

BluffRaise

OFFICIAL EPK / 2026 / CASE FILE: 7-2

Dark rap-metal from Japan. A coded gate built around voice, pulse, noise, silence, impact, and the weakest hand that refuses to fold.

From Japan to the worldwide table. The weakest hand was never meant to fold.



SIGNAL

SIGNAL

SIGNAL

SIGNAL

A\$E / VOICEJAX / PULSEKYNG / NOISMERCH / SOON

Case 7-2

CONCEPT / TABLE / CODE

7-2

7-2 is known as one of the weakest hands in poker. BluffRaise treats it as a symbol of reversal: pressure, bluff, silence, survival, and impact.

Public Identity

BluffRaise is a dark rap-metal project from Japan. The public shape is A\$E, JAX, and KYNG: Voice, Pulse, Noise / Visual.

Sound Direction

Rap, heavy rhythm, dark textures, low-end pressure, cinematic noise, and explosive fragments designed for short-form discovery and global reaction.

Visual Direction

Casino table, cipher board, damaged cards, red thread, fingerprints, smoke, dark city light, and evidence files that invite the listener to search deeper.

Signals

A\$E / JAX / KYNG

VOICE

A\$E

Voice / Vocal. Concept, lyrics, sound direction, SNS direction, and final check.

PULSE

JAX

Pulse / Drums. Rhythm, numbers, weekly reports, sales and expense discipline.

NOISE

KYNG

Noise / Visual. DJ, filming, editing, visual fragments, cinematic signal design.

The current site intentionally uses coded visuals until official member photos are shot. The mystery is not a missing piece - it is part of the launch design.

Heavy guitars and low-end impact exist as sound design elements and may be handled by production, support, outside collaboration, or future additions.

Routes

OFFICIAL CHANNELS

WEBSITE

<https://bluffraise.pages.dev>

YOUTUBE

https://www.youtube.com/@BluffRaise_Official

X

https://x.com/bluff_raise

TIKTOK

https://www.tiktok.com/@bluffraise_official

INSTAGRAM

https://www.instagram.com/bluffraise_official/

MAIL

<mailto:bluffraise.official@gmail.com>

SHOP

MERCH

Coming Soon. Wear the signal. The store gate is prepared, but the public focus remains on signal, sound, and proof.

Rollout

FIRST WAVE / MEASURE / SHARPEN

SYSTEM

SIGNAL_001

Release coded short-form fragments: visual files, audio, 7-2 concept, and official links.

SYSTEM

MEASURE

Track posts, saves, comments, profile movement, overseas response, and follower conversion.

SYSTEM

SHARPEN

Use weekly reports to find the winning hook, caption, sound cut, visual style, and platform route.

SYSTEM

EXPAND

Build YouTube, collaboration targets, reaction outreach, EPK proof, and merch readiness.

Contact

BOOKING / COLLABORATION / MEDIA / REACTION / SPONSORSHIP

For collaboration, media, booking, reaction permission, sponsorship, private preview, EPK request, and merch-related inquiries, contact BluffRaise directly.

bluffraise.official@gmail.com

Official lines: From Japan to the worldwide table. The weakest hand was never meant to fold. 7-2.



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