

## The Bougie Brat and Amiere Records Launches “The Complex” a creative oasis in Jamaica



**New York City, New York Jun 25, 2025 ([Issuewire.com](https://www.issuewire.com))** - Amiere Records, the forward-thinking Black-Female owned independent music label led by dancehall producer and creative director Kimberly Rhoden, aka “The Bougie Brat,” has launched fundraising for “The Complex” a new multi-purpose creator hub designed to empower Caribbean creatives through music, film, wellness, and media.

The Complex will serve as a one-of-a-kind space in Jamaica, offering recording studios, soundstage film spaces, co-working and event areas, a future wellness pavilion, and two restaurants on-site. With roots in the dancehall world and eyes on the future of content creation, The Complex aims to support a new generation of culture-makers across the diaspora.

The Complex is currently in its seed fundraising stage, and Amiere Records is actively seeking strategic partners, impact investors, and brand collaborators aligned with building sustainable creative spaces in the Caribbean.

The project is currently raising funds through Artizen Fund Season 5, a Web3-powered platform for creative innovation. Over a dozen unique digital artifacts and rewards are available, ranging from shoutouts and exclusive video cameos, access to behind-the-scenes collectibles and creative collaboration opportunities.

Support tiers include:

- “Pin It On the Map” – Be part of the global supporter map (eventually IRL)
- “Mi Deh Ya” Shoutout – Get a digital thank-you from the team
- “Manifest the Mission” Polaroid Pack – Receive a themed digital photo drop
- “Legacy Wall” Tier – Your name etched on our physical build wall
- Video Premiere Access + Private Event Invite
- “Behind the Build” Documentary Access
- “Producer Circle” – Join the production team with behind-the-scenes + credits
- “Vibe Curator” Tier – Receive a custom beat/riddim
- “Executive Producer + Cameo” Tier – Get EP credit and on-screen appearance
- “VIP Legacy Sponsor” – Brand integration, legacy plaque, access and more
- “Co-Founder Tier” – Reserved for serious backers shaping the future

“The Complex is like if Tyler Perry Studios merged with music, recreation, co-working and entertainment. All built on over 20 acres of land,” says Kimberly Rhoden. “It’s more than just a

creative space, it's an oasis for Caribbean artists and visionaries to create freely, build legacy, and thrive globally. We shouldn't have to leave the islands or the diaspora to access world-class creative resources. We deserve a chance to build them at home."

Momentum around Amieré Records continues to grow. Most recently, The Bougie Brat co-produced "Future Life". A Topalone Records release by Geo Lyrical & Jevii, led by well renowned dancehall producer Topalone. The track celebrates the power of young people to succeed in any area they choose, offering a much-needed reminder of possibility and ambition in today's Dancehall landscape.

The Bougie Brat also entered the 2025 Caribbean Music Awards ["Shining Star" Presenter Competition](#), with a chance to win a \$5,000 prize and appear on the CMA red carpet at Kings Theatre, NYC this summer.

In addition, she was recently featured on screen in JPEGMAFIA's On the Radar freestyle performance, where she appears to the artist's right throughout the viral session.

Amieré Records has also been curated for Artizen Season 6, making The Complex one of the only Jamaica-based projects to earn continued platform support.

### **Support The Complex on Artizen:**

<https://artizen.fund/index/p/amier-records-presents-the-complex---a-creative-hub?season=5&scroll=no>

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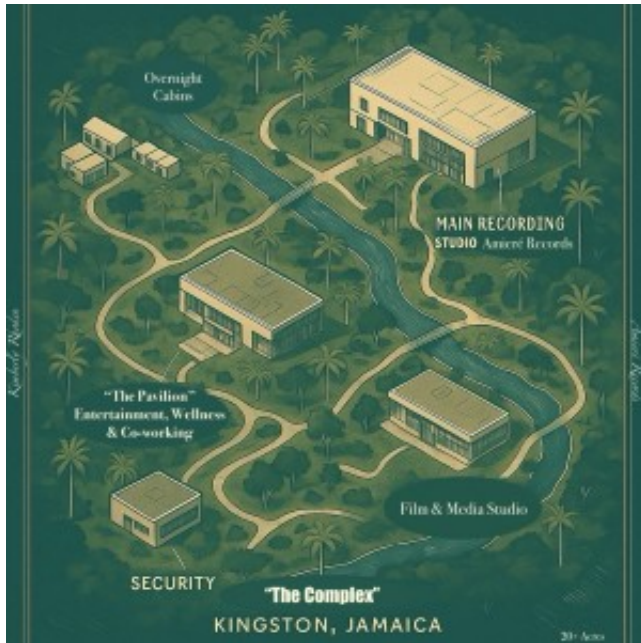
Media inquiries: [amiererecords@gmail.com](mailto:amiererecords@gmail.com)

### **About Amiere Records:**

Born and raised in Arnette Gardens (Havana), Kingston, Rhoden is a proud Jamaican creative with global experience. After completing her education in New York, she built a successful career in communications and marketing for tech and Web3 companies, while also exploring acting, modeling, and creative development work around the world from the U.S. to Bali and Thailand.

### **About Artizen Fund:**

Artizen is a fundraising platform powered by blockchain, allowing fans and funders to support creative projects through limited-edition digital artifacts.



**AMIERÉ**  
RECORDS

## Media Contact

Amiere Records

\*\*\*\*\*@gmail.com

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