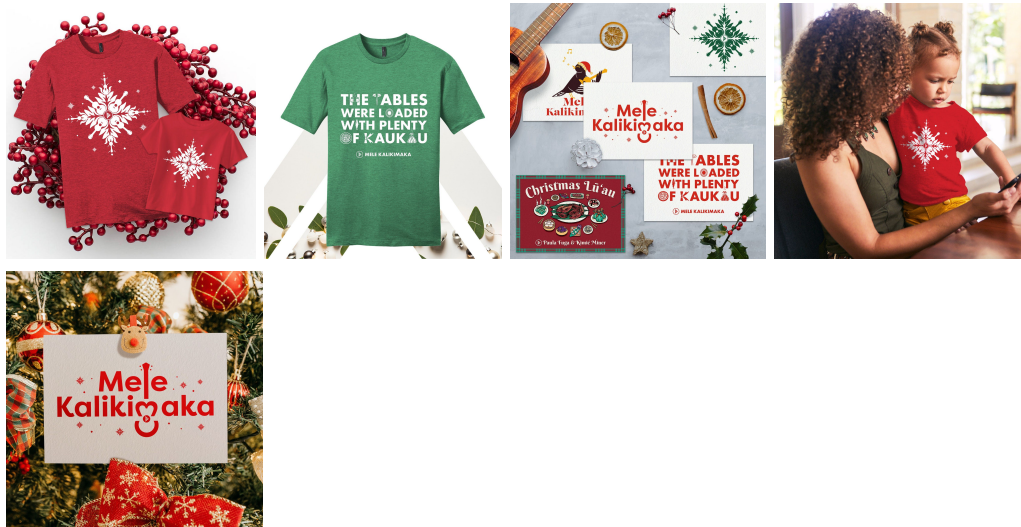
Fanlink: <https://fanlink.to/ChristmasLuau>

“Christmas Lū‘au has been my favorite song for the holidays ever since I was a little girl! This updated version gives the listener a unique description of how we celebrate Christmas, Hawaiian Style! It was really fun to record and our new verse will give this familiar tune a new life making it even more special today and for generations to come!” said singer/songwriter, Paula Fuga

At Haku Collective, the story always begins with music and the same holds true for the new HAKU COLLECTIVE HOLIDAY COLLECTION. Beginning with the ‘Christmas Lū‘au’ T-shirts and Mele Greeting Cards...*‘the tables were loaded with plenty of kaukau’* are lyrics from the newly released single by Kimié Miner and Paula Fuga, paying homage to one of Hawai‘i’s favorite traditions...eating! The Hawaiian Quilt and Mele Kalikimaka designs also feature the ‘ukulele and a singing Mynah Bird, paying homage to Kimie’s brand ambassadors #minerbirds.

“Not only does Haku Collective offer music, but we also offer everyday lifestyle products that are inspired by our music and lyrical storytelling,” said Kimié Miner. “Now, you can experience the tales of Hawai‘i with all of your senses through the “Haku Collective Collection,” a whimsical product line brought to life with everyday use and special gifting.”

Debuting on November 11, 2020 at [Hakumagic.com](http://Hakumagic.com), select items and curated gift sets will also be available at the [House of Mana Up](#) showcase on November 20, 2020, as Haku Collective is a proud business-select of Mana Up’s [Cohort 5-2020](#) excelerator program. The collection will also be featured at [Pop-up Mākeke](#) starting November 21, as part of the *Mele in Hawai‘i* series. Pricing, sizing and inventory may vary and are available upon request. [Hakumagic.com](http://Hakumagic.com) is pleased to offer free shipping within the USA for all purchases of \$50 or more.



Year-round [HAKU COLLECTION](#) favorites include buttery soft [@coco\\_moon\\_hawaii](#) swaddles sheets and onesies, [@alohamodern](#) beach blankets, wrap apparel, wall art, ‘Play On Hawaii’ hats, ‘Haku Magic’ stickers and ‘Bottom of a Rainbow’ accessories, all featuring lyrical connections to Haku Collective music. In cultivating unique products, we also support local businesses, give back to the community, and through everything, celebrate our love of mele.



The Haku Collective loves CocoMoon Hawai‘i Collection: [@coco\\_moon\\_hawaii](#)

These [quilts](#) feature both the English and Hawaiian lyrics for the classic lullaby “You are my Sunshine” featuring Kimié Miner off Haku Collective's Grammy-nominated “Hawaiian Lullaby” album. Made from 8-layers of super soft bamboo muslin, these quilts are perfect for chilly nights, tummy time, or extra snuggles.

**The Haku Collective loves Aloha Modern Collection: [@alohamodern](#)**

Microfiber towel-like [beach blankets](#) offer a large surface area to enjoy with a growing ohana! Featuring imagery inspired by songs from the Grammy-nominated “Hawaiian Lullaby” album, these beach blankets tell unique stories while featuring the Mahina Moon.

**The Haku Collective KŌKUA PROMISE:**

At Haku Collective, we empower local artists to achieve global impact. We honor our kūleana (responsibility) to always care for our community and help them thrive. A portion of every HAKU COLLECTION purchase will support free music education opportunities like our community MeleCraft Mentorship Program, which will release its first Haku Keiki album “Children of the Sea.” To learn more visit: [HakuHawaii.com](#)

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**ABOUT HAKU COLLECTIVE**

HAKU COLLECTIVE is a multi-faceted Music company created by artists for artists. Founded by singer/songwriter, *Kimié Miner*, we are a Native Hawaiian boutique music label and immersive product company located on the Island of O‘ahu. At Haku, our story begins with music. Most recently celebrated for “*Mele in Hawai‘i*,” Haku Collective has hosted the longest running livestream entertainment series in Hawai‘i since the Covid-pandemic began, supporting over 40-artists around the world while reaching a global audience with aloha.

Our first global project, GRAMMY® Nominated “*Hawaiian Lullaby*,” features Hawai‘i’s top recording artists singing familiar songs in both English and Hawaiian. The story continues through our immersive lifestyle collection including apparel, a keiki line of products, and accessories. All of our signature Haku products are inspired, designed and locally curated in Hawai‘i. For more information or to inquire on HAKU COLLECTIVE collaborations visit: <https://www.hakuhawaii.com> and follow our mele at [@hakucollective](#) and [@playkimie](#).

**MEDIA NOTE:**

Official Product Images are available for media download here:

<https://we.tl/t-2k2bKQDTZr>

Photo Credit: “Courtesy of The Haku Collective Collection”

**HOW TO DOWNLOAD Kimie and Paula’s NEW SINGLE: Christmas Lū‘au**

[WeTransfer: Download Single Here](#)

For Radio: ISRC Code QZGU72000020

Fanlink: <https://fanlink.to/ChristmasLuau>

**HOW TO DOWNLOAD KIMIE’s NEW SINGLE: Children of the Sea**

[WeTransfer: Download Single Here](#)

For Radio: ISRC Code QZ-GU7-20-00002

Fanlink: <https://fanlink.to/ChildrenoftheSea-NaKamaKai>

**ABOUT PAULA FUGA**

Praised for her originality in song composition paired with soulful, spellbinding vocals, Paula Fuga is celebrated as one of Hawai'i's top female entertainers. Fuga, an accomplished ukulele musician under Master Instructor, Roy Sakuma, intertwined her passions of poetry and music into award-winning songwriting. Her debut album, LILIKOI lauded the prestigious Nā Hōkū Hanohano Award for 'Most Promising Artist.' Today, with a global fanbase and thriving music career, Fuga's music is dedicated to inspiring positive social change within her islands, while also permeating the world with the thoughtful and evocative voice of the Hawaiian people. She is an artist on a mission and music is her vehicle.

*"Music is my first love. Love is my first language."* - Paula Fuga  
[@pfunklove](#)

### **ABOUT MANA UP HAWAI'I**

#### **TAKING HAWAI'I ENTREPRENEURS GLOBAL**

Our vision is to fuel an economic growth engine for Hawai'i that can generate success for the local economy, support the high cost of living in Hawaii, and create well-paying, interesting jobs for locals. Our goal is to create Hawaii's next 100 product companies earning over \$10 million in annual revenue, and based here in Hawai'i. We support products rooted in Hawai'i that elevate authentic Hawaii stories through their brands. We help Hawai'i companies become global companies, bringing to the world what really makes Hawai'i special.  
<https://manauphawaii.com>

### **ABOUT POP-UP MĀKEKE**

Born in response to the coronavirus pandemic and its impact on Hawai'i's small and micro businesses, the Pop-Up Mākeke is a centralized online marketplace that supports over 400 Hawai'i businesses and over 12,000 unique products. In addition to serving as an online hub, the mākeke brings its products to life through weekly QVC inspired shows featured on KHNL, KGMB, K5 and Facebook Live. The Pop-Up Mākeke is managed by the Council for Native Hawaiian Advancement, a federally recognized 501c3 non-profit. <https://popupmakeke.com>