

Loud Pleasure: A House Music Imprint by Funktasy

More House Music, Please. That is the anthem of Loud Pleasure.



LOUD•PLEASURE

Montreal, Quebec Feb 25, 2026 (Issuewire.com) - Loud Pleasure is a new record label launched by [Funktasy](#), dedicated entirely to house music and the cultural phenomenon that has allowed it to endure for more than four decades.

From Chicago and New York to London and beyond, house music has maintained a continuous presence across clubs, festivals, and dancefloors worldwide. While electronic genres such as dubstep,

big room, and EDM experienced clear cycles of rapid growth and decline over the past two decades, house music remained a constant through consistency rather than reinvention.

Its longevity is widely recognized across the music industry. DJs, producers, and music historians often point to house music's focus on groove, repetition, and emotional connection as key reasons it continues to resonate across generations without losing its core identity. From the early crossover of house into mainstream culture in the nineteen-eighties, through artists like Madonna, to its continued influence on pop music today, house rhythms and dancefloor energy have remained present in global pop culture in a way few other electronic genres have achieved.

Listener behavior reflects this endurance. Many fans of electronic music explore faster or more experimental styles earlier in life, then gradually return to house music over time. As tastes mature, appeal shifts toward depth, balance, and connection. House music consistently meets that moment, offering familiarity without stagnation and movement without excess.

Loud Pleasure exists because of this phenomenon.

"House music is the essence of dance music; it all began with a groove and a bassline and will be here for decades to come. Loud Pleasure is Funktasy's homage to house music," says Hoss, director of Funktasy.

The label focuses on house music built for longevity, prioritizing groove, restraint, and dancefloor function over short-term trends or algorithm-driven output. Each release is curated for real environments where sound systems, physical space, and shared experiences matter.

The imprint is guided by a team whose roots trace back to the vinyl era of the genre, shaped by record stores, radio shows, bootleg remixes, club rooms, and dancefloors long before digital platforms defined electronic music. Loud Pleasure welcomes artists from around the world who share a commitment to house music and its culture. That perspective informs Loud Pleasure's approach today, with an emphasis on curation over volume and longevity over immediacy.

Loud Pleasure expands Funktasy's broader cultural platform, which spans recorded music, editorial work, and education, all built around a long-term view of music culture and its role in collective experience.

The first Loud Pleasure releases arrive in Spring 2026 on all major streaming platforms.

More House Music, Please.

Explore Funktasy and learn more about our mission:

Loud Pleasure Website: LoudPleasure.com

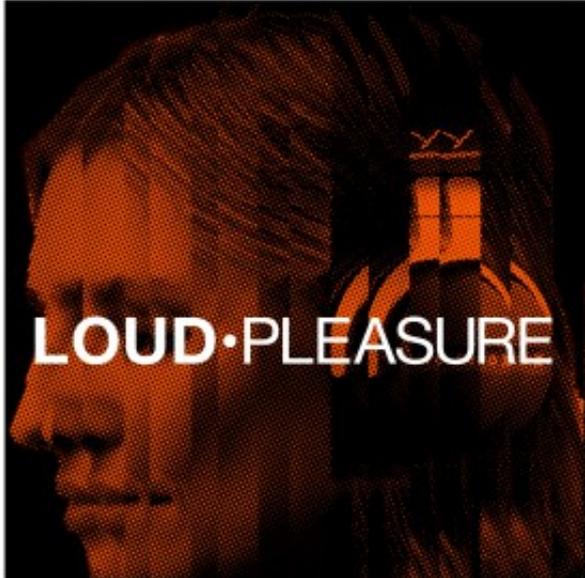
Loud Pleasure Socials: [Instagram](#) | [YouTube](#)

Funktasy Website: Funktasy.com

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