

# 卐 WORLD IS ONE

~ 25th Anniversary ~



**Dear ayu,**

Congratulations on your 25th anniversary, from all of TA!

This past year has been full of memories and emotions for all of us. We have been looking back at the last 25 years, encouraged and excited by everything you have accomplished; nostalgic about our own lives, and the part your music and words had to play in it. It was that kind of feeling that inspired us to return to A World is One.

In the 14 years since, our lives have all moved in their own directions, but we remain connected through the shared feeling given to us by your music. It was this connection we had in mind when we approached this project's concept. In your work we all find something that we see ourselves in, and that still feels as real and important to us today as it ever has.

Thank you for everything: your music, your strength, and your art, which has helped so many of us feel less alone. We are always here cheering you on!

どんなに遠く離れていても  
僕らは同じ空の下で

**✪ WORLD IS ONE**

## Dear TA-

Hello, everyone! There is so much we want to be able to say to all of you! Most of all, we want to say thank you; while we can only speak directly for some communities, none of this would have been possible without fans from all corners, of all different languages. We are all here because of Ayu, but also because of the work of so many fans over the years, in so many ways. Our story would not be the same without any of you.

In past fan projects we have sent letters and photos to Ayu; this time, we wanted to capture a small part of the thoughts and discussions we have among ourselves. It was so difficult to decide how to do this! In the end, we decided to go year by year, gathering comments and poll answers from fans in a format inspired by the TA app. Although we could only represent a fragment of our fandom, we hope that everyone can see a bit of themselves in this, wherever you are.

We have also included written pieces that cover parts of our shared history online, and how we have all grown together with Ayu over the last 25 years. The story of how we have followed her work and kept in touch with each other has many chapters to it as well, and with older fan spaces disappearing online, our hope was to write some of it down before it's too far away to remember clearly. What we have now is something we don't take for granted.

An equally important goal of this project was to showcase how beloved Ayu's career is. Every chapter of the last 25 years is someone's favourite, every song has reached someone at just the right moment. We hope that this effort has captured that feeling in all of our chosen words.



**1998-2001**

Ayu's debut coincided with the beginning of the digital age, with more people buying home computers and surfing the web than ever before. No other time could have set the stage so perfectly for the voice of a generation to be heard across the world.

Early members of international TA likely found Ayu through happenstance; online scrolling that led to random blog posts, chat-room discussions, or shared media. With little to no offline resources for j-pop updates, many continued to turn to the World Wide Web for both news and connection to other fans. Discovering Ayu's music was an opening of a door to a whole new genre of music, and many new fans did not want to start that adventure alone.

## Online Fandom

The internet of the late 90s looked very different than today. With pages taking minutes to load and hosting costs of forums being significant, early fandom had considerable technical restrictions to work around. Internet users were more likely to use IRC and personal homepages to participate and connect with each other, and as Ayu's music began to spread, dedicated websites began to pop up just as fast to keep track of her expanding catalogue of work.

These first fan pages reflected the different interests of their creators, taking form in news feeds, galleries, archive databases, and personal blogs. It was also common for these to have guest books or small message boards for visitors to chat in, allowing fans to share their own homepages as they passed through. Fans on one site could follow the links on these guest boards like breadcrumbs, making their way from project to project and exploring the world that was beginning to take shape.

However, the early 2000s already marked a turning point. More affordable options for forum hosting, increased internet speeds, and Ayu's hectic content schedule all created a lightning in a bottle moment for the early internet fandom, and the creators of those smaller homepages moved on to larger, more ambitious projects.

Websites created during this time include A Homepage for ×× (owned by Graylix), DivineAyu (ran by DivineFang), Hamasaki Republic (a curated news website created by HCE), AYUppears (a fanclub message board with community games and news, founded by hitomi), Ayumi Hamasaki Sekai (a blog turned forum, started by ZeF), ClubAYU (a news feed website by Censations), AyuDesign (a message board dedicated to creating graphics, led by Kurayami), and ayu-mi-x (a forum and discography tracking project, a duo effort from deliriumzer0 and yaten). While this list is incomplete, it represents the variety of websites at the time exploring and spreading Ayu's work in their own ways, and the projects and people who set the foundation for the future of international TA.

## Community Translations

Early international fandom was highly dependent on content from Chinese media, translated by fans fluent in both Chinese and English; isaac hiew, Ayumized Matrix, and Boyish were three of the most prolific contributors during this time, sharing news, articles, and interview snippets on AHS. Other important sources were translators from the AYUNITE!, AyuChina, and Who Ayu forums.

Another notable name from this time is wataru, whose Japanese to English lyric translations were some of the first that international TA had access to. His work provided a consistent perspective on the overarching themes of Ayu's songs, helping international fans understand, appreciate, and discuss Ayu's work on a new level. It also inspired many fans to look for resources to study Japanese themselves.

## Other Side of the World

Despite all the creativity and resourcefulness of early fans, the fact remained that Ayu was a singer in a faraway country for most. International purchases were difficult, if not impossible, due to both cost and lack of stores willing to ship items abroad; Japanese websites were finicky to navigate; auto-translation tools were poor to non-existent; and fans were typically teenagers, lacking independent income to travel and buy merchandise in-person.

Still, the fandom kept going thanks to the efforts of fans who shared all they could. Magazine scans, grainy concert rips, and clips of her music were uploaded painstakingly through dial-up speed internet connections, the process of which would ingrain itself as formative memories for a generation. We owe everything to those who put their time and energy into sharing their love for Ayu with whoever would listen — yes, this is us saying a genuine thank you to everyone involved, from the beginning. The path we are on now was paved by you.



A Song for **xxx**

# What are your memories of when you first heard this album?



**Diego O.** 🇨🇱

Just looking at the album's cover art I had a feeling I would love this album... and after listening to it for the first time I most definitely did. It was fresh but also gloomy and mature, fun but also dramatic and cathartic. A true masterpiece.



**Brian** 🇺🇸

I was in university in 2001 when I first heard this album. I had never heard such catchy songs! I had recently come out as gay and I was hurting myself, deeply struggling to accept myself, but the lyrics of this album spoke to me in a way nothing ever had.



**Quinni** 🇫🇮

I remember listening to Depend on you, SIGNAL, and from your letter a lot while going to school. There are a lot of memories I have looking out of the bus window while listening, pretending I was a lot more grown-up than I actually was (̄\_̄̄)...



**Alvin Alee Lee** 🇸🇬

The first time I heard Ayu, I don't understand what she's singing, but Ayu's voice transcend the language barrier and touched my heart.

I'm a fan ever since



**ella** 🇫🇮

When I first got into Ayu, I went through a phase I could not stop listening to Depend on You! I still consider it more of a "cool" than a "cute" song, and I wish Ayu would perform a "cool" rock version of it someday!

# What do you think of this album now?



**truehappiness** 🇺🇸

I love this album and how it burst onto the scene with such honest lyrics and a unique point of view. I hope it can get a refreshing take from the Ayu of today because it is very underrated as an album!



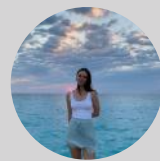
**Kilian-Paul** 🇫🇷

This album is beautifully crafted, it's one of my favorite album from Ayu it felt so honest dealing with loneliness and uncertainty when you are young isn't easy but Ayu can communicate those feelings and make the listener less alone.



**Joshua** 🇨🇦

A Song for XX is the entry to the world of Ayumi Hamasaki. The lyrics are timeless and represent the feelings of loneliness and anxiety that youth experience. Many years on, the songs in this album continue to reach listeners no matter what time/era we are in.



**Agnesa** 🇹🇼

This was an album I've only listened to later on in my fandom. The album slowly became very close to my heart, mostly after reading and understanding the lyrics. I still find myself humming A Song for XX melody on a daily basis.



**Jiarong** 🇸🇬

It's funny how a quintessentially 90s J-pop album could still sound SO Ayu. A Song for xx remains to be one of the greatest and for good reason. To this day, even as a 30 year old, I still quote its lyrics.



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

Besides the title song and the singles released I only listened this album for the first time after more than 10 years since its release. Looking at it now I feel that this record captured the Japanese "breeze" and delivered it beautifully through the songs.

## What tracks are your favourite and why?



**Liz Colton** 🇺🇸

While there are some gems, "A Song for xx", the song, will forever be an icon. It's amazing to think that she made such an impactful song on her debut album. It was a clear signal of what was to come.



**angel** 🇩🇪

A Song for XX is my all time fave Ayu song, I kind of think it's her signature song. I am kind of impressed that Ayu wrote such powerful lyrics at her young age (and that in general she writes her own lyrics from the beginning)



**Robert Hung** 🇬🇧

Friend



**Tamara** 🇩🇪

Hana has always been my favourite A Song For XX song. After reading the lyrics for the first time I felt understood. That gave me strength to hold on during hard times



**Miky Adriana** 🇷🇺

A song for XX was and remains my favorite song from that era - From the first time I heard it I learned the lyrics and sung my heart out for all the neighbours to hear. I didn't know Japanese at all but I could still feel the solitude from the song.

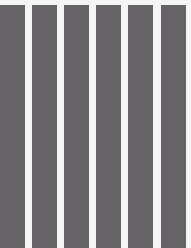


**Tio** 🇩🇪

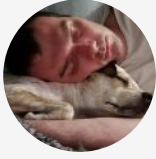
My favourite songs are "A Song For xx", "POWDER SNOW" and "As if..." because I related so much to the lyrics. For the first time in my life, I felt truly connected to someone's music. It was AS IF Ayu was saying all those things that were on my mind.



# LOVEppears



# What are your memories of when you first heard this album?



**Anthony G** 🇺🇸

In 2001, a friend introduced me to the Kanariya PV. At the time I thought it was new, but would later find out it was already old, and A Best had just been released. I went and got a hold of every Ayu song and video I could find and I've been a fan ever since!



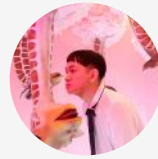
**Villo** 🇮🇪

I heard LOVEppears for the first time back when I spoke no Japanese to really understand the lyrics. However, the unique sound made me feel drawn to Ayu's music instantly. It became the perfect companion for daydreaming.



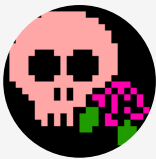
**Alexia Papadelou** 🇬🇷

My first experience with LOVEppears was Fly High. I took a "Which Ayumi Hamasaki song are you?" quiz online and Fly High was my result. This was my very first encounter with Ayu's lyrics, and I loved them so much!



**dion** 🇮🇩

I listened to this album using my friend's Discman and took it to walk around the school complex. I immediately fell in love with immature, I feel like even not knowing the meaning of the lyrics, Ayu's voice really speaks to me. I'm a fan ever since



**delirium-zero** 🇺🇸

LOVEppears was the first Ayu album I physically owned, and the packaging design was SO pretty and very cool, and has a lot of the aesthetic I associate with 1999 nowadays so even now I love it and get so nostalgic! The CD-Extra was SO cool too!



**Juuso** 🇫🇮

LOVEppears was the second Ayu album I ever heard. It was instant love, I was transfixed and swept away by all the cool songs! Then I knew I wanted to hear everything from this artist!



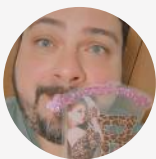
**Brett** 🇺🇸

I remember discovering LOVEppears for the first time when I was 16, and it literally changed my life. This was the album that made me fall in love with Ayu.



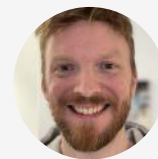
**juano** 🇵🇷

I remember being so captivated by the cover. This was the first album by Ayu I ever listened to, and to this day it remains not only my favorite Ayu album, but my favorite album of all time. Literally love at first listen. 💙💜



**Bruno Pinheiro** 🇧🇷

I was so young back then... I still remember the first time I heard to WHATEVER and I felt that Ayu was really cool.... well, when I listen to this song I still think it's really cool, even now



**Yoann** 🇫🇷

I think it ages quite well. I listen to it quite regularly not with nostalgia but because the music and lyrics are good. And I was quite amazed by its cover!

## What do you think of this album now?



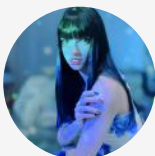
**Amanda86** 🇪🇸

I believe this album is essential and so unique compared to her other works. I love EDM and early 2000's music so LOVEppears is very dear to me. Its release was rushed from the previous album yet it feels as if it was made with so much love and care.



**Pauline** 🇫🇷

It is such an iconic album, both the songs, lyrics and the visuals. It is the essence of Ayumi Hamasaki. Everything was so different from A Song for XX, it is incredible how the image and sound of Ayumi Hamasaki changed so much during so little time!!



**Mel Keigo** 🇧🇷

LOVEppears is iconic with so many songs I love to this day, even the remixes!! I will never get tired of it, LOVE ~ refrain ~ is one of my favorite songs from it!



**Ivan Hernandez** 🇵🇪

LOVEppears is a classic but manages to sound fresh even after 20 years, iconic lyrics and sounds that can make you feel like dancing and crying, sometimes both at the same time.



**Michael Pantaleão**



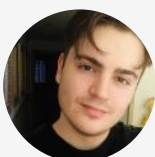
LOVEppears sounds as fresh today as it did back in 1999. It still amazes me it's only her second album and it was release so shortly after A song for XX. My favorite tracks are monochrome, And Then, and P.S III!



**Amanda M** 🇺🇸

LOVEppears is the very definition of 'iconic' -- when I listen to it today, it takes me straight back to the early 2000s (I first heard it a couple of years after its release) and yet no part of it sounds dated. It's one of the albums I play most often!

## What tracks are your favourite and why?



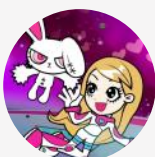
**Adrian** 🇪🇸

I would like to talk about the song 'And Then'. As a writer, this song resonates with me a lot. I find it one of the best lyrics Ayu has ever written. Also, the sound of the song is so unique and transcends time. And Then' deserves more love from everyone.



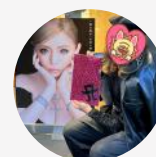
**tsukinokawa** 🇫🇮

And then is beautiful, atmospheric. WHATEVER is that cold and powerful club banger. Who... is a lyrical masterpiece, I find it hard to believe that ayu could have written such a beautiful lyrics at such a young age. Trauma is pretty much live energy song



**Sen** 🇵🇹

My favorite tracks are Whatever, And Then, TO BE and P.S III! My reasons of liking are probably they're each other very unique especially And Then! And Then has such great lyrics and lastly, TO BE, reminds me of my mom liking the song.



**Sai** 🇨🇦

LOVEppears is a masterpiece. WHATEVER, immature, And Then, Fly high... It's so hard to choose a favourite! The album's overall sound is amazing, there's nothing else like LOVEppears out there.

# ayumi hamasaki concert tour 2000 ㊦

## 第一幕

4/28 東京:東京ベイNKホール  
5/2、3 福岡:マリンメッセ福岡  
5/5、6 広島:広島グリーンアリーナ  
5/10、11 宮城:仙台グランディ21  
5/13、14 東京:国立代々木競技場第一体育館  
5/20 北海道:真駒内アイスアリーナ  
5/24、25 愛知:名古屋レインボーホール  
5/30、31 大阪:大阪城ホール  
6/2、3 神奈川:横浜アリーナ

# ayumi hamasaki concert tour 2000 ㊦

## 第二幕

6/21、22 神奈川:横浜アリーナ(延期)  
6/28、29 宮城:仙台市体育館  
7/2 北海道:真駒内アイスアリーナ  
7/6、7 広島:広島サンプラザホール  
7/11、12 愛知:名古屋レインボーホール  
7/15、16 東京:国立代々木競技場第一体育館  
7/20 長野:長野ビックハット  
7/22、23 大阪:大阪城ホール  
7/29、30 福岡:福岡国際センター  
8/8、9 神奈川:横浜アリーナ

# What is a special memory you have of watching or attending this concert?



**juano** 🇵🇷

Ayu's first tour!! I own this DVD specifically, and I swear she was born to be a star~ But it's amazing to see how much she has changed since then!



**Bruno Pinheiro** 🇧🇷

I remember that I had some neighbors that came from Japan. They had a kid same age as I and they had this concert VHS. I use to ask them to watch it everytime.



**Jiarong** 🇸🇬

This was one of the first memories I've had of watching an Ayu concert after my first (A museum). I remember seeing glimpses of WHATEVER from a site and was just so fascinated by it.



**Liz Colton** 🇺🇸

Already we can see themes and visuals that would go on to dominate her future productions. While I don't feel as though she is as sure of herself as a performer as she is now, the charisma and energy is there right from the start.



**angel** 🇩🇪

Ayu's first ever tour, so exciting! I love the song selection, outfits and her teaching the Trauma dance for the first time, iconic! (I am very sad it's not a staple anymore) You can see from the beginning that Ayu loves to be on stage and see all her fans.

# Which performance is your favorite and why?



**dion** 🇮🇩

For some reason I really really REALLY wanted to see monochrome live and when I saw that ayu performed it in this concert, I was ecstatic. I never imagined that ayu chose to bleed on stage to visualize this song. It was astonishing.



**tsukinokawa** 🇫🇮

And then is a strong performance. Vogue performance is beautiful



**Alexia Papadelou** 🇬🇷

I love how cool and exciting the sci-fi style WHATEVER opening is! No other pop artist could ever utilize a coffin prop like this either - just stunning. My favorite performance is monochrome - the simplicity of the dress, then the impact of the bleeding!



**Adrian** 🇪🇸

The performance I like the most from this concert is And Then, the strength and feeling of the performance always reaches my heart. A fascinating performance that is still iconic.



*Duty*

# What are your memories of when you first heard this album?



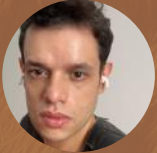
*Amanda M* 🇺🇸

I had heard the singles from Duty many times before listening to the album. I found it for sale at an anime convention when I was 14 and was so thrilled to have a physical copy...I remember putting the CD on for the first time and being completely blown away!



*Joshua* 🇨🇦

This album is much darker than her first 2 albums. The release of Duty really signified Ayu as an important J-Pop figure with the release of the trilogy & SURREAL. This was the start of Ayu as a social phenomenon with her lyrics and fashion influencing youth



*Julio Graziano*  
ジュリオ・グラジアーノ 🇧🇷

It was a sunny afternoon at home here in Sao Paulo and I remember putting the CD on a old CD player and from the first song I felt how sad this album was even though I couldn't understand japanese at all. Not my favorite 'cause I rather ayu happy and smiling.



*Michael Pantaleão* 🇺🇸

I remember feeling a huge sense of despair the first time I listened to this album, but in a good way. It's dark, it's heavy, and I absolutely love it. I listen to the whole thing at least once a week. Key~eternal tie ver.~ is still my favorite song!



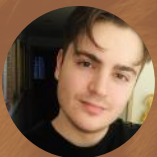
*Alvin Alee Bee* 🇸🇬

Ayu takes over the whole fashion scene with leopard prints. Ayu was a force of nature.



*Miky Adriana* 🇷🇴

I was in my room when I first heard the album, it was a summer day and a warm breeze was coming in through the open windows. Nostalgia and hope combined in one.



*Adrian* 🇪🇸

The first time I listened to the album I said: Now I understand why it is Ayu's best selling album. The raw sound of the album, mixed with such a perfect rock sound, makes this album one of the best albums ever.



*angel* 🇩🇪

Althought I bought the album in 2001, it was released in 2000. It was my first time I heard of Ayu (I bought the album without listening to it, I just liked the cover and the name) and it is still my fave Ayu album <3

# What do you think of this album now?



*delirium-zer0* 🇺🇸

The despair trilogy (vogue/Far away/SEASONS) was what made me an Ayu fan. The variety of genres, the thoughtful & relatable lyrics, and the emotion in Ayu's voice were so attention-grabbing. The whole album continues what made the Trilogy so great!



*Juuso* 🇫🇮

Duty is my favourite album. The atmosphere of the album is so strong, the songs are so memorable and varied in style, and Ayu's singing is so full of emotion, it's such a wonderful experience!



*Yoann* 🇫🇷

I think it ages quite well. I listen to it quite regularly not with nostalgia but because the music and lyrics are good. And I was quite amazed by its cover!



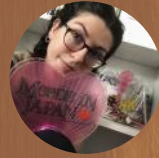
*Killian-Paul* 🇫🇷

Duty is an album that I feel cemented both Ayu's song writing and musically with a more rockish flavour than before. It's a great album from start to end.



*Tamara* 🇩🇪

I always counted Duty as one of my favourite Ayu albums. Even nowadays I think it is one of her best album from her early career if not the best.



*Pauline* 🇫🇷

It is overall a very dark album, with dark lyrics. It now has a very nostalgic feel and I love to listen to it in autumn!!



*Mel Keigo* 🇧🇷

Another iconic year with hit singles and a fantastic album! It's impossible to pick a favorite, so many are special for me, especially vogue and Scar! I can't forget the remix albums, I absolutely love those, can't get enough of them.



*Liz Colton* 🇺🇸

Duty was the first Ayu album that I connected with musically. I always loved Ayu's darker, more dramatic side and a lot of that can be traced back to this album.



*Ivan Hernandez* 🇨🇱

Duty will always have a special place in my heart, not only because it's a masterpiece musically speaking but also was the first Ayu album I bought (with my first salary when I was a teen!), the one that started the collection I'm so proud of today.



*Tio* 🇩🇪

One of the best J-Pop albums there is – truly era-defining. Songs like "vogue", "Far away", "SEASONS" and "SURREAL" are timeless classics, while Duty remains one of the best songs of all-time by any artist. The amount of masterpieces here is honestly SURREAL.



*Brian* 🇺🇸

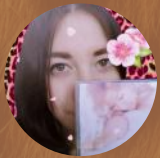
This album took Ayu's artistry to a new level. The songs inside aren't just songs, they're experiences, ones that I don't just listen to, but also feel in the deepest part of my being. If this was the end of an era, it was only so Ayu could become even better.



*Quinni* 🇫🇮

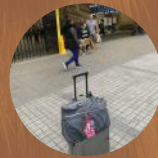
In retrospect, this album covers themes I only really began to understand in my 20s. I appreciate even more how brave it was, being released only two years post-debut, but also how relatable it is even now.

# What tracks are your favourite and why?



*Villo* 🇭🇺

SEASONS and SURREAL are my favorites! They sound different but they are both so comforting in their own ways. They help me fight difficult feelings.



*Robert Hung* 🇬🇧

Seasons! This is one of my fav songs ever. I learnt Japanese because of this. Then I cried when I read the lyrics.



*Brett* 🇺🇸

Audience will always be my favorite Ayu single! I can really feel the love Ayu has for your fans whenever I listen to it.



*Sai* 🇨🇦

SURREAL is possibly my #1 Ayu song. The visuals for this album are still perfect today, from the composition to the symbolism to Ayu's own charm and allure.



*Amanda86* 🇪🇸

My favourite track on Duty is Far away. At that point I wasn't a fan of ballads songs but when I heard this track I was hooked. It felt so hopeless and nostalgic it made me feel a lot of feelings that I still treasure today.



*truehappiness* 🇺🇸

teddy bear was one of the first songs I ever heard from Ayu and I even learned how to play some of it on the piano. I was 10 or 11 years old at the time and I knew then I loved what this artist had created.



*tsukinokawa* 🇫🇮

Duty- beautiful and mysterious piece with beautiful lyrics  
SCAR- Also one of her most haunting songs.  
Far away- I love the music, the lyrics also have some interesting parts



*Alexia Papadelou* 🇬🇷

Duty is one of my most favourite tracks from Ayu's entire discography - both the music and the lyrics are magnificent and so meaningful. And I will always love SEASONS and remember how it helped me through intense school exam anxiety one night.

Overall I feel that this album is one of her most haunting



*Diego O.* 🇨🇱

My favorite track off Duty is definitely "End of the World"



*Agnesa* 🇮🇹

Among my top albums for sure - conceptual, music and lyrics wise. "End of the world" and "Duty" are songs that were ahead their time and when performed live can skip anyone's heartbeat. The famous trilogy songs go so seamless together it's insane



# What is a special memory you have of watching or attending this concert?



**Anthony G** 🇺🇸

CDL 2000-2001 was the first Ayu concert I purchased (as a region-free version since I couldn't view the Japanese DVD). I would watch the DVD weekly, over and over again. I loved every song on the track list, and was so amazed by Ayu's stage presence!



**André** 🇩🇪

CDL00/01 has this really unique, laid back feel and I love it for that. It was just Ayu on stage singing and talking to the audience. It's so charming and it's amazing to see how far Ayu has come as a performer and singer since!

# Which performance is your favorite and why?



**Alexia Papadelou** 🇬🇷

Duty opening is great, particularly how the lights of the stage resemble church windows, it's very impactful. teddy bear followed by A Song for xx was heartbreaking. It's moving how this teddy bear is still being used, and that I even saw it live in 2024!



**Sai** 🇨🇦

It's amazing that the 20+ year tradition of CDL started here! Stand-outs are vogue with the longer introduction, the haunting End of the world, and the only time girlish was performed - a perfect finale that I hope Ayu brings back again! Ayu was so cute ♡



**Quinni** 🇫🇮

This concert hits so hard... my favourite section is A Song for xx - End of the World - SURREAL; it always feels like I'm listening to them for the first time again. I also really love Key during the encore ♡



**Adrian** 🇪🇸

End Of The World's performance of this concert always makes me think that Ayu was born from the first moment to be on the stage. So young and so small, but this performance is at the same level of the great rock stars and Ayu was just only starting.



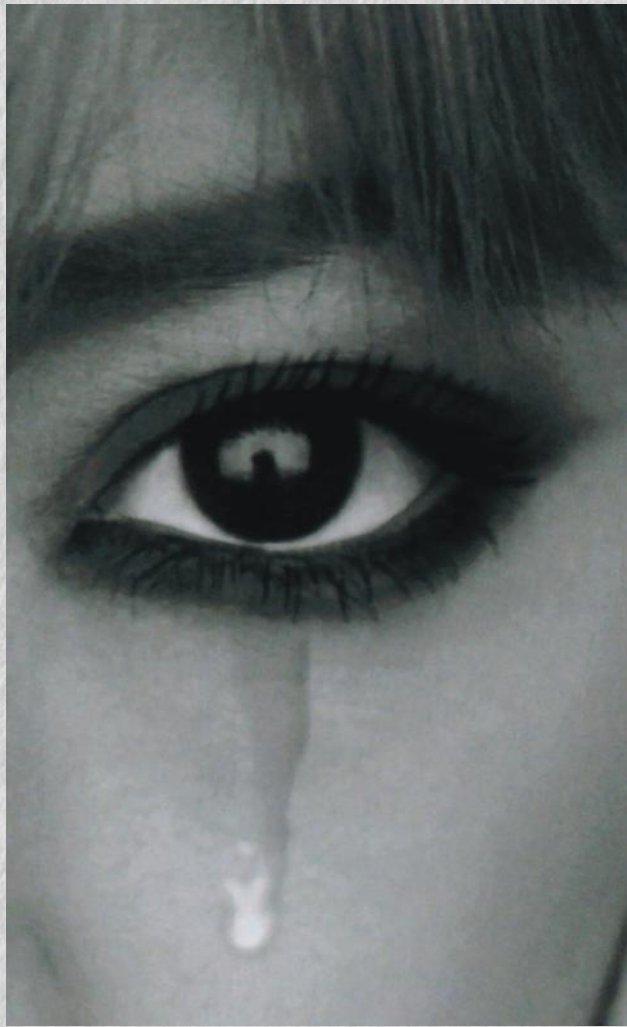
**tsukinokawa** 🇫🇮

Teddy bear is haunting. Her energy level is very high despite the simpleness of the whole show



**Tamara** 🇩🇪

Ayu's very first countdown live. Her performance of teddy bear always makes me a little bit sad. The way she sings about her memories while holding hands with the teddy is so sweet and yet heartbreaking



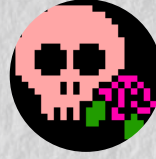
**Ɔ BEST**

# What are your memories of when you first heard this album?



**dion** 🇮🇩

Who... is so moving. It's such a beautiful, meaningful song. SURREAL is actually the very first song I heard from Ayu and will always hold a special place in my heart. Far Away is composed so amazingly well. Definitely one of my favorite tracks from Ayu.



**delirium-zer0** 🇺🇸

Without sufficient discography knowledge back then, I was surprised that LOVE ~Destiny~ was only available in this album. I love that song so very much especially after knowing the meaning of its lyrics. So beautifully written.

# What do you think of this album now?



**Alvin Alee Lee** 🇸🇬

One of THEE most iconic J-pop albums of all time!! Even so early on in her career, ayu proved to be one of the greatest to ever do it 💕💕



**ella** 🇫🇮

Simple yet, so Ayu... not a thing, most singer could achieve



**Anthony G** 🇺🇸

The amount of singles released in 2001 is unbelievable, and all of them top quality regarding lyrics, performances, PVs. Dearest was probably the first ayu song I heard because of Inuyasha so it's very special to me.



**Villo** 🇮🇪

The first album that I ever bought in my life. I like dearest the most since it was launched on my birthday day! Different year but still! It is my birthday song!



**Alexia Papadelou** 🇬🇷

This album cover is still one of the most incredible and iconic images. It goes without saying that the songs included are some of the absolute best, but I remember at the time being utterly captivated by Ayu's eyes and that single tear tracing down her cheek.



**Quinni** 🇫🇮

It's a masterpiece! From the photoshoot to the songs themselves. It represents sonically the contemporary art from Japan at its finest. What's also interesting about this record is its ability to connect with people all over the world the exactly same way.

# What tracks are your favourite and why?



**Brian** 🇺🇸

I think A BEST delivers what it promised, giving you a piece of Ayu's best. However, to appreciate what is truly good about Ayu, you have to listen to the whole discography. The cover and Ayu's struggle during that time is still important today.



**Diego O.** 🇵🇪

A BEST was not just a memorable moment in Ayu's career, but one of the most legendary releases in the history of J-pop. The story behind its creation and the cover has always stuck with me.

# ayumi hamasaki DOME TOUR 2001 ㊦

6/22、23 福岡:福岡ドーム  
6/26、27 愛知:ナゴヤドーム  
6/30、7/1 大阪:大阪ドーム  
7/6、7 東京:東京ドーム

# Is this your favorite Ayu concert? If so, why?



**Bruno Pinheiro** 🇧🇷

DOME TOUR was the first DVD that I bought for myself. I still have chills when I watch the opening act. She was really gorgeous

## What is a special memory you have of watching or attending this concert?



**Diego O.** 🇨🇱

Such an iconic concert! I love the setlist, the outfits and the whole atmosphere. I remember the first time I watched it and how impressed I was at the magnitude of the concert and couldn't wait to rewatch it, now I can't say how many times I've rewatched it



**delirium-zero** 🇺🇸

In high school my best friend and I bonded over Ayu's new releases all the time, and finally watching DOME TOUR 2001 (on VCD because we couldn't play Japanese DVDs) was such a big moment! We'd been excitedly waiting to see it since the tour started!



**Juuso** 🇫🇮

I got to watch this concert DVD with my younger sibling, and it was so much fun to talk about all the performances, costumes, and songs and get absorbed into the experience together. Duty was their favourite song!



**Liz Colton** 🇺🇸

I started watching Ayu's tours and CDLs in chronological order a few years back. Watching this one blew me away. I feel like this tour was the true origin of Ayu as a performer. Her stage presence and confidence shined.



**Agnesa** 🇨🇱

My fondest memory is watching this live with my dad 15 years ago on my old TV and both of us just being in awe of what a powerhouse Ayu is. Not understanding anything (I only got the subtitles later on), but we both knew what Ayu did with Dome Tour is rare.



**Pauline** 🇫🇷

Watching the opening scene, with Ayu greeting Tokyo Dome as she opens evolution makes me cry because I am so proud of how much she accomplished over just three years: going from being nobody to performing in domes



**truehappiness** 🇺🇸

This concert was one of the first I'd seen clips of in the English documentaries and Light & Shadow TV special and it was so breathtaking to see.



**Tamara** 🇩🇪

The first time I watched Dome Tour I was impressed by Ayu vocals throughout the concert and how much she glowed.



**Tio** 🇩🇪

The first time I saw Ayu appear in the globe and perform "evolution", I was in awe. I thought "What an opening!" before being amazed by the sheer size of the stage and Tokyo Dome. This concert is one for the history books.



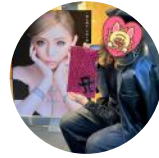
**angel** 🇩🇪

It was the first tour I watched on DVD and it blow me away, the whole concept, the song selection. And most of all this epic performance of my fave song ASfXX. The moving catwalk with Yo-chan and Enrique, the dress with the flags, it was pure perfection



**tsukinokawa** 🇫🇮

I have found myself laughing at times to the british themed dancers at the fly high performance. Only Ayu/avex could come up with something like that



**Sai** 🇨🇦

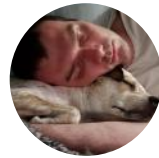
I cried so many times watching DOME TOUR 2001's DVD! Ayu's power and strength are on full display during A Song for XX/SURREAL. The use of projections and the set design was incredible to see.

## Which performance is your favorite and why?



**Quinni** 🇫🇮

I remember everyone telling me, "You need to watch DOME TOUR 2001! It's such a fan favourite!!". It took me a while to sit down and watch it, but right from evolution, I understood all the hype. The performance of Duty here is one of my favourites forever!!



**Anthony G** 🇺🇸

Dome Tour remains one of my favorite Ayu concerts to this day. It's hard to pick a favorite, but it's a tie between the Evolution opening number with the globe, and the beautiful performance of A Song for XX. I loved seeing all the world flags together.



**Yoann** 🇫🇷

A song for XX. Omg. The outfit, the fierce Ayu with Yochan and the stage moving forward. One of the most impactful performance in her concerts.



**Kilian-Paul** 🇫🇷

My favorite performance is simply the opening. It's still have a magical feel to it, the build up with the music, the video, then the flags, the globe and the cherry on top Evolution in it's full glory. It's an iconic moment for Ayu's career.



**Joshua** 🇨🇦

evolution. Ayu coming out from the globe shouting "Tokyo Dome!" to an audience of 50,000 fans in a golden cowgirl outfit will always be a classic. This performance shows the charisma she has and how talented she is as a performer getting the audience engaged



**Jiarong** 🇸🇬

The evolution opening in the globe was so iconic. I remember seeing them as clips in A museum and being so enticed by it. I didn't even realise it was from this concert until years later and it still felt so fresh and exciting.



**Amanda M** 🇺🇸

The ASfXX performance from DOME TOUR is *\*the\** definitive performance of that song. It feels like the moment Ayu became a true superstar. Her power on stage, the emotion in her voice, the simplicity yet power of the staging...everything about it works.



**Sen** 🇵🇹

My favorite performance of DOME TOUR 2001 is the evolution performance! Such an iconic beginning, the reason why I love is the illuminating globe.



**2002-2005**

At this point, it was clear that Ayu was an unprecedented superstar and here to stay. Along with her breakneck pace of original music releases came her extended remix discography, magazine appearances, TV performances, concert tours, product endorsements, and even her own TV show, *ayu ready?*.

As Ayu's range of activities grew, so did the ways fans found to access her work. YesAsia and CDJapan began to expand their services, middleman companies such as Celga were used more widely, and websites like eBay and Yahoo! Auctions gave the option of second-hand purchases. While fans would still face serious challenges getting content during this time, things were steadily improving.

Those larger website projects from the early 2000s continued to thrive, with multiple forums developing their own communities. Regular contributors during this period included nmskalmn, MTRLM, Unimatrix Prime, Grantith, MetalMarkara, and ZyreX; whether it was in sourcing news, keeping detailed scan archives, or being the graphic design standard of international TA, all of their efforts were crucial in these still-early days.

## Forum Migrations

Over time, individual blogs and personal homepages waned in popularity. The majority of fans began to use larger forums to collect news and creations together, and the growing use of instant messaging programs like AIM and MSN also contributed to this shift. It was more and more likely that users wanting to speak directly would want to in real time rather than leaving guest book comments.

Larger forums like AHS, Ayumi-SG, AYUNITE!, AyuChina, Jpopmusic, Ayumi Global Network (AGN), and Tokyo Nights evolved into truly international j-pop communities. While news and updates were still shared openly between fan spaces, personal divides and divisions began to also crop up more as the community grew and became less close-knit. Eventually this led to projects being dropped, forums closing, and rules changing through the years; moments that defined the future of international TA, but ones the fandom would ultimately move past in support of Ayu and j-pop in general.

## Community Translations

In the early 2000s, more translators started to take on Ayu's discography. Translators like corichan, megchan, and KiwiMusume published their translations on their own websites along with their other work. But among Ayu fans, perhaps the most read translations came from Japanese fan masa, who began sharing his work in 2002. In addition to translating lyrics, masa would also publish reflective essays on various subjects relating to Ayu's career; these contributions were widely read within the international community and offered a rare insight into a Japanese fan's perspective,

and they became foundational for many fans' understanding of Ayu's discography.

Music aside, other translators began to work on other aspects of Ayu's work like TV show episodes, concert MCs, and magazine articles. Fans came together in groups to tackle larger projects like the *ayu ready?* series and concert releases, and some of these subtitle files are still in circulation to this day.

## Fan Remixes

By 2002, Ayu had already released ten remix albums spanning various genres. Due to that wealth of content, and the nature of the internet, it wasn't an uncommon story for listeners to have mistaken a song remix for the original version. Fans found Ayu's work from all over, from shared files to AMVs (anime clips set to different songs), and track titles would be lost or changed as they swapped hands. All this led to Ayu's extensive remix catalogue embedded in the formative story of many overseas fans, even inspiring some to create and share their own mixes over the years.

In 2004, nmskalmn began to host annual Remix Contests on AHS: fans would submit their remixes of selected songs, and hundreds of other fans would then listen to them and vote for their favourites. Several contest entries went on to become fan favourites that are played and referenced to this day, and the love for remixes, both official and fan-made, continues to be as strong as ever. These remixers include sleeperspaceborn, James Merrifield, Xelakad, taishaku, jigglypuff, RebornLS, U-GO-BOY, DJ Amaya, and anayufan, their work among many who have been innovating with Ayu's work over the years.



I am...

# What are your memories of when you first heard this album?



**Quinni** 🇫🇮

I remember listening to "still alone" over and over again while doing homework. As an adult now, it's still as comforting to listen to, even if I associate different times and people with it than I did back then. It's a song that has helped me so much.



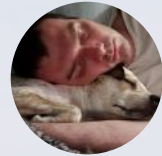
**Alvin Alee Lee** 🇸🇬

I love "I am" even till now, when I hear this song, it still sends chills down my spine... the sheer transition in Ayu's voice from the verse to the chorus, affirms us again... Ayu is a Vocalist too, on top of her other talents



**ella** 🇫🇮

I was listening to "no more words" while walking my dog one time years ago now, when the sun hit my face and I closed my eyes and just breathed for a moment. It's a simple memory, but I felt such total peace that moment that I can never forget it.



**Anthony G** 🇺🇸

I am... was the first Ayu album I got brand new. I love it all, but M will always be my absolute favorite Ayu song. I have the CD single, the vinyl record, and the DVD single. I also love classics like Evolution, No More Words, Still Alone and all the rest!



**delirium-zer0** 🇺🇸

This album was my first pre-ordered album. It arrived at my house a few days after the release date, and I was so impatient! I was so excited to finally hear "still alone" and "Naturally" in full after hearing them in CMs.



**tsukinokawa** 🇫🇮

I am... is the highlight of ayu's early career. Musically and lyrically it is one of her strongest ones, almost like she is saying I am... Hamasaki Ayumi still alone is asking to be performed

# What do you think of this album now?



**Agnesa** 🇮🇹

I first heard "Dearest" thanks to Inuyasha, however at that time I didn't know the singer. But once I got to YouTube and accidentally found "M" there was no turning back. I've never seen or heard anything as beautiful and captivating as the music video for M



**Yoann** 🇫🇷

2002 was the year I discovered Ayu. I am was out but not Rainbow. I remember buying it in Paris and bring it with me on holidays in the south of France, listening to it ALL THE TIME even in the swimming pool. My parents were so bored in the end haha



**juano** 🇵🇷

Naturally is such an underrated song... I wish ayu would perform it more!! It's so futuristic yet delightfully 2002 at the same time

# What tracks are your favourite and why?



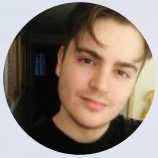
**Miky Adriana** 🇷🇺

Dearest was the first song I ever heard and I felt like hope was coming back to me in those troubled teenage years.



**Brianna** 🇺🇸

M is my favorite Ayu song. In high school, I cut my hair short just like Ayu's in the PV.



**Adrian** 🇪🇸

I am... is a piece to be proud of. Ayu was in charge of the compositions, and although I know that composing is not her devotion, with only one album and a few more songs, Ayu will be remembered as one of the greatest composers in Japan.



**Liz Colton** 🇺🇸

I am... is very special to me. It was one of the first albums I listened to while I was becoming an Ayu fan. It has the first Ayu song I ever heard ("Dearest") and my favorite Ayu song ("M"). It will always be my favorite Ayu album. Lots of nostalgia there.



**Mel Keigo** 🇧🇷

I am... is such a complete album, with ballads and pop songs, lyric wise it's also amazing. No more words and still alone are unique and unforgettable.

# ayumi hamasaki ARENA TOUR 2002 ㊦

4/27、28 福岡:マリンメッセ福岡  
5/2、3 石川:石川産業展示館4号館  
5/6、7 埼玉:さいたまスーパーアリーナ  
5/10、11 大阪:大阪城ホール  
5/14、15 愛知:名古屋レインボーホール  
5/18、19 広島:広島グリーンアリーナ  
5/25、26 北海道:真駒内アイスアリーナ  
5/29、30 宮城:仙台市体育館  
6/7、8 静岡:浜松アリーナ  
6/12 長野:長野エムウェーブ  
6/15、16 神奈川:横浜アリーナ

# What is a special memory you have of watching or attending this concert?



**Jiarong** 🇸🇬

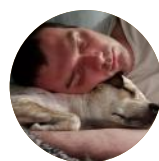
I was first exposed to this concert at the very beginning stage of my fandom, watching this on VCD and being absolutely entranced by the level of creativity a concert and a singer could bring. The execution of this concert was flawless!

## Which performance is your favorite and why?



**Amanda86** 🇪🇸

I really really love Free & easy performance in this tour. It is so magical, the hair, the outfit, the swing, everything. It is just perfect and her voice is amazing. She looks like an angel.



**Anthony G** 🇺🇸

The opening of I am... is one of the most iconic moments ever. The flames, the kimono, the song...they all masterfully kicked off this show. And singing "no more words" was the icing on the cake.



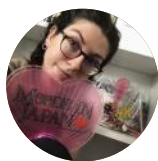
**Brianna** 🇺🇸

I loved the version of A song for xx in this concert, the beginning sounding very contemporary and then changing to the harder rock sound including the karate choreography. Ayu changing outfits in that short time span in the middle of the song is very impressive.



**Liz Colton** 🇺🇸

The "I am..." opening performance will forever be iconic and the unplugged section is so good. I wish she would do more stripped-down rearrangements like this. I also liked the fact that there's a loose storyline.



**Pauline** 🇫🇷

My favourite performance of this show is the unplugged version of M, it is one of the best live versions there is of the song in my opinion. The arrangement is very lovely with the guitar played by Yocchan.



**Agnesa** 🇮🇹

The performances that stand out are definitely I am... and A Song for xx. Such a raw emotional rendition of I am... with a hint of anger, and with A Song for xx I was mesmerized with the choreography/costumes the second I saw it.



**Michael Pantaleão**



This was such an amazing era to witness. I love the setlist for this concert and the unplugged section is incredible. The M performance is one of my favorites to date, I love everything from the unique arrangements to Ayu's visuals.

# ayumi hamasaki STADIUM TOUR 2002 ㊦

6/29、30 東京:お台場野外特設会場

7/6、7 福岡:海の中道海浜公園野外特設会場

7/13、14 兵庫:阪急西宮スタジアム

7/20、21 愛知:豊田スタジアム

7/27、28 東京:東京スタジアム

# What is a special memory you have of watching or attending this concert?



**Amanda M** 🇺🇸

STADIUM TOUR was one of the first Ayu concerts I watched back in 2003 as a new fan and the scale of it blew me away! It's a concert that really stands out amongst all her releases and is the epitome of summer. I rewatch it every year on July 1st. ❤️



**angel** 🇩🇪

Stadium Tour 2002 is one of my fave tours. I love the logo. I am til today impressed at the amount of ppl in that stadium and everyone is cheering Ayu. And it has that special summer atmosphere.



**André** 🇩🇪

I love how Stadium Tour is unlike any other of Ayu's concerts, with that big open air stage, and also how it brings back some elements/outfits from Concert Tour 2000 in a medley. I love when Ayu references herself! And that Free & Easy performance is amazing!



**Antonio B** 🇪🇸

It's amazing how Ayu was able to hold a stadium tour across Japan only 4 years into her career. I would love Ayu to do outdoor shows in the future, the atmosphere is so different and it's a really cool experience seeing the sunset while enjoying Ayu's music.



**Michael Pantaleão**



I can't believe we had the chance to witness this era in Ayu's career with two different tours—and they're so different from each other. I loved the medley since it included some of my all-time favorite songs such as monochrome, End roll, and too late.



**Brett** 🇺🇸

Ayu's stadium tour holds a special place in my heart. This concert is her only stadium show, and I love the high energy she brings for the outdoor show! I made it an annual tradition to watch it every summer, and I'm still in awe when they do the crowd shots!



**Louis** 🇫🇷

Stadium Tour 2002 A reminds me of my early days as a fan, watching my first full concerts and getting the measure of how powerful Ayu's lyrics and performances are. The encore performance of a song is born never fails to make me cry.

# Which performance is your favorite and why?



**Tamara** 🇩🇪

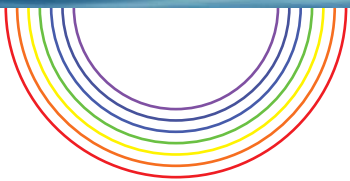
independent is a song I love to hear in live versions. The version from Stadium Tour is one of my favourites. It's so much fun watching Ayu teaching the dance routine for independent and then dancing along with her.



**Jiarong** 🇸🇬

That performance of M remains to be one of my favourites of hers EVER. It's not a wedding dress performance, but her energy in this was so different from the rest of the M performances in her career and I love it so much.

# RISÆINBOW



## What are your memories of when you first heard this album?



Sen 🇵🇹

My first memories of listening RAINBOW was on a mall with my headphones while I was seeing the books. It's a kind of strange and unique memory but I still think as a cute memory.



Villo 🇮🇪

RAINBOW is such a powerful album! A listen to RAINBOW makes my hardest days feel lighter, even after all these years.



Alexia Papadelou 🇬🇷

RAINBOW is how I discovered Ayu! A user in a videogame music forum had the RAINBOW cover as their forum signature, and I was so curious to find out what it was - initially I thought it was a perfume ad! I think WE WISH was the first song I listened to.



dion 🇮🇩

I remember buying a cassette tape of this album and immediately listened to it at home side A to side B. My first impression was how cohesive the album was. One thing I noticed is that I was looking for the title track itself and couldn't find it lol



Jiarong 🇮🇩

This was during the peak of Ayu's fame in Singapore and I remember my parents thinking Ayu was absolutely WILD for dyeing her hair in rainbow colours. I couldn't grasp the concept then but as I grew older, the album grew on me as well.



Travis Chan 🇮🇩

This remains one of my favourite Ayu albums as it's one of my first. I remember myself, being 8 at the time, feeling so enthralled by the ethereal soundscape of this album and it's one of Ayu's works that I feel is sonically quite cohesive.



Brian 🇺🇸

I remember driving through my hometown crying my eyes out listening to Over, screaming my heart out in a new city listening to Heartplace, finally feeling happiness again listening to July 1st. This album helped me during some of the hardest parts of my life.

## What do you think of this album now?



Juuso 🇫🇮

Dolls is such a special song to me. It's so ethereal and tender, Ayu's voice sounds both soothing and aching, it all fills me with warmth and longing and can bring me to tears so often.



Brett 🇺🇸

RAINBOW is my personal favorite ayu album. From the artwork to the interludes to the lyrics, every element of this album is just perfect to me. I will never get tired of listening to it.



truehappiness 🇺🇸

This album was the first that I'd been around for release-wise and it was so stunning to see. I couldn't believe the versatility when Ayu was singing in English and performing like she did in Real me. This album is an ethereal masterpiece.



Kilian-Paul 🇫🇷

Rainbow is Ayu's trying to be more experimental with her sound and I think this is why it's one of my favorite albums. You have rock, pop, trip hop, ballads all that presented with a gorgeous visual.



Bruno Pinheiro 🇧🇷

RAINBOW still one of my favorite albums!! I can listen to it nonstop everyday.

## What tracks are your favourite and why?



Julio Graziano  
ジュリオ・グラジアーノ 🇧🇷

I still remember the first time I listened 「WE WISH」and the rush of adrenaline I felt in my body. This album transported me to a parallel world, a hidden space that was only mine. 「Heartplace」and 「Dolls」really got me there. I love the photoshoot as well.



Ivan Hernandez 🇨🇱

In 2002 we got so many good songs but Heartplace remains my all time favorite track. The lyrics resonates with me just like the first time I listened to it so many years ago, I get goosebumps every time the guitar solo with the violins starts.



Sai 🇨🇦

"Real me" is another of my favourite songs, and the PV is incredible. The Y2K/sci-fi aesthetic, the storyline, and Ayu's dancing all make for such a wonderful viewing experience. RAINBOW is amazing. I love Ayu's use of English in many of the songs!



Tio 🇩🇪

My favourite song is probably "Heartplace". Ayu's idea of using English to reach international fans definitely worked as the lyrics caught me immediately. Other favourites are "HANABI" and "July 1st". It's hard to pick, the album is like an EVERLASTING DREAM.



Robert Hung 🇬🇧

Heartplace! I gave me the irage to pursuit freedom. Or else I may not even leave my home country and come to the UK.



Tamara 🇩🇪

My favourite tracks are everlasting dream and Dolls. Both songs are so atmospheric and sweet. They make me wanna go out at night, watch the stars and leave every days worries behind and just dreaming myself away.



Michael Pantaleão



July 1st, WE WISH, Real me, and Over!



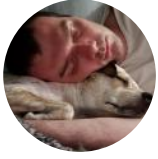
Pauline 

One of my favorites is WE WISH because it gives me the will to move forward in life and live my life to the fullest



 BALLADS

## What are your memories of when you first heard this album?



Anthony G 🇺🇸

I was so excited to finally hear Rainbow, after we had been able to contribute our thoughts to the lyrics during the Rainbow album release. The song and PV blew me away! The new version of A Song for XX quickly became another favorite!



Alexia Papadelou 🇬🇷

I first became an Ayu fan approximately around the time A BALLADS came out, and most of the songs I encountered were from RAINBOW and A BALLADS. So for years I thought the original M and appears versions are the ones from A BALLADS!



Julio Graziano  
ジュリオ・グラジアーノ 🇧🇷

The first CD of ayu I had my hands on! It's so special and It's to me the best ballad compilation in history. Period. As a gay teen I remember pretending I was ayu with the blond hair and the creamy heels in my room. I morphed into one with the booklet. (笑)

## What do you think of this album now?



Juuso 🇫🇮

A BALLADS is an album I never get tired of. One summer I had it in the car and played it every day for almost a month, I just loved hearing and singing along to these songs!



Travis Chan 🇮🇩

The makeovers done to the songs are still some of her best reworks, with an amazing photoshoot to boot. I loved the photo shoot so much I still have a poster of this that I laminated to preserve! This also has the best version of A Song for XX.



Michael Pantaleão 🇺🇸

A BALLADS actually used to be my favorite Ayu album for a few years, even though it's a compilation. I absolutely love the new arrangements. Also, that version of A song for XX is the best.

# What tracks are your favourite and why?



Brian 🇺🇸

RAINBOW is still my favorite song from Ayu's discography. When I first heard it, I listened to it on repeat for days on end and I watched the video so many times. More than any other song at the time, the lyrics and the video for RAINBOW spoke directly to me.



Kilian-Paul 🇫🇷

Rainbow is one of my favorite song of Ayu, it makes me remember of my first boyfriend. Then musically it's one of my favorite I love the guitare in it and the keyboard. The MV was also great with all the Ayu's chasing each other.



Pauline 🇺🇸

RAINBOW is my favorite song, it is among my top favorites of Ayu's discography, because of how pretty it is. I also really love the PV because I resonate with it very much.



Amanda86 🇪🇸

I will never forget the first time I listened to the Rainbow track. It is the most beautiful song I've ever heard and the lyrics 'no rain, can't get the rainbow' still resonate in my head today. No doubt this is my favourite song from Ayu.

# ayumi hamasaki LIMITED TA LIVE TOUR

3/18、19 愛知:名古屋DIAMOND HALL

3/22 北海道:Zepp Sapporo

3/26、27 大阪:Zepp Osaka

3/31、4/1 東京:Zepp Tokyo

4/4、5 宮城:Zepp Sendai

4/9、10 福岡:Zepp Fukuoka

4/13、14 東京:Zepp Tokyo

4/18、19 愛知:名古屋DIAMOND HALL

4/22、23 大阪:Zepp Osaka

4/29、30 東京:Zepp Tokyo

5/3 愛知:名古屋DIAMOND HALL

5/6、7 福岡:Zepp Fukuoka

5/12、13 大阪:Zepp Osaka

5/19、20 愛知:名古屋CLUB OZON

5/27 東京:Zepp Tokyo

# What is a special memory you have of watching or attending this concert?



**Tamara** 🇸🇰

Ayu's voice was always stood out for me in this concert. She sounds gentle but still powerful in all the songs. Also the stripped back stage design and performances gave Ayu and her voice time to shine. She was truly glowing throughout this concert



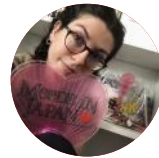
**Villo** 🇮🇪

For me, this TA live is full of summer energy! I'm happy to see the pink outfits with the leopard/zebra print stage, it captures the essence of Ayu. Every time I see poker face from this live, I want to dance along! PS. Yocchan's pole dancing makes me laugh!



**Agnesa** 🇮🇹

The setlist is pure perfection, it's a live I wish I could go back in time and see myself. The pink theme and Ayu's vocals are burned in my memory and make me feel extremely nostalgic. Real me and Dolls are a highlight and must see.



**Pauline** 🇫🇷

What I like the best about this show is how everything is stripped back: The focus is mainly on Ayu and the music. I kind of wish for Ayu to do this kind of show again in the future, even if it is a one time thing!

# Which performance is your favorite and why?



**Louis** 🇫🇷

Rediscovering A Song for xx through this concert was a revolution for me - I listened to it on repeat for weeks, and it is still my favourite rendition of this classic. The performance felt even more emotional because of the intimate format of the tour.



**Sai** 🇨🇦

Real me is one of my favourite songs, so every performance is a stand-out! Ayu is such a rock-star in SURREAL & A Song for xx - her energy and stage presence were incredible. And the one and only full performance of Dolls - ethereal, beautiful, unforgettable!



**Brianna** 🇺🇸

This was a great set list with classic Ayu songs in addition to the rare gem, Dolls. The A BALLADS versions of YOU and A Song for xx were a treat. The audience singing along to YOU was very sweet.

# ayumi hamasaki ㊦ museum

## ~30th single collection live~

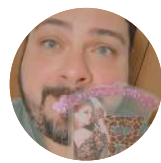
10/9、11、12、13、15 東京:国立代々木競技場第一体育館  
10/28、29、31 神奈川:横浜アリーナ

# What is a special memory you have of watching or attending this concert?



**Alvin Alee Lee** 🇸🇬

That Wedding dress that beats all Wedding dress... Ayu just look like a Goddess



**Bruno Pinheiro** 🇧🇷

This concert was so iconic!!! I watched this DVD so many times that even today I still remember all the details.



**Joshua** 🇨🇦

Ayu performing M in a 30 metres long veil down the runway is a classic. She is not afraid of using extravagant costumes in her performances and the veil really goes with song where the mood intensifies as you get closer to the end of the song.



**Jiarong** 🇸🇬

This was my gateway drug to Ayu. My best friend brought over a VCD copy to my place and we watched it. Seeing Ayu show up in the spotlight singing A Song for XX a cappella, I was sold. I never looked back.



**Sai** 🇨🇦

The first appearance of the runway-length veil for "M" was such a memorable moment! But, "appears", with the matador theme and the choreography with the flags, is my favourite performance from this concert. This was the first time I heard the song "appears"!



**Villo** 🇮🇪

I couldn't stop smiling when I saw this live recording for the first time. A Museum is so full of creativity and incredible costumes! My favorites are the performances of Dearest and M. Ayu's speech during MC is adorable and her energy is contagious!



**Miky Adriana** 🇷🇴

I loved how so many emotions converged here - A Song for xx followed by Greatful days was a power move. A concert full of classics to which I sang and danced along as if I was there.



**Ivan Hernandez** 🇨🇱

A Museum was the first full DVD concert I watched, loved the setlist, outfits and performances, had so much fun singing along the whole time!



**Brett** 🇺🇸

This show stands out to me as being her first of many "anniversary" themed concerts! I love seeing ayu perform her deep cuts, but a concert filled with nothing but hits is super fun! The M performance remains one of the most iconic moments in J-pop history!



**angel** 🇩🇪

This concert is very special for me, although I discovered Ayu in late 2001, it wasn't until 2003 that I discovered online communities. So A Museum was the first tour I was around for while it took place. Also, the opening with A Song for xx is iconic.



*Memorial address*

## What are your memories of when you first heard this album?



Quinni 🇫🇮

Memorial address helped me understand a lot of the emotions I had back then. I really don't know who I would be without it! It's one of those releases I look back on now, and think I was a better person just for having spent time with it growing up.



delirium-zero 🇺🇸

I don't skip a single track on Memorial address, even now. I can't seem to get tired of it. "No way to say" is always on my Christmas playlist, "Because of you" is one of my favorite ayu rock songs, and "forgiveness" gives me tingles!



angel 🇩🇪

It was her first mini album, but it really made a big impact as all the songs were strong, especially the title track.



Miky Adriana 🇷🇴

The combination of emotions on this album made my summer vacation back then, I cried and laughed and belted the songs all day long!



Liz Colton 🇺🇸

This was the first Ayu album I ever owned! I remembered being enamored by the CM for it, of all things, and I begged my parents to buy it for me. It did not disappoint. To this day, I love every single one of the songs dearly.



Brett 🇺🇸

Memorial address was one of the first albums I listened to, and it still stands the test of time as one of her greatest works. Every style of ayu from upbeat pop to hard-hitting rock to emotional ballads are all here!

## What do you think of this album now?



dion 🇮🇩

For me Memorial address album will always be ayu's Magnum Opus. Probably amongst my Top 3 Albums of all time.



juano 🇵🇷

A mini album with the quality of a full album ❤️ Absolutely flawless with some of ayu's best work being on here



truehappiness 🇺🇸

This is a timeless gem of a mini album. I go back to it constantly and it produced one of my favorite Ayu tracks EVER, ANGEL'S SONG. I recommend it to everyone and anyone who is looking to listen to Ayu because it encapsulates her sound and vibe so well.



Tio 🇩🇪

To this day and age, I have yet to find someone who released a mini album as good as "Memorial address". It perfectly showcases Ayu's versatility, ranging from rock to pop to ballads and more. There's NO WAY TO SAY how much I adore this EP!

# What tracks are your favourite and why?



Villo 🇮🇪

The energy of ANGEL'S SONG and Greatful days puts me in the best mood!



Robert Hung 🇬🇧

No way to say. The MV was simply so romantic. I used it as my high school xmas song lol



ella 🇫🇮

"Because of you" was the first song from Ayu I ever heard. I think it took me days to even look up any other songs by Ayu because I just couldn't stop listening to it!



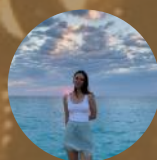
Mel Keigo 🇧🇷

HANABI ~ episode II ~ is one of my favorite ayu songs of all time! But all songs are a no-skip, they're all bops!! What an amazing album!



tsukinokawa 🇫🇮

HANABI~episode II~ is highlights of her career  
Greatful days is light hearted summer song  
Because of You is her rockayu standard  
Pretty much the whole EP is full of strong songs



Agnesa 🇮🇹

"Because of you" & the music video for it is the stand out point for me - I haven't seen anything like it before and I thought oh wow how cool and heartbroken this beautiful girl is. Looking back this album is full of creativity and I still come back to it a lot



Adrian 🇪🇸

Without a doubt my favorite song is Ourselves. I think this song perfectly represents who Ayu is and her relationship with her fans and beloved people. The music video for Ourselves remains one of the best works of art in Ayumi Hamasaki's entire career.



Sen 🇵🇹

I love all the tracks but my faves are forgiveness and Because of You! forgiveness is such an unique, beautiful, gorgeous song including the MV. There's something about this song that makes good and Because of You... well... I love rockish Ayu.



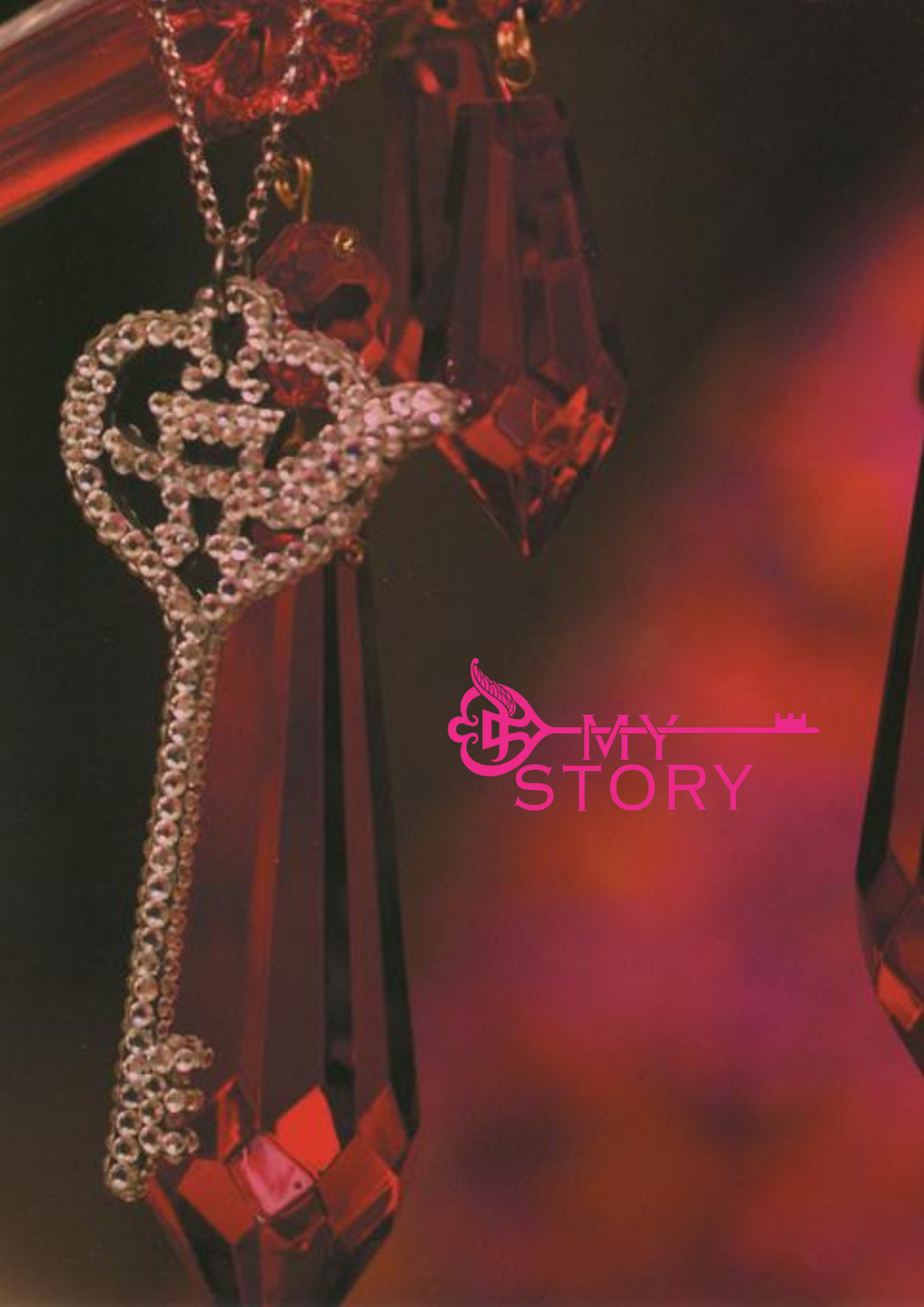
Brianna 🇺🇸

No Way To Say was the song that made me an Ayu fan.



Araina 🇺🇸

Because of You is so amazing! The music video caught my eye. I used to rock out to this song all the time.



MY  
STORY

# What are your memories of when you first heard this album?



Yoann 🇫🇷

Her best album in my opinion. Very complete and full of different styles. The rock-ish Ayu at its best. Powerful tunes and lyrics. Great ballads. It's a masterpiece. Even now, 20 years later.



truehappiness 🇺🇸

The last album that CREA really participated in as a composer and it's so personal and in depth. I remember listening to clips online and just being floored by the quality. Every song was so good!



Diego O. 🇨🇱

It was the first album that had multiple editions, so being a collector I loved that! It has a special place in my heart 💕 I love the concept and the tracklist



Pauline 🇫🇷

It was the very first Ayu album I heard so I hold onto it deeply. I was impressed with the first half of the album, every song was so good. This is how I started to fall in love with Ayu's sound.



Julio Graziano  
ジュリオ・グラジアーノ 🇧🇷

I quit school 'cause of the bullying and I used to walk around the streets so my mom wouldn't find out. I remember being completely addicted to ayu's vocals in this album. This was my favorite album before「SECRET」and「HOPE or PAIN」is one of my all time favorite



Amanda M 🇺🇸

I was so excited for this album to arrive so I could see which cover I got! It came out right before we moved away from my childhood home; I put this CD in my walkman and brought it on countless walks through the neighborhood to say goodbye.



Adrian 🇪🇸

The first time I heard this album I thought that My Story is the quintessential Ayumi Hamasaki. The rock sound combined with the lyrics makes My Story her most representative album.



Miky Adriana 🇷🇺

The soothing sounds of Moments still remind me of spring and of new beginning.



Alvin Alee Lee 🇹🇼

It has so much depth... Ayu is just so versatile



Villo 🇮🇪

MY STORY takes me back to my school years when I felt like I had so much more free time. It brings back that feeling of freedom when I listen to it!

# What do you think of this album now?



Brian 🇺🇸

This album invented "rock & roll."



juano 🇵🇷

My birth year album! MY STORY is such a journey, with ayu doing so many different music styles on it



Ivan Hernandez 🇨🇱

It's incredible how having completely different life experiences Ayu can still make some of her most personal lyrics resonate with you.



Araina 🇺🇸

One of my favorite Ayu albums. I can still listen to this album on repeat. So many tracks are my favorite: About You, Game, Liar, Inspire...



Brett 🇺🇸

I remember ayu stated that she was personally a big fan of this album when it came out, and I can really see why. It's still hard for me to listen to walking proud and HAPPY ENDING without tearing up.



Agnesa 🇮🇹

As I only got to know Ayu in 2007, MY STORY was such a fun album to discover with all its PVs and live TV performances, it was a bliss. Carols is such a nostalgic PV still to this day



Mel Keigo 🇧🇷

This is another remarkable album, visually speaking specially when it comes to the photoshoot and PVs! The lyrics are so well written and relatable too, I love walking proud.



Jiarong 🇮🇩

This was my favourite Ayu album, it still is. There's just nothing quite like it, venturing into the rock sound while staying through to the Ayu brand. This really cemented my love for her back when I was just a little boy.



tsukinokawa 🇫🇮

I think this album offers her in raw rock form. Moments is lyrically beautiful, HAPPY ENDING is haunting, Liar is performance waiting to happen  
Most of the songs are very heavy on rock department but despite that there is still space for light hearted HONEY



Amanda86 🇪🇸

I loved My Story when it came out but I think I love it even more today. It is a rock and contemporary album, and even though many years have passed it could have perfectly been released last year. It is powerful and melodic. A masterpiece.

# What tracks are your favourite and why?



Travis Chan 🇸🇬

The first Ayu album I bought that I still enjoy today, with her first studio work being so rock-leaning. Rock Ayu is the best Ayu! The explosive introduction in Catcher in the Light transitioning to About You is so amazing and HAPPY ENDING is a hidden gem!



dion 🇮🇩

HAPPY ENDING immediately comes to mind when people are talking about MY STORY album, followed by walking proud. The song's lyrics was my companion during my years of young identity crisis. And even now whenever I see stary nights, I'd sing/hum this song.



delirium-zer0 🇺🇸

"About you," "Liar", and "HAPPY ENDING" are some of my all-time Ayu favorites. The whole album is iconic, but the atmospheric & rock-type songs are where this album really shines.



Liz Colton 🇺🇸

For some reason, "walking proud" has really become one of my favorite songs, especially lately. I remember not thinking much of it when I first heard it all those years ago, but being in my thirties now, I find it so beautiful.



Bruno Pinheiro 🇧🇷

CAROLS is my favorite track from this era. All "My Story era" was really amazing and I was a teenage back then, so, it bring me a lot of memories. My first love, my first kiss, my friends at school... really nostalgic



Kilian-Paul 🇫🇷

My name's woman is my favorite track because it's simply the first Ayu's song I have heard. It was on a Jpop radio my PSP back in 2010 and I just loved the rythme and everything. It was fierce and cool.



Juuso 🇫🇮

I love winding road so much, it's hopeful and sincere but I can also hear how it comes from trials and pain... it's a perfect balance of emotions and always so touching!



angel 🇩🇪

I love Humming 774, it's also my husband's fave Ayu track. (we met through Ayu's music)



Alexia Papadelou 🇬🇷

The first song I encountered from MY STORY was INSPIRE, which still is one of my favorite Ayu songs. I loved the lyrics, the music, the rhythm, the PV, the dancing, everything! I always get so happy when it's included in concerts!



Tio 🇩🇪

This album has my all-time favourite song "my name's WOMEN" – it's the first Ayu song I heard and almost 9 years later still remains at the top. The intro, the verses, the chorus and that chilling bridge??? I'd be a LIAR if I didn't admit how much I love this.



Michael Pantaleão 🇺🇸

About You, HAPPY ENDING, and Liar.



Robert Hung 🇬🇧

Carols

# ayumi hamasaki COUNTDOWN LIVE 2004-2005 ㊦

12/30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Anthony G** 🇺🇸

CDL 04-05 was my first time seeing Ayu live! I wrote the setlist down on a piece of paper to share with the international community as soon as the show was over. We got lost on our way to Yoyogi and some nice girls walked us to the entrance.



**Kazik** 🇵🇱

This was the first ayu concert I had seen. I will never forget the explosive start with 'Whatever' and the energy I felt watching this show. I was amazed, smiling and knew I had to get to know Ayu's work better.



**Sai** 🇨🇦

The very first Ayu concert broadcast I ever watched, and forever one of my favourites. "WHATEVER" was so powerful! Ayu's humour and charm were shining in the final section, especially when she forgot the lyrics to "Trauma". I adore this show SO much!



**Endris** 🇫🇮

This concert is a journey of so many emotions. I fell in love with M all over again and it's really fun to see Ayu joking around in her MCs so freely.

# Which performance is your favorite and why?



**Tamara** 🇩🇪

Trauma is a highlight of this CDL. It is a very fun performance. Ayu forgetting the lyrics and laughing at her mistake is so cute



**Quinni** 🇫🇮

This whole concert is so legendary... I want to mention Walking Proud and Key as two performances that have stayed with me for a long time. I love the stripped back set and how small the venue suddenly felt despite such a large audience.



**Jiarong** 🇹🇼

This was when I heard immature for the first time. Ayu's sincere expression of this song really got me very interested in this song. I thought it was such an interesting way to follow such a strong military portrayal in the performance prior.

# ayumi hamasaki ARENA TOUR 2005 ㊦ ~MY STORY~

2/1、2、3 大阪:大阪城ホール  
2/11、12、13 愛知:名古屋レインボーホール  
2/25、26、27 神奈川:横浜アリーナ  
3/5、6 埼玉:さいたまスーパーアリーナ  
3/12、13 福岡:マリンメッセ福岡  
3/19、20 静岡:静岡エコパアリーナ  
3/26、27 福井:サンドーム福井  
4/5、6 大阪:大阪城ホール  
4/9、10 広島:広島グリーンアリーナ  
4/16、17 宮城:グランディ21 宮城県総合体育館  
4/22、23、24 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**dion** 🇮🇩

This is my favorite ayu concert! As a matter of fact my junior high self would be found rewatching this concert over and over again. I even spread my enthusiasm and ayu love to others such as my sisters by showing them this concert.



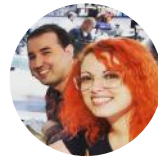
**Jiarong** 🇮🇩

While she's got amazing concerts in the past, this concert being the polished pop production that it is really brought me to a whole other world of falling in love with performance art and concert design. It's my most played DVD for sure.



**Sai** 🇨🇦

One of the most beautiful tours ever crafted. "HAPPY ENDING" gives me goosebumps, "my name's WOMEN" showed a powerful and sexy side of Ayu, and "HONEY" is pure happiness.



**Amanda86** 🇪🇸

This is the very first concert that I ever saw completely and I had never seen anything like that before. For many years this has been my favourite, all the performances are brilliant, her voice is neat and she is truly amazing and funny. I love it.



**Tio** 🇩🇪

This is one of my favourites because every performance leaves you amazed. You can really see how much Ayu had grown as a performer over the past 5 years. This show was the true beginning of Ayu's concerts becoming must-see live spectacles.



**Yoann** 🇫🇷

Probably my favorite concert. The costumes, the playlist, the stage, it was the pinnacle of what she could do on stage. Too bad it's not in HD :(

# What is a special memory you have of watching or attending this concert?



**Brett** 🇺🇸

Watching this concert for the first was truly an amazing experience. You can really tell how much love and passion was put into planning each and every performance. It really feels like the blueprint for future ayu concerts.



**truehappiness** 🇺🇸

This is the first concert tour I had watched in full and that was going on when I was actively following Ayu. It was such a spectacle and set the blueprint of what tours would look like. Incredible performances by such a star.



**Mel Keigo** 🇧🇷

This concert reached such an incredible scale in production, I love watching it to this day! Ayu's voice sounds perfect and the concept behind the concert was well put.



**angel** 🇩🇪

I didn't attend this concert but a good friend of me did. It was the first time to get a first hand report of a concert and an ongoing tour. He attended the concert when Ayu fell in the encore xD



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

This tour is so ahead of its time that until today is a bit complicated to explain how visionary ayumi hamasaki was/is. I watched this DVD every.single.day. That huge amount of water coming from the stage... No one was doing it worldwide. Just incredible.



**Amanda M** 🇺🇸

This tour was such an incredible production. It blew me away in 2005 and still holds up 19 years later. It's really neat to look back and see that it was the blueprint for so many of the tours that followed. I loved having a full MC collection on the DVD too!



**Liz Colton** 🇺🇸

This was the first Ayu tour that I ever saw (on DVD, of course)! I was absolutely blown away. Even now, it is still one of her best tours. It felt like every tour and concert was building up to this one and it definitely set the standard for her tours to come.



**Travis Chan** 🇸🇬

This is truly one of Ayu's most iconic concerts. HAPPY ENDING, INSPIRE, Moments, About You, Boys & Girls... all the outfit changes too! This is something I would wanna show to any new Ayu fan.

## Which performance is your favorite and why?



**Anthony G** 🇺🇸

I was blown away by this concert and how much Ayu pushed herself to put on an amazing show. Performances like Boys & Girls and Walking Proud were just so stunning!



**Pauline** 🇫🇷

I really love the About you performance, the props, the outfits... Ayu's charisma and fierceness is at its fullest here, I also love a lot how she sings the song here.



**Miky Adriana** 🇷🇴

Opening with HAPPY ENDING was a power move and it's still one of my favorite concert openers.



**Bruno Pinheiro** 🇧🇷

Happy Ending at the very beginning was really cool, one of my favorite performances of all time



**Adrian** 🇪🇸

ARENA TOUR 2005 A MY STORY is the concert where Ayu began to form her identity as a performer. From this year on, absolutely all of Ayu's concerts are above 99% of concerts in the world. About You is a phenomenal performance.



**Sen** 🇵🇹

My fave performance is INSPIRE, the reason itself is I love the song and the aesthetics around the performance.



**Agnesa** 🇸🇮

My favorite performances are "Carols", "GAME" "walking proud", the last song mentioned brings me to tears everytime I watch it. What I loved about this tour is all the little story-like videos inbetween each song, that really tied up and created an experience



**tsukinokawa** 🇫🇮

Boys & Girls at2005 is in my opinion one of the best performances of said song, the costume and the water element just compliment each other  
HAPPY ENDING performance gives us this nobility performance art

# ayumi hamasaki COUNTDOWN LIVE 2005-2006

12/30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Alexia Papadelou**



This was the very first Ayu concert that I watched, and it's still my most favorite one. As soon as we reached the fairyland performance, I knew I would be an Ayu fan for life! Some of my favorite performances include Endless Sorrow and LOVE  
~Destiny~.



**ella**



Countdown Live 2005-2006 was the first concert DVD I owned, and the first full Ayu concert I watched. I can't even tell you how many times I've seen it - I used to watch it over and over again as a kid. I couldn't get enough of it.



**Alvin Alee Lee**



The moment Ayu is lifted from the ground... I can't stop crying... so beautiful

# Which performance is your favorite and why?



**Tamara**



Endless Sorrow is my favourite performance. Ayu looks so beautiful in the green dress and with long brown hair. The sparkly cross is also such a good prop. The way Ayu sings is very heartfelt



**Quinni**



theme of a-nation '03 will always be a Countdown Live song for me!! I loved the performance of it in CDL 05-06 so so much  
♡ Also, the outfits for this concert were gorgeous



**2006-2009**

By 2006, Ayu had settled into a consistent work schedule that set the precedent for years to come. Fans grew used to anticipating Ayu's seasonal singles along with rapid studio album releases, promo cycles often having overlap between tours and recording sessions.

New projects from Ayu were never just about the music — her album cycles also meant fresh visuals, themes, and experimentation: the fashion she would debut, the hairstyles and make-up she would try, and the anticipation of the stage designs and choreography she would use in music shows and concert performances. This constant innovation meant there was a side of Ayu that anyone could appreciate, and her popularity continued to rise.

It was through her Asia tours, held in the year leading up to and the year of her 10th anniversary, that Ayu's international impact was shown on a wide scale. Footage of her meeting fans at airports, signing autographs, and posing for photos was included in the tours' DVD releases, and the fervour demonstrated by her overseas fans showed just how far her star power had grown to extend beyond Japan.

## TA Creations

Blogs continued to be prominent into the mid-2000s, but their focus shifted towards music reviews and commentary instead of news updates. Fans wanting to build a personal editorial brand adopted pen names and publishing schedules, utilising websites like LiveJournal, Blogspot, and WordPress to share their thoughts. Creators would share links to their blogs in forum signatures and personal profiles, which served as signposts for other fans looking for more insight into Ayu and her body of work.

Along with everything else, fans were still producing lots of art and graphics. Forums had graphic shops, where artists displayed their creations and other users could request avatars or signatures from them. Fans also used magazine shoots to create cover art for original album concepts (along with fantasy tracklists), which would lead to discussions about lyric subjects or music genres they'd most like Ayu to explore next. Other creators took inspiration from Ayu's work for their own original art, which ranged from illustrations to nail art, poetry, and even original music.

Some digital creators over the years include pepper, ownsarai, Benikari47, Mayayu, cherrim/ren'ai, artcika, labello, Foxy\_Fuyumi, majrakun, MeyMey, and Yoake; some multimedia artists of the fandom, amongst many, are Mayayu, ella, marukome, EvanOdinson, Miduhyo, ayufan-, and plainity.

## A New Generation

2006 to 2009 also brought waves of younger fans. Whether it was through family and friends, her earlier anime tie-ins, or through the activities of her 10th anniversary, international forums hit an all-time high of activity around the same time period that Ayu's fanclub, TeamAyu, did in 2009.

It had also been long enough that some older fans were gradually moving on from fandom, perhaps due to changing life circumstances or becoming more of a casual listener than an avid follower. Online spaces saw shifts in their active users and contributors; this is when consistent translations began to be posted by deliriumzer0, evolusean, devilayu, Misa-chan, and tenshi no hane, alongside news and updates kept up by users such as truehappiness.

## Ayu: International

In 2006, Atika Shubert of CNN hosted an interview with Ayu, which included parts in English. This one interview caused a big uproar of excitement — it would be quoted and referenced to for years to come. It was also in this interview that Ayu announced *ASIA TOUR 2007 ~Tour of Secret~*, her first tour to travel outside of Japan, including stops in Taipei, Hong Kong, and Shanghai.

Riding the momentum of that success, Ayu also performed in those cities again the following year for her *ASIA TOUR 2008 ~10th Anniversary~*. Tickets sold out on the same day, and huge crowds surged to be able to see her at airports and outside of venues.

In that same year, European fans had the chance to see Ayu themselves for the first time, too — news spread of her filming a music video in Paris, and fans surprised Ayu by singing *Who...* to her as she prepared to drive back to the airport. In a later blog, Ayu would express genuine shock that she had fans so far overseas, which led to the international community considering, for the first time, that they may also find ways to be considered a part of wider TA as well.

***(miss)understood***

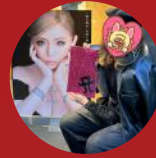


# What are your memories of when you first heard this album?



**Brian** 🇺🇸

(miss)understood was an incredible album and I can still remember the first time I listened to Bold & Delicious. I had never heard such a song from ayu and I was so impressed. It's still one of my favorites



**Sai** 🇨🇦

The first Ayu album I pre-ordered. I brought it with me to school everyday. It's still my favourite album to this day - every single song is amazing. Ayu, please perform "Beautiful Day" again!!!



**delirium-zero** 🇺🇸

My child was a baby when this album came out, and they LOVED trying to sing along to the "ya... ga... da... wo..." in "Bold & Delicious"! It was their favorite song, and when I watched the video they'd smile and clap. It was so cute!



**Yoann** 🇫🇷

I was in Japan for the first time in my life when this album came out. It holds a very special place in my heart. I love every single song in it. I can remember myself running to the display stands in a store almost shouting and ready to fight to get one copy.



**Pauline** 🇫🇷

I didn't hear any of the singles beforehand so I got the full experience of novelty. I was so surprised by Bold & Delicious but in a good way! Going through this album was intense, every song is a standout. I think it is one of Ayu's best albums.



**Liz Colton** 🇺🇸

This was the first album that was released after me becoming an Ayu fan. It was the first time I got to experience it with all the other international fans. It holds a very special place in my heart! It doesn't hurt that it's a fantastic album.



**Sharon** 🇦🇺

My first ever album, the album that introduced me to Ayu the singer and artist. I put the CD in the car and was a little confused when I heard "Bold and Delicious", but then the peppy and bouncy Step YOU started playing and I was blown away.



**Alexia Papadelou**



After a period of years where I was not actively keeping up with Ayu, I came across (miss)understood in 2006. I think STEP you was the first Ayu PV I watched and I found it so fascinating! (miss)understood is still one of my top favorite albums.



**Miky Adriana** 🇷🇴

(miss)understood became my favorite album and it's the first release that happened when I started to be an active fan so it's really special.

## What do you think of this album now?



juano 🇵🇷

An iconic album with an iconic cover! Would love to see ayu serving in New York again 😊



Kilian-Paul 🇫🇷

I think this album really showcase the variety of Ayu as an artist. There's a lot of styles in it, maybe it does lack of a proper direction but it's still a solid record.



tsukinokawa 🇫🇮

This album contains the song (HEAVEN) that started to journey to the Sekai no Hamasaki Ayumi and I haven't regretted that journey, even today still a solid album i find myself listening to at times. I am thankful

## What tracks are your favourite and why?



Villo 🇮🇪

rainy day is a song I listened to a lot with my sister when we were kids. She's now living abroad but I feel like this song still connects us.



Juuso 🇫🇮

fairyland was one of the first Ayu songs I discovered, I remember how that summer I stayed up until the morning on several days watching the PV over and over... It's still a very special song to me, it has its own and my own sweet nostalgia. ♡



Brett 🇺🇸

There are so many amazing tracks on this album, but rainy day is probably the one I return to the most. The mix of the instrumental and ayu's vocal delivery perfectly encapsulate the feeling of yearning for a lover.



Travis Chan 🇸🇬

alterna remains one of my favourite Ayu songs ever (the music video as well), and I remember having rainy day on constant loop for a while. This album was a perfect combination of pop and rock Ayu.

# **ayumi hamasaki ARENA TOUR 2006 卍**

## **~(miss)understood~**

3/11、12 埼玉:さいたまスーパーアリーナ  
3/18、19 長野:長野ビッグハット  
3/25、26 静岡:静岡エコパアリーナ  
4/1、2 福岡:マリンメッセ福岡  
4/8、9 北海道:札幌・真駒内アイスアリーナ  
4/13、15、16 大阪:大阪城ホール  
4/22、23 東京:国立代々木競技場第一体育館  
4/29、30 広島:広島グリーンアリーナ  
5/5、6 三重:三重県営サンアリーナ  
5/13、14 新潟:朱鷺メッセ・新潟コンベンションセンター  
5/20、21 宮城:グランディ・21 宮城県総合体育館  
5/24、25 愛知:名古屋レインボーホール  
5/31、6/1 大阪:大阪城ホール  
6/8、10、11 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**Agnesa** 🇸🇰

My all time favorite tour, iconic on so many levels with all my favorite songs to this day. Legendary year, iconic looks, the red wig in Startin' lives rent free in my head forever together with "is this Love?" and Yocchan's guitar solo

## What is a special memory you have of watching or attending this concert?



**Tamara** 🇩🇪

I was so amazed with the visuals for this tour. From Ayu starting the concert in a big rose to the magic Step You/ Ladies Night performance and ending in a bright red sparkly wig. This was one of the greatest concerts I watched back then.



**Jiarong** 🇮🇩

The news reports were ALL OVER her STEP you/Ladies Night chain trick and I was so impressed by this sleight of hand trick when I first saw it. I also remember we were all so starved of more footage from this tour that we got so excited when we saw snippets of it in a-nation '06!

## Which performance is your favorite and why?



**dion** 🇮🇩

The opening segment is in my opinion, the best opening segment of any ayu concerts so far. Born to be... inside that big rose is just top notch excellence. In fact this concert is what I used to introduce ayu to my school friends. All of them were in awe.



**Sen** 🇵🇹

SUCH AN ICONIC TOUR WITH THE SONGS OF AN ICONIC ALBUM! My fav performance is Ladies Night and also, STEP YOU. I love the clothes Ayu is using and also the visuals on the screen. Such cute and fun performances.



**tsukinokawa** 🇫🇮

STEP you & Ladies night segment has slight sense of comedy, and alterna is the highlight with its staging. Startin' to Bold & Delicious is really energetic. Visual-wise, I feel that this concert is one of her best ones despite the very raw look.



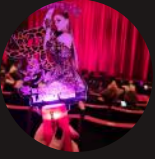
**angel** 🇩🇪

Although the main show was a blast and I love it, the outstanding performance for me is HEAVEN. It's one of her most emotional performances, no big costumes, no props, no dancers, no distraction, just Ayu ♡



**Secret**

# What are your memories of when you first heard this album?



angel 🇩🇪

Everybody has a secret right?



Alvin Alee Lee 🇮🇩

Love the mix of songs genre...



Jiarong 🇮🇩

The mini-album to full-album trajectory was such a serve. The feeling I got when seeing the unicorn tattoo teaser image remains fresh in my mind. I was so excited to see how much of a departure it was from (miss)understood and it did not disappoint.



Quinni 🇫🇮

We still love the interview in English that you did for this album era!! (▽▽) Secret was also the first album I ever owned. I think I played that disc until it nearly wore out... I still get goosebumps whenever Not yet begins to play, just like back then.



Joshua 🇨🇦

Secret was my first Ayu album where I fell into the rabbit hole and since then I have not left the fandom. Having only heard Dearest prior, the one big thing I noticed was how her singing voice has changed in the 5 years between 2001 and 2006



Anthony G 🇺🇸

I remember when this was announced as a mini-album, and then the excitement when it was quickly changed to a full album. I was instantly obsessed with Jewel and Momentum, and this is such a winter album in my memories.



Amanda86 🇪🇸

This is my favourite album. When I was first heard it I ended up crying. I was in love with her previous works so I couldn't imagine that Secret would surpass them all. Rock songs, winter songs, pop songs, ballads. It is round and perfect. Unbeatable.



ella 🇫🇮

Secret was the first Ayu album I bought. I remember first getting my hands on it and excitedly looking through the track list, asking my mom what the titles meant - I didn't speak English well yet. She never got bored of me talking about Ayu all the time.



Kazik 🇵🇱

This was the first Ayu album I bought myself and because of this it has a special place in my heart.



Karen Pang 🇮🇩

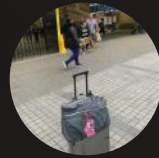
Secret was the very 1st Ayu I listened and bought in the CD shop here, back when CD shops were still around in Singapore. I remembered being blown away just how good Secret was even though back then I had no idea it was originally supposed to be a mini album.

## What do you think of this album now?



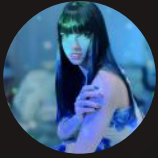
**Bruno Pinheiro** 🇧🇷

Still one of the best albums until now



**Robert Hung** 🇬🇧

I still very much love it!!!



**Mel Keigo** 🇧🇷

Such a beautiful album, JEWEL is one of my favorite songs from ayu too, but the variety of music genres is so fun!!



**Michael Pantaleão**



Secret is still one of my favorite albums! It has a certain quality to it that I can't really describe with words. It was is legit my favorite Ayu song of all time!



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

This is my favorite ayu album of ALL TIME. EVERYTHING in here is PERFECT. I love every tiny bit of piece from it. So classy. I'd need an entire day to put into words. I want ayu to call me and I'll tell her exactly how to re-release it for the 20th anniversary



**Tio** 🇩🇪

Whenever I listen to this album, I realize I was BORN TO BE in TA. There's not a single song I don't like & it's one of my most-played albums to this day. I also adore the use of her lower voice on here. I couldn't name a favourite song, there's too many!



**Adrian** 🇪🇸

To this day, Secret is my favorite Ayu album. It includes my favorite songs like 1 LOVE, kiss o' kill, until that day..., it was etc. I have never seen myself more reflected in the lyrics of an artist as I see myself in this album.

## What tracks are your favourite and why?



**truehappiness** 🇺🇸

Born To Be... is probably my favorite Ayu song ever. I have had it as my ringtone for the last nearly 17 years? I never tire of the inspiration that it gives me.



**Amanda M** 🇺🇸

There's something about 'momentum' that grabbed me from the very first time I heard the track previews before the album was released. It's one of my favorite 'setsunai' winter ballads, and the PV is great. I love the very end when Ayu turns to snow...

# **Ɔ BEST 2**



**-WHITE- & -BLACK-**

## What are your memories of when you first heard this album?



**Travis Chan** 🇸🇬

Back then this was truly the magnum opus of Ayu's discography. All hits, no misses, and the photoshoot for the black version was especially iconic.



**Diego O.** 🇹🇼

This album is very special to me since my boyfriend at the time (now husband) gifted it to me. Also, part of Me is one of my all time favorite ayu ballads!



**Alvin Alee Lee** 🇸🇬

How can a human be so beautiful?

## What do you think of this album now?



**juano** 🇵🇷

Even as a compilation album, it's an enjoyable listen from front to back. All the songs are of top quality as well as some of ayu's best material of her entire career! part of Me is ❤️❤️❤️



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

I'm still so immersed in the photoshoot of the -BLACK- album that the pictures from the booklet are just running through my mind right now. It's so good. 「part of me」is also one of my all time favorites as well.



**Mel Keigo** 🇧🇷

What a great compilation! ayu has so many great songs, it must have been difficult to make this selection! A BEST 2 - BLACK - also has Part of me, which is such a pretty song.

## What tracks are your favourite and why?



**Yoann** 🇫🇷

I was really looking forward to listening to part of me. I think both A best 2 are great and the covers are amazing. She kinda looks like an alien it's very strange yet beautiful.



**Kilian-Paul** 🇫🇷

Part of me is a really beautiful ballad. I completely feel in love with the melody and the way Ayu was singing. I love the ethereal feeling of it. The lyrics were also touching. The video was also really stunning.



**Sharon** 🇦🇺

Part of Me, I would watch the music video on repeat over 100 times, it was my favourite video for a very long time

# ayumi hamasaki ASIA TOUR 2007 ㊦ ~Tour of Secret~

3/10、11 埼玉:さいたまスーパーアリーナ

3/24 台湾:台北ドーム

4/7 中国:香港コロシウム

4/22 中国:上海大舞台

5/9、10、19 神奈川:横浜アリーナ

5/22、23 愛知:日本ガイシホール

5/26、27 神奈川:横浜アリーナ

5/30、31 大阪:大阪城ホール

6/9、10 福岡:マリンメッセ福岡

# What is a special memory you have of watching or attending this concert?



**Amanda M** 🇺🇸

I've enjoyed watching the documentary portions more and more as I've gotten older and my knowledge of Japanese has improved. It was such an interesting companion piece to the concert itself, especially seeing the localization challenges with the tour videos!



**dion** 🇮🇩

Back then I wished I can attend the concert in Hongkong, too bad I was a penniless highschool student lol so I can only read fan accounts about the concert. Even now I have yet to have the chance to attend a live concert, and I hope I can in the near future.



**ella** 🇫🇮

There's a wedding I attended as a kid that lasted for so long that I got tired and went to sit in my parents' car and watched this concert on a portable DVD player - I remember so vividly the peace of that summer night I spent watching Ayu on that tiny screen.



**Jiarong** 🇸🇬

I remember when Ayu first announced her first Asia tour, I was so hoping that she'll have Singapore as a stop but alas. I was ready to fight for tickets even though I had no money on my own then.



**Brett** 🇺🇸

I try to watch the full concert and documentary of this at least once a year. Seeing intimate behind the scenes of an ayu tour for the first time felt like a very special moment.



**Sai** 🇨🇦

The performance of "evolution" is pure magic!

# Which performance is your favorite and why?



**Liz Colton** 🇺🇸

My favorite performance is "appears". I just love everything from the beautiful costumes, to the choreography, to Ayu's voice. There's even pyrotechnics! Not sure why there was a need for fire, but I'm glad it was there.



**Quinni** 🇫🇮

The live version of kiss o' kill for Tour of Secret is so SO good! I love the extended intro, the outfits, the choreography, the drama - everything! I don't think I even blinked the first time I watched it ◦ + ✧ ~ ( ◦ ▽ ◦ ) ~ ✧ + ◦



**Anthony G** 🇺🇸

The performance of Evolution from this tour is one of my all-time favorite Ayu concert performances. I loved the softer introduction, before it broke out into the classic song that we all know and love. The intro with LABYRINTH was truly magical.



**Joshua** 🇨🇦

evolution. Watching Ayu coming down from the swings up high like a goddess descending to earth. The rearranged version of the song is unforgettable where she sings evolution with just a piano playing up till the first chorus AND BAM! the band joins in



**Tamara** 🇩🇪

evolution from Tour of Secret is one of my all time favourites. The way Ayu enters from a swing above stage, start singing evolution in a ballad style and then switching to the upbeat version is such a good way to open the concert.



**Adrian** 🇪🇸

I remember the first time I saw kiss o' kill performance. I bought the concert on DVD mainly to be able to see that performance and I didn't end up regretting it. Ayu is able to convey her feelings like no other singer while performing.



**angel** 🇩🇪

First Asia Tour, a memorable moment.



**Kazik** 🇵🇱

The 'kiss o' kill' performance from that concert still gives me goosebumps to this day. It is simply unforgettable.



**Tio** 🇩🇪

It's probably a tie between "appears" and "part of Me". The dancing in "appears" is so beautiful, I could watch it again and again. Watching "part of Me" felt like we had entered another era, it's as if the music video came to life. Absolutely fabulous.

ayumi hamasaki COUNTDOWN LIVE 2007-2008

5th Anniversary

12/30、31 東京：国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**tsukinokawa** 🇫🇮

the school girl look is one of my favourite looks from her.

## Which performance is your favorite and why?



**Alexia Papadelou**



I cry every single time I watch the untitled ~for her~ performance in CDL07-08. My heart breaks. I can't look at the cover of the concert DVD without remembering untitled ~for her~, it's one of the most memorable Ayu performances to me.



**truehappiness** 🇺🇸

untitled ~for her~ hands down is so memorable because of the sheer emotion on display. I read up on some interviews after and I am still so shocked that all of that was going on at the time but she was still able to perform.



**Agnesa** 🇮🇹

Hard to name one performance, so here's all: opening with talkin' 2 myself, decision in the red overall, together when in the beautiful white dress and the most heartbreaking performance of untitled for her... So moving and so iconic



**Quinni** 🇫🇮

Soooo many moments in this that I want to talk about!! How do I choose! Some of my favourite Ayu looks are in this as well... the choreography for talkin' 2 myself is SO good, the energy of Ladies Night is everything!! RAINBOW was so so beautiful too...



**Pauline** 🇫🇷

The untitled ~for her~ performance is one of Ayu's most touching performance, it really must not have been easy to sing this song and I admire Ayu's strength for it. I wonder if Ayu will ever sing this song again someday.



**Sharon** 🇦🇺

fated is one of my favourite ballads of Ayu, and seeing it performed for the first time was so emotional for me. I also loved seeing glitter at the end of the concert, one of my most loved summer singles.



**Amanda M** 🇺🇸

I'm very easily touched by the depth of Ayu's emotions when I watch her shows, but untitled ~for her~ from CDL 07-08 is on another level. I will forever be in awe of how she manages to carry on through this performance despite her (and our) tears.



**GUILTY**

## What are your memories of when you first heard this album?



**Jiarong** 🇸🇬

Somehow I didn't really think that this was real when it was first announced. Why did the covers look like that? Why didn't she have a tasuku interlude? Why did she have a song called "untitled ~for her~"? It turned out to be one of my favourite albums ever.



**Miky Adriana** 🇷🇺

I started listening to GUILTY and somehow ended up crying through the whole album. To this day, it's my all time favorite and made me fall in love with my darker side.



**Adrian** 🇪🇸

This album is so dark! My main memory of the first time I listened to it was saying to myself: this is real rock! I think Guilty is a very underrated record.



**Kazik** 🇵🇱

I got this album from a friend in Japan and it was the first Ayu album I came into possession of. I got it as a surprise and therefore it will always be very special to me. 'Mirror' brought us 'Mirrorcle World' and that was a big moment.

## What do you think of this album now?



**Mel Keigo** 🇸🇬

What a hit album! So many memorable songs one after another, Marionette, Together when..., and my favorite encore song, MY ALL! It's also the origin of Mirrorcle world!!



**Liz Colton** 🇺🇸

I always have had a soft spot for Ayu's darker, rockier songs, so this album was like candy for me. It's definitely one of, if not, her darkest album to date and many of the songs still resonate with me.



**Michael Pantaleão**



This is the first studio album of hers that I listened to as soon as it came out, since I became a fan at the beginning of this era with glitter, so I always feel nostalgic when I listen to it. Such a majestic piece of work, and it aged like fine wine!



**Kilian-Paul** 🇫🇷

I love this album once again it's a different variety of styles it's an album that I consider to be between the light and the dark. It's emotional, powerful, intricate yet sometimes fun balance. Untilted for her is one of the most beautiful lyrics from Ayu.



**Agnesa** 🇮🇹

My first Ayu album that was released since I became a fan, still my ultimate favorite with its dark undertone and Ayu's low voice. For me this album is everything I look for in an album and brought us many amazing live performances.



**Alexia Papadelou**



I believe GUILTY is a very underrated album, full of great songs. Also one of my favorite album covers, I remember being disappointed that my album didn't come with a cover poster! talkin' 2 myself gave me so much strength during the Greek wildfires in 2007.

# What tracks are your favourite and why?



**Juuso** 🇫🇮

fated grew on me slowly but now it's one of my all-time favourites. The lyrics are wonderful, and the mood and Ayu's performance are just perfect and so evocative, the song is such a sweet pain.



**Villo** 🇮🇪

talkin' 2 myself gave me strength when I was bullied at school. It helped me through so much and even now has the power to make me feel so strong!



**Quinni** 🇫🇮

GUILTY was the first album I got to listen to on release day!! I remember thinking "Mirror is the coolest song I've ever heard." Then, "No, talkin' 2 myself is". Then, "No no no, Marionette is the coolest song..." (I still haven't made up my mind)



**Sen** 🇵🇹

I love talkin' 2 myself, (don't) Leave me alone and especially, Marionette. They're all my faves but Marionette holds a space in my heart! The theatrical and dramatic tone of the song including the MV makes the song so good.



**Amanda86** 🇪🇸

My favourite track is glitter. How can it be so great? I think it is one of the most perfect summery pop songs she has ever made. It makes me very happy when I listen to it.



**tsukinokawa** 🇫🇮

GUILTY is haunting  
fated is beautiful  
Marionette reminds me of horror  
the judgement day is one of her best interludes



**Ivan Hernandez** 🇨🇱

Fated is one of my favorite ballads ever, wish it was performed live more often! Every time I listen to it memories of a special one comes to mind.



**Araina** 🇺🇸

(Don't) leave me alone is my favorite song from the album. It's catchy!

# ayumi hamasaki ASIA TOUR 2008 ~10<sup>th</sup> Anniversary~

2/1、2、3 大阪:大阪城ホール  
2/11、12、13 愛知:名古屋レインボーホール  
2/25、26、27 神奈川:横浜アリーナ  
3/5、6 埼玉:さいたまスーパーアリーナ  
3/12、13 福岡:マリンメッセ福岡  
3/19、20 静岡:静岡エコパアリーナ  
3/26、27 福井:サンドーム福井  
4/5、6 大阪:大阪城ホール  
4/9、10 広島:広島グリーンアリーナ  
4/16、17 宮城:グランディ21 宮城県総合体育館  
4/22、23、24 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Brett** 🇺🇸

The DVD/Blu-ray of this concert will always feel special since it's her only one filmed outside of Japan. You can really feel the love between the Taiwanese TA and ayu when she speaks a little English and Chinese for them.



**Amanda M** 🇺🇸

AT2008 was the first time I managed to make it to Japan and see Ayu in person! Nothing will ever compare to finally visiting Yoyogi for the first time and actually being there. I was sad the Yoyogi final wasn't used for the DVD but am glad we got a TV version.



**Jiarong** 🇸🇬

I remember very clearly the days where the news reports were coming in from Taiwan outlets and I found it so funny when the hosts described the Marionette performance as her doing the robot dance.

# Which performance is your favorite and why?



**Tio** 🇩🇪

Surely many say the same but: "Mirrorcle World". The song itself is already one of her best but that AIRSHIP??? Up to that point I hadn't seen anything like that & I could not believe my eyes. Same goes for "(don't) Leave me alone" with Ayu spinning around.



**Joshua** 🇨🇦

Mirrorcle World. I still this day do not know how they got the boat on the stage in the middle of an interlude. The floating boat is still an iconic concert prop to this day and symbolizes her reach outside Japan



**Quinni** 🇫🇮

This tour was happening when I first joined the international TA community; I remember being so overwhelmed by all the news, and I wanted the DVD so badly! The main show is incredible from beginning to end, and I love the improvised acapella sections so much ♡



**Endris** 🇫🇮

The legendary Marionette! The visuals, the choreography and Ayu's vocals are all so haunting. Also, (don't) Leave me alone blew me away — what an incredible stage.

# a-nation '08 avex ALL CAST SPECIAL LIVE

8/30、31 東京:味の素スタジアム

# What is a special memory you have of watching or attending this concert?



Sai 🇨🇦

This was the first FULL a-nation broadcast we got to see from start to finish, which is a very special memory! Of course, Ayu singing A Song for xx in the rain is an unforgettable moment - her raw power as a performer was on full display!

## Which performance is your favorite and why?



Tamara 🇩🇪

All of the a-nation performances are super but A SONG FOR XX in the rain was THE MOMENT. Even in the downpouring rain Ayu gave her all and used the rain for powerful performance.



Jiarong 🇸🇬

Ayu's rain performance of A Song for xx is so FIERCE. Her attitude, her energy, and even the power of her band mates. Absolutely unmatched.



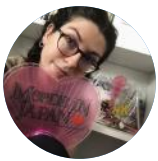
angel 🇩🇪

I know the 10th Anniversary was big and also she had another Asia Tour. But can we please talk about the A Song for XX performance at a-nation? In the pouring rain? It's my forever fave performance of Ayu.



dion 🇮🇩

A Song for xx under the rain is easily the most memorable moment of this live. That unpredicted rain really give the performance a crowning glory, and the way ayu carry the whole song is simply chef's kiss!



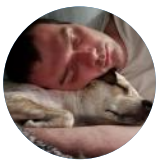
Pauline 🇫🇷

The A Song for xx performance under the rain is one of Ayu's most iconic throughout her entire career. If I had to show somebody who doesn't know Ayu one of her live performance, it would be this one.



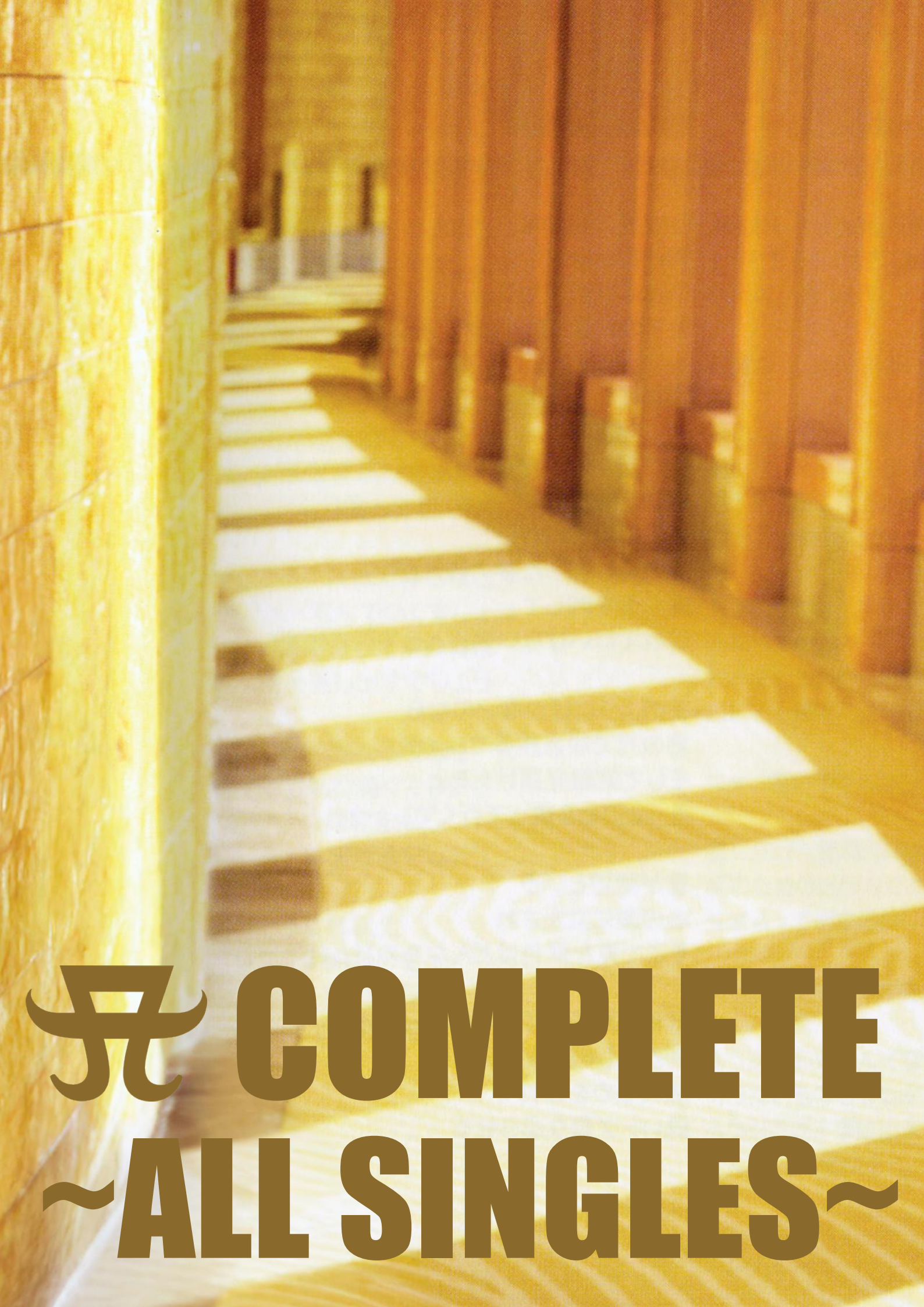
Amanda M 🇺🇸

The sheer POWER in her eyes when she walks out into the pouring rain during A Song for xx... it leaves me speechless every time. When I'm trying to explain to people why I think Ayu is such an incredible performer, this is the video I show them.



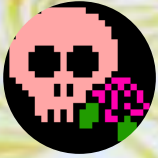
Anthony G 🇺🇸

Ayu's performance, in the middle of the rain, created an absolutely magical scene that only Ayu could create.



**♩ COMPLETE**  
**~ ALL SINGLES ~**

## What are your memories of when you first heard this album?



**delirium-zero** 

The whole 10th Anniversary era was a lot of fun, looking back. Ayu10th.com had us reminiscing, the photo book in A COMPLETE showed us some great new photos from old familiar shoots, and the A COMPLETE remastering shined a new light on our favorite songs.



**Sharon** 

I bought this album in Shibuya on my first trip to Japan! I planned beforehand to be there on that very day so I could be surrounded by Ayu's music, images and fans.

## What do you think of this album now?



**Diego O.** 

The ultimate compilation!! Such a classic and iconic release, I love seeing it still doing great on the charts even to this day!



**Anthony G** 

It's hard to believe this album came out 15 years ago. Everything about this compilation was beautifully done. I wish we had an updated version, with the rest of Ayu's singles since then.



**juano** 

Even with it being 3 discs long, I could listen to this whole thing nonstop! It's a true testament of ayu's artistry and star power that still holds up today



**Julio Graziano**  
ジュリオ・グラジアーノ 

When you thought "ayumi hamasaki can't get any better..." 「A COMPLETE」came out! This is by far the best compilation record avex put out until today and it was also the best for the fans as well. The box and the rare pictures photobook is a nice treat.

# ayumi hamasaki PREMIUM COUNTDOWN LIVE 2008-2009 ㊦

12/30、31 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**dion** 🇮🇩

My jaw was dropped when I heard ayu is doing this very long concert with many unperformed songs. I literally was screaming seeing the concert setlist. And I gain a particular liking to Hana~SIGNAL segment.



**truehappiness** 🇺🇸

This may be one of my favorite CDLs Ayu has ever done. It's such a long show but I wanted more because of everything she was delivering. So many hits and gems performed and all after she had surgery on her hand!

## What is a special memory you have of watching or attending this concert?



**Sai** 🇨🇦

One of my favourite Ayu concerts! Please bring back "Naturally"! The "ANGEL'S SONG" performance was so fun and cute, Ayu's energy was really infectious.



**Antonio B** 🇪🇸

This was the first DVD I ever owned. I remember watching it over and over again and never getting tired. It's amazing how Ayu did this show after such a long and tiring year for her. End of the world is one of my favorites performances ever.



**Travis Chan** 🇮🇩

I remember feeling worried as this was after Ayu sustained a hand injury, but seeing her work through it was a really inspiring testament to her resilience. The performance for Real me / And Then / Naturally was also such a treat for us fans then.

## Which performance is your favorite and why?



**Pauline** 🇫🇷

I really love the About you performance, the props, the outfits... Ayu's charisma and fierceness is at its fullest here, I also love a lot how she sings the song here.



NEW

LEVEL

# What are your memories of when you first heard this album?



Juuso 

NEXT LEVEL was the first Ayu album I ever heard! I remember being so excited by all the upbeat songs... but nowadays my heart belongs to the title track NEXT LEVEL, I love it so much!



Brett 

I can still remember where I was the first time I listened to this album from start to finish. It felt like ayu was really pushing herself to go outside her comfort zone and the result was incredible!



Agnesa 

When I first saw the album covers I couldn't believe it's the same person. At that time I couldn't afford buying original albums from overseas so I waited for AHS to upload all PVs. Rule/Sparkle PVs are so ahead of their time



Jiarong 

THE COVERS! This was and is still such a fresh look for her. I'm glad that she still took the time and effort to reinvent herself even after her big 10th anniversary celebrations. It made me feel so proud to be an Ayu fan. GREEN is still one of the best songs.



Julio Graziano  
ジュリオ・グラジアーノ 

I remember checking out ayu's website every 30 minutes to see if the jackets of the album were released. I wanted to have all the editions! And again, one more time I was enchanted by how visionary ayu was with the USB. SO in control! Mastermind! BOSS!!!!



Mel Keigo 

This is the first ayu album I bought a physical copy of, so it's one of the most special to me! Only great songs here, I still love it as much as when I first heard it! Sparkle, NEXT LEVEL, LOVE n HATE, I love all of them!



Michael Pantaleão 

The first Ayu album I ever bought! I can vividly remember my high school-self patiently waiting for it to arrive, and then looking at the booklet over and over again. I remember loving rollin' and identity as soon as I listened to them for the first time.



angel 

The concept of the covers were really good, I liked that it was so colorful. It also was a really up-cheering and colorful album.



Travis Chan 

This is such an interesting album! I remember buying 3 versions of it and came in different coloured jewel cases. I especially love NEXT LEVEL and identity for the album tracks in this.



Antonio B 

NEXT LEVELは初めて買ったアルバムです。スペインにはあゆのCDが売っていないので中学校の先生に頼んでネットで買ってもらった。届くまで毎日緊張してて、やっと届いた時とても嬉しかった。今でもこのアルバムが特にお気に入りです。

# What do you think of this album now?



Pauline 🇫🇷

It's really a standout in Ayu's discography, I am very fond of it.



Ivan Hernandez 🇵🇷

Iconic work, one of my favorites. Love how they managed to mix electronic, rock and soft sounds and somehow make it work.



Brian 🇺🇸

One of my all time favorite albums. I love the musical direction of this album, I love the cover, and the USB album was so neat. I still have it safely stored away like the precious treasure it is. NEXT LEVEL, Sparkle, GREEN, Curtain call...AMAZING songs.



Alexia Papadelou 🇬🇷

I was so immature when NEXT LEVEL came out, I remember being disappointed because the album tracks were so different from the usual Ayu songs. Of course with time I grew to love the album and really appreciate its creativity. I have the USB version & love it!



delirium-zero 🇺🇸

The intricate detailed design for the NEXT LEVEL USB was absolutely gorgeous, and it's one of my favorite things I own! (Especially since I can still use it, unlike a lot of technologies from the past!)



truehappiness 🇺🇸

This album was one of my favorites from the start. The cover is so colorful and the songs are so fun. I love the electronic vibes and Bridge to the sky is HANDS DOWN one of my favorite songs EVER!



Kazik 🇵🇱

'Next Level' is my favourite album from a visual point of view. It's colourful, eye-catching and I just love looking at it. "Sparkle" is the song that I think is my number one song from the whole discography.



Sai 🇨🇦

NEXT LEVEL was such a fresh, colourful, exciting album. Possibly my favourite thing about it is the visuals - seeing Ayu in bright colours and avant-garde fashion for an album shoot was so special. I'd love to see that again!



Sen 🇵🇹

MY FAVORITE AYU ALBUM OF ALL TIME!

# What tracks are your favourite and why?



Quinni 🇺🇸

I remember watching the MV for GREEN for the first time and being so happy!! Ayu, thank you for representing LGBTQ+ stories in your work. That choice resonated with so many across the world; it made me feel proud of who I am for the first time.



ella 🇺🇸

As a kid, I loved coming up with ideas for music videos for Ayu songs that didn't have one. My most elaborate music video concept was for rollin' - I even wrote a short story based on it in Finnish class that my teacher thought was very good, haha.



Villo 🇮🇪

NEXT LEVEL and Curtain call! NEXT LEVEL makes me look forward to new things I would usually be afraid to try. Curtain call is so cathartic to listen to at the end of a difficult day or after having to say goodbye to someone important.



dion 🇮🇪

NEXT LEVEL and identity are my top two tracks of this album. The way NEXT LEVEL portrays the feeling of being lift off into the air is such warm feelings. Meanwhile identity was my girl boss theme back when it was released.



Kilian-Paul 🇫🇷

Green is my favorite song because I love the atmospheric chinese vibe of it. The video was so beautifully shot and I love the fact that it's showcasing same sex love. As a gay men I could relate to it. Also it's just so extra I love it.



Liz Colton 🇺🇸

"GREEN" kind of sticks out like a sore thumb on the album, but it still remains one of my favorite songs of the era. I love the vibe, the music and Ayu's voice. "Days" is also a favorite. It gives me cozy winter vibes and I can't help but love it.



Tamara 🇩🇪

Pieces of seven. The way it sounds like you are on an adventure through space and slowly getting ready to fight the end boss.



Miky Adriana 🇷🇴

NEXT LEVEL is really a song that gives me hope in times of hardship.



tsukinokawa 🇺🇸

Days is one of the winter ballad classics.  
Sparkle is sexual female anthem  
Curtain call is beautiful and NEXT LEVEL is this light hearted summer song



Sharon 🇺🇸

GREEN will always such a special song, the music video with the LGBT inclusion made me so proud to be an Ayu fan and show this video to some of my queer friends.

# ayumi hamasaki ARENA TOUR 2009 ㊦ ~NEXT LEVEL~

4/11、12 埼玉:さいたまスーパーアリーナ  
4/15、16 愛知:日本ガイシホール  
4/21、22 大阪城ホール  
4/25、26 静岡:静岡エコパアリーナ  
4/29 福井:サンドーム福井  
5/2、3 福岡:マリンメッセ福岡  
5/9、10 横浜:横浜アリーナ  
5/13 宮城:仙台ホットハウススーパーアリーナ  
5/16、17 広島:広島グリーンアリーナ  
5/27、28 愛知:日本ガイシホール  
6/6、7 北海道:真駒内セキスイハイムアイスアリーナ  
6/13、14 兵庫:神戸ワールド記念ホール  
6/18、20、21 東京:国立代々木競技場第一体育館  
7/1、2 大阪:大阪城ホール  
7/8、9 愛知:日本ガイシホール  
7/28、29 大阪:大阪城ホール  
10/3、4 福岡:マリンメッセ福岡  
10/21、22 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**Tio** 🇩🇪

This concert has one of my favourite stages with the giant staircase, it was just so different for Ayu. Besides that, I love how she quite literally took it to the NEXT LEVEL and performed the entire album, which is also a favourite of mine.

## What is a special memory you have of watching or attending this concert?



**Anthony G** 🇺🇸

Ayu's first 3D concert! It was so amazing to be able to watch this in 3D, with the cool special effects. I wish Ayu would do another release like this.



**Yoann** 🇫🇷

The very first concert I went to. Mind blowing. 2 dates at Yokohama and I caught an Ayu ball during the MC. Will always be in my heart. And sparkle !! NO NO NO! ❤️



**Joshua** 🇨🇦

The concert had a very colourful stage with lots of lighting that contrasted against the world recession happening that year. It gave hope to people navigating their life at that time.



**Amanda86** 🇪🇸

This tour is a bomb. I would have never imagined something like this. I love how goofy and funny and happy Ayu looks in this concert. She is truly enjoying it and it makes the audience feel as hyped as her. Amazing!

## Which performance is your favorite and why?



**Amanda M** 🇺🇸

The rollin' performance from AT2009 is one of my all-time favorites. Ayu had so much fun with it and the energy in Yoyogi for the last two shows was electric - everyone was having a great time! SEKAI GA MAWARU~ UMAREKAWARU SPEED DE~

# ayumi hamasaki COUNTDOWN LIVE 2009-2010 ㊦ ~Future Classics~

12/30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Diego O.** 🇨🇱

I'm the proud owner of one of the venue-limited You were.../BALLAD boxset released during this CDL concert. It is one of the most prized items in my collection 💖



**André** 🇩🇪

Ayu didn't lie when she said these were Future Classics! All of these songs are masterpieces!



**Adrian** 🇪🇸

This concert was the first Ayumi Hamasaki concert I bought. I decided to do so because the setlist included many of my favorite songs at the time. I have fond memories of the concert and miss the time when I was discovering Ayu for the first time.

# Which performance is your favorite and why?



**Anthony G** 🇺🇸

I loved the reference to Arena Tour 2002 with the opening I am... performance. It really set the tone that these were Ayu songs we would listen to and celebrate for a long time to come.



**Quinni** 🇫🇮

I need to mention EnergizE, it was such a fun performance!! ♡ Also, I love You were... so much, and this has one of my favourite lives of it... oh and Humming 7/4 leaning more into its rock side was so good!! Ayu's energy during this is legendary!



**Miky Adriana** 🇷🇴

My favorite intro to an Ayu concert is definitely a performance of 'I am...'. It's such a sad yet hopeful song that sets the vibe for the entire night and I always love watching this performance.



**Alexia Papadelou** 🇬🇷

That opening! I always love when taiko drums are included in CDLs and this was one of the most impactful times. Ayu was stunning during I am..., so beautiful & determined! It was so unexpected but moving to see teddy bear during the encore. Very strong encore!



**2010-2014**

No other time in Ayu's career would be in such contrast to where international TA began. After Ayu met fans all over the world through her Asia tours and work in Europe, she sought new ways to connect with them. Going from struggling with news translations to getting Twitter responses from Ayu herself was a change no fan was prepared for, and it seemed to happen overnight!

Along with daily chatter and updates were offline fan meets, organised by Ayu between overseas recording sessions. With this taking place alongside her usual touring and release schedule, it felt like TA were getting more of Ayu than ever before, and fans began to prefer using newer social media to keep in contact with both Ayu and each other.

## Fan Projects

After years of feeling so far away, the idea of Ayu herself being able to see overseas fan projects hadn't ever been a consideration; it was only during this time of regular fan meets that ideas began to be discussed. Fans would quickly begin to innovate on how to allow international TA as a whole to communicate their support and appreciation, two of the most memorable efforts being *A World is One* and *Under the same sky*.

The idea of *A World is One* was simple, but required collaboration from all over the world to bring to life. Maxker collected letters from international TA, placing them within a folder designed by zoomzoom, which was then delivered to Ayu at a 2010 fan meet by norwegian blue. Later on, the book would be acknowledged by Ayu in a TA Blog, with her posting photos of the project as well as stating in English: “♡We are one. A world is one♡”.

*Under the same sky* was organised in 2011 by miki\_beland, using both Facebook and the AHS forum. Drawing inspiration from the lyrics of Ayu's song *Daybreak*, he asked fans to submit photos of their hands reaching towards the sky, then set the photos to video using his self-arranged piano rendition of the song. Later that same year, Ayu would use the video during a concert interlude for *POWER of MUSIC 2011*. The concept of *Under the same sky* has become one repeated even in official projects by Ayu's staff, a notable example being ten years later for *MUSIC for LIFE ~return~*.

## Ayu: Online

As a part of promotional activities for *Rock'n'Roll Circus*, Ayu took part in a live stream interview for the first time, collaborating with Yahoo Music and USTREAM to take questions from Twitter. On the same day, Ayu also launched MySpace and YouTube pages in Japanese, Chinese, and English.

Soon after, Ayu joined Twitter and Weibo herself, replying to fans in both Japanese and

English. For fans, going from zero connection to Ayu personally responding to their message caused a frenzy of excitement, and this led to more and more fans joining those platforms for a chance to join in. While Ayu had kept up her TA Blog for many years, those entries were locked behind a membership that required a Japanese address. Her newfound presence on public social media meant every fan could see what she decided to share, in real time.

Continuing on from earlier experiments, the *POWER of MUSIC 2011* tour became the first to have a globally accessible livestream. Held in October 2011 on USTREAM, it was described as a broadcast for overseas fans, who were encouraged to comment along using the hashtag #ayulive on Twitter. Over the next year, two more concerts would also have official USTREAM broadcasts, continuing to make the live experience possible for fans worldwide.

## Global TA

Along with Twitter, fans became active and created new communities on other social media platforms that were popular at the time. These included Facebook, with the creation of fan groups catering to many different languages, and tumblr, a smaller community used primarily for fandom discussion and sharing graphics. While this resulted in less traffic to forums, they remained a haven for long-form content such as guides on buying tickets and merchandise, advice on navigating Japan for concerts, and reviews on new music.

Alongside the increase in communities on social media, overseas fans were finally able to join Ayu's official fanclub, TeamAyu, from December 2014. This news was announced during Ayu's visit to Singapore for a-nation, the first time she had performed there since 2002.

This was long-awaited news for many international fans; the opening of Global TA not only allowed access to ticket services and behind the scenes content, but also signified acknowledgement of her wider fanbase. It meant that finally, after years of being simply 'overseas fans', there was an opportunity to enjoy the same level of access to news and insight that Japanese fans had from the beginning of Ayu's career. Being considered an official member of TA was a sentiment that carried weight for many.

# Don't Stop Britain



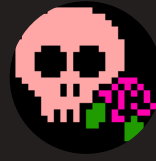
## What are your memories of when you first heard this album?



**Alexia Papadelou**



I have a very unique memory from the Rock'n'Roll Circus Special Limited Box Set. The box set was confiscated by Greek customs and I had to go with my dad and pick it up, because they thought the tea leaves were something much more suspicious!



**delirium-zero**

I was so hyped up for this album, and it did not disappoint. The variety was incredible, every track was fantastic, the album version of "RED LINE" made me cry, and the videos were all amazing (especially "Don't look back").



**Yoann**

I met Ayu in London when she was recording this album and video clips. The best and strongest moment in my life. I was crying and shaking like a dead leaf. Not my favorite album but some strong tracks nevertheless.



**Mel Keigo**

I followed the production and release of this album, from song recording to PV recording in London!! Such a great year, with two albums, iconic PVs and songs that still resonate with me till today!



**Amanda86**

When I started listening to the album I was like wow ok sounds good. In the middle I was with my eyes fully opened and my heart shrunken and at the end I was just sat there thinking how? how can this be so perfect? She did it again. Girl, bravo.

## What are your memories of when you first heard this album?



**Quinni**

Rock'n'Roll Circus still means so much to me as an album. Over the years, different songs have resonated with me; to this day, I can still find something new to love every time I listen. RED LINE will always be one of my all-time favourites ♡



**Villo**

Rock'n'Roll Circus reminds me of a group of friends I had during high school. We all went our different ways since then, but I know we are all fighting our way through life with the same energy we had during that time. These songs return that energy to me!



**Agnesa** 🇸🇮

One of my favorite albums for sure!!'ve always been more inclined to pop/rock as a genre and this album with all the PVs and the special british vibe just hit the right note. All the songs are just in the right order and finishing off strong with RED LINE



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

One of my favorite albums for sure!!'ve always been more inclined to pop/rock as a genre and this album with all the PVs and the special british vibe just hit the right note. All the songs are just in the right order and finishing off strong with RED LINE



**tsukinokawa** 🇫🇮

This album is mixture of both rock and pop songs with different vibes ranging from haunting into fierce into thought provoking and into sad.

## What tracks are your favourite and why?



**Juuso** 🇫🇮

Sunrise ~LOVE IS ALL~ makes me feel so warm and good!



**Miky Adriana** 🇷🇺

Microphone was so powerful, it reminded of my love for music and gave me a new power to pursue my dreams.



**Sharon** 🇳🇿

Sunrise ~LOVE IS ALL~ was released when I was going through a really bad time with my depression. The upbeat music and lyrics gave me hope and reminded me that I wasn't alone.  
"Motto ooki na koe de, Motto ooki na ai wo" makes me feel grounded.



**Pauline** 🇫🇷

Microphone is my favourite Ayu track of all time!

# ayumi hamasaki ARENA TOUR 2010 ㊦

## ~Rock'n'Roll Circus~

4/10、11 埼玉:さいたまスーパーアリーナ  
4/17、18 愛知:日本ガイシホール  
4/22、24、25 大阪:大阪城ホール  
4/29 新潟:新潟朱鷺メッセ  
5/3、4 長野:長野ビッグハット  
5/8、9 福岡:マリンメッセ福岡  
5/15、16 神奈川:横浜アリーナ  
5/22、23 大阪:大阪城ホール  
5/29、30 愛知:日本ガイシホール  
6/5、6 福井:サンドーム福井  
6/12、13 静岡:静岡エコパアリーナ  
6/19、20 広島:広島グリーンアリーナ  
6/26、27 愛知:日本ガイシホール  
7/3、4 福岡:マリンメッセ福岡  
7/10、11 セキスイハイムスーパーアリーナ  
7/17、18 兵庫:神戸ワールド記念ホール  
7/24、25 東京:国立代々木競技場第一体育館

# ayumi hamasaki Rock'n'Roll Circus Tour FINAL

## ~7days Special~

10/2、3、5、6、9、10、11 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



Sen 🇵🇹

It's one of my favorite Ayu concerts! The reason why? I love the stage, the setlist... everything. Overall is such a good concert and very interesting, I love the Sexy little things performance.



Amanda M 🇺🇸

The first AT10 show at Saitama Super Arena is one of my favorite concert experiences EVER. The album wasn't out yet so the new RnRC songs were a surprise, and it's always a joy to go to the first stop on a tour when you never know what's next!



dion 🇮🇩

This is another one of my Most Favorite ayu concert. So iconic, so well designed and cohesive. I remember 2010 was my first time visiting Japan and it was February. Much to my surprise the tour kicked off at March/April and I was already left Japan T\_T



truehappiness 🇺🇸

This is in my top 3 of favorite Ayu concerts because it's just so very Ayu. I do wish that she was able to release the original version as well but 7days Special was a great choice too. Amazing costumes and I think the last time Akira Noda worked on a tour.



Tio 🇩🇪

Absolutely! The staging was wonderful – the moving screens, the extended runway, the B-stage, the crane... once again, Ayu had topped herself. I could watch this show over & over without getting tired of it. That "BALLAD" performance is a literal masterpiece.



Agnesa 🇸🇯

I could honestly write a book about this tour, one of my all time favorites that made me fall deeper in love with Ayu. Incredible opener with Microphone/Last angel/About you. BALLAD broke my heart, a very unexpected tragic love scene followed by Memorial address



Tamara 🇩🇪

One of my favourite concerts. It has everything: an amazing opening, and good songs one after another. My favourite performance is for BALLAD. The love story shown is heartbreaking, and it's so sad that no one ended up being happy in the end.

# What is a special memory you have of watching or attending this concert?



**Travis Chan** 🇸🇬

Such a fantastic show from front to back, and the merchandise remains one of her best! The performances of Microphone and count down are still amazing to this day.



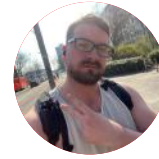
**Adrian** 🇪🇸

Rock'n'Roll Circus Tour FINAL 7days Special is one of the most impressive and well-crafted concerts in history. I often ask myself, is this Ayu's best concert? Even though it's not my favorite (it's my third favorite concert). I think it is impeccable.



**Villo** 🇮🇪

I always feel glued to the screen when I watch this live. I love everything about it! The energy of ayu and the dancers, the costumes, the setlist, the stage design... but most of all, this version of SEVEN DAYS WAR, which will be a forever favorite of mine.



**André** 🇩🇪

This is one of Ayu's most impressive tours, I think. A huge show from front to back, so many songs, so many outfits, such a cool stage! Microphone, BALLAD and Don't look back are unforgettable! Ayu please perform BALLAD again soon!

## Which performance is your favorite and why?



**Sai** 🇨🇦

Another amazing concert from start to finish. The "Don't look back" section was my favourite.



**Quinni** 🇫🇮

This concert has one of my favourite intros, the combination of Microphone and Last angel is iconic! The Memories section is also so well done; Ayu's vocals during Don't look back, INSPIRE, and Because of You are so powerful



# Love songs

## What are your memories of when you first heard this album?



Diego O. 🇨🇱

My favorite studio album for sure!! I still remember the first time I listened to it and how I instantly loved it, perfection in my opinion. I also love the aesthetics and the whole concept of the album. Iconic!!!



Michael Pantaleão



I was studying abroad when Love songs came out. This album has such a nostalgic sound to it that I feel like I'm transported to a past I didn't even experience whenever I listen to it.



Kilian-Paul 🇺🇸

This was the first Ayu album I have ever listened. Little I did I know that I have discovered one of my favorite artist. I love all the songs in this album. Do it again is so incredible. Ayu's voice was so powerfull and all the words pierced through my heart.

## What do you think of this album now?



Brian 🇺🇸

Love songs is special to me because this is when I met ayu in Los Angeles. I won't even try to describe how life-changing that was, but I will never forget when ayu told me not to be sad because we have sweet memories. I always think of that if I'm sad.



Anthony G 🇺🇸

Love songs quickly became one of my favorite Ayu albums, and still is to this day. The songs and the PVs were all amazing, but I particularly love Love Song, Crossroad, Sending Mail, Like a Doll, and Do It Again. This album is so cohesive and beautiful.



Brett 🇺🇸

I really feel that Love songs is ayu's most underrated album. TK and ayu together really were a magical duo for this release.



angel 🇩🇪

I think it's a very underrated album, I like it alot.



Liz Colton 🇺🇸

When I first listened to the album, I was actually underwhelmed. But that opinion quickly changed when I really started diving into the songs. This is Ayu's most cohesive album and nearly every song is a beautiful banger. One of her best!



Antonio B 🇪🇸

あゆが聴き始めた時の13歳の僕には日本語が全然分からなかったけど心の中でまるで分かってるかのように感じた。日本語が分かるようになったら“やっぱり、あゆが声で歌ってるんじゃなく、魂全身で歌ってます”って確信した。一番好きな歌手であることに誇りしか思いません。Love songは正にその曲なんです。

# What tracks are your favourite and why?



Ivan Hernandez 🇨🇱

Love song is an anthem, I get chills every time Ayu sings it live!



juano 🇵🇷

The entire album is very theatrical and dramatic, fitting for the Empress! But MOON specifically stands out as a fave  
💕



ella 🇫🇮

My favourite Ayu song used to keep changing a lot, but for years now, it's been Love song. I love that Ayu gave this title to a song not just about romantic love, but fighting for everything you hold dear.



Tamara 🇩🇪

crossroad is one of my all time favourite. This song helped me through some major events of my life like deciding which path I should choose when both option neither felt right not wrong.



Araina 🇺🇸

Last Angel and Love Song are my favorite tracks from the album. They're catchy, upbeat..

# ayumi hamasaki COUNTDOWN LIVE 2010-2011 ~do it again~

12/30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Joshua** 🇨🇦

The centre stage was a big shock to fans as it was the first time she moved away from the typical stage design we seen. The ballad medley is a favourite as all the songs blended well together and Ayu really adds emotions to her performances



**Miky Adriana** 🇷🇴

I loved so much about this concert, but ending it with do it again gave me goosebumps. I still get emotional whenever I rewatch it. The determination in Ayu's voice gave me hope.



**angel** 🇩🇪

It was her first center stage, which gives a whole different experience, and I think it was also her first double encore. The standout performance for me was Endless sorrow, she looked like an angel in the sky.



**Jiarong** 🇨🇳

After the crazy success of the arena tour, experimenting with a center stage for the CDL was such a good move. I was so amazed at how Ayu managed to execute the concert so amazingly well and it's still my favourite center stage concert of hers!

# Which performance is your favorite and why?



**Adrian** 🇪🇸

The performance of Free & Easy had an impact on me because it reminded me of the video clip and the story of Joan of Arc. Ayu appearing tied up was unexpected. I love it when Ayu surprises with details in her performances.



**Quinni** 🇫🇮

Free & Easy from this concert lives in my head rent-free.. I love how it used the circular stage! Endless sorrow was also so beautiful... and I have to mention that this Bold & Delicious performance is peak!! The outfit, the vocals, everything!! ♡



**Villo** 🇮🇪

Short haired ayu is so fierce! The performance of Duty is my favorite from this live! Also, I wish I had a crystal wing seat like ayu's during Endless sorrow. The joy of ayu and Yocchan can be felt through the screen as they run around the stage during the MC!

# ayumi hamasaki ~POWER of MUSIC~ 2011 ㊦

5/7、8 広島:広島グリーンアリーナ  
5/14、15 神奈川:横浜アリーナ  
5/21、22 福岡:福岡マリンメッセ  
5/28、29 大阪:大阪城ホール  
6/4、5 神奈川:横浜アリーナ  
6/18、19 福岡:福岡マリンメッセ  
6/25、26 福井:福井サンドーム  
7/13、14 愛知:名古屋ガイシホール  
7/23、24 東京:国立代々木第一体育館

## FINAL Chapter

9/30、10/1 大阪:大阪城ホール  
10/5、6 静岡:静岡エコパアリーナ  
10/12、13 愛知:名古屋ガイシホール

## LIMITED EDITION

10/18、19 埼玉:さいたまスーパーアリーナ

# Is this your favorite Ayu concert? If so, why?



**Diego O.** 🇨🇱

My favorite concert 100%, I loved the concept, the atmosphere, the live music, the setlist, everything! I love rewatching it from time to time, definitely my go-to concert to just chill and enjoy 💖 I love it so much!



**ella** 🇫🇮

I love Ayu concerts with elaborate plotlines, outfits, acrobatics, props, the lot - but even still, Power of Music is one of my favourite concerts. If I could go back in time to see one Ayu concert live, this would be it.



**Villo** 🇮🇪

The arrangements of POWER of MUSIC are simply breathtaking! The concert itself is so fun to watch and I always feel so elevated after watching it. Forever favorite!



**Tamara** 🇩🇪

Power of Music is one of my favourite concerts because of all the great live arrangements the songs got. It is so refreshing listening to them and it's like discovering the songs all over again.

## What is a special memory you have of watching or attending this concert?



**Jiarong** 🇨🇳

Honestly I was bummed out about the original HOTEL Love songs being scrapped but I'm so glad Ayu did this because the rearrangements in this concert was some of her best EVER. The rock M is still such an amazing version.



**Tio** 🇩🇪

When I first found out about this concert, I was surprised that it was so different. When I found out the reason behind it all, I understood. I will never forget crying along with Ayu during "A Song is born". It doesn't get any more emotional than that.



**delirium-zero** 🇺🇸

2011 was a hard year, but POWER of MUSIC made me truly feel like I was united with the fans in Japan and like they could feel our support from overseas. I was really grateful that the UStream happened, even though I didn't have the money to watch at the time.



**Amanda M** 🇺🇸

I'm not sure I've ever cried as hard as I did attending the POM final at Saitama Super Arena. It was such an emotional and special experience. I'm really grateful we got some footage of performances from the earlier shows as well to see how the tour evolved.



**Travis Chan** 🇸🇬

I was in awe with this amount of re arrangements that sounded so good! I wish Ayu would do more of this but this was special for being the first - especially M!



**Liz Colton** 🇺🇸

I never used to get super emotional watching Ayu perform. That changed when I watched this show for the first time. I remember tearing up and crying right along with Ayu during "A Song is Born". Her emotions were so raw that I couldn't help but feel them too.

## Which performance is your favorite and why?



**dion** 🇮🇩

My favorite performance of this concert is when ayu performed her old songs with new twists through new arrangements and musical instruments. I think that idea is very novel and would be very interesting to be repeated again.



**Anthony G** 🇺🇸

POWER of MUSIC is a stunning concert from start to finish, with so much emotion from Ayu. My favorite performance is definitely the rock version of M. This is my favorite song ever, and this new interpretation was amazing.



**Joshua** 🇨🇦

M. The new rock arrangement completely changed the mood of the song. She did a really good job transforming a classic winter ballad to a rock song with the string orchestra and band. The gold outfit with one spiked shoulder really matched the rock section



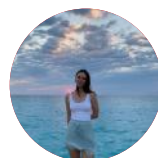
**Yoann** 🇫🇷

Powerful concert, reorchestrated songs in an acoustic way which is a very good thing. Amazing voice, Amazing Ayu. My second favorite concert! The costumes are great as well. Kudos to BRILLANTE, forgiveness, M and the jazzy intro for Vogue.



**Quinni** 🇫🇮

The Power of Music -2011- version of Mirrorcle World will always be one of my favourites!! Rock Ayu can never be beaten ♡ And the version with the orchestra fits the song so well! I remember the first fan reports about PoM and thinking "woaaah..."



**Agnesa** 🇸🇯

THE LIVE ARRANGEMENTS!!! Especially M and the Vogue/Far away/Seasons trilogy - they've been brought back to life with this tour. She was able to offer such a twist to all her classic songs, and I can't mention M enough - the rock version is just brilliant



**angel** 🇩🇪

The performance of A Song is born will forever make me cry. 11.3.11

*FIVE*



## What are your memories of when you first heard this album?



**Sai** 🇨🇦

"progress" is still one of my favorite Ayu songs ever. The collaboration with Tales Of, one of my favourite video game franchises, was an extremely special moment. I have to mention "BRILLANTE" as well - truly one of Ayu's most intriguing and powerful songs!



**Ivan Hernandez** 🇨🇱

Being a long time Tales Of fan I remember screaming of joy when they announced the collaboration. Love the whole mini album but Progress will always be special to me.



**Alvin Alee Lee** 🇹🇼

Simple, beautiful, soft and gentle... but filled with the power of Ayu's Voice

## What do you think of this album now?



**tsukinokawa** 🇫🇮

BRILLANTE is one of her most dramatic song  
ANother song is haunting with sorrowful lyrics  
I feel that music wise is not as strong as Memorial address but despite that it is still a very good mini album



**Brian** 🇺🇸

I'm still trying to figure out what Timmy's verse in BRILLANTE means! Also, ANother song was the first ayu song I ever sang at karaoke, even if my friend made me do Urata's part instead!



**Mel Keigo** 🇧🇷

I love this LP! Such a modern sound! The release of remix albums after a while was such a great surprise!!



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

This mini-album brought a sense of normality in the middle of the chaos. It was hypnotic enough to transport us into a brighter place.

## What tracks are your favourite and why?



**Alexia Papadelou**  
🇬🇷

BRILLANTE is one of the best Ayu songs ever, no question. Still gives me goosebumps. Such incredible music, and even in the studio version there is so much emotion in Ayu's vocals!



**Juuso** 🇫🇮

progress is amazing! It always takes me on a journey, it's epic and so full of feeling, it's so much fun to sing!



**Brett** 🇺🇸

As a huge fan of the Tales of franchise, I was so excited when I heard ayu was doing the theme song for Tales of Xillia. And progress remains an incredible song to this day!



**truehappiness** 🇺🇸

beloved is such a sweet song and gives me such hope as the cover had hidden in the "FIVE" text designed by Ayu. Also really enjoyed the two variations of Why... and curious why two existed.



**Pauline** 🇫🇷

BRILLANTE is my favorite, it is really a standout in Ayu's discography, I have never heard a song like this from a pop artist.



**Adrian** 🇪🇸

My favorite song on this album is BRILLANTE. It's a spectacular song, it's a completely original masterpiece that only Ayumi Hamasaki is able to create. I will never cease to be amazed at the wonder of this song when I listen to it.

ayumi hamasaki COUNTDOWN LIVE 2011-2012 兎  
~HOTEL Love songs~

12/29、30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Kilian-Paul** 🇫🇷

This was the first time I was watching a CDL which became later a tradition. I just couldn't believe what I have seen. All the scenery, dances, acrobatics, songs it wasn't just a concert but a real show.



**Sharon** 🇦🇺

The first Ayu concert I bought a streaming ticket to. I watched on my laptop was so excited to hear "Party Queen" and "how beautiful you are" for the first time!



**Alexia Papadelou** 🇬🇷

What an amazing artistic move it was to open with do it again after finishing last year's CDL with that song! It honestly gives me goosebumps. RAINBOW will always be my ideal year-change song, and this year change in particular still brings tears to my eyes.



**Adrian** 🇪🇸

This CDL feels dark. I think it's a testament to the emotional process Ayu was going through at the time. I think what I like most about Ayu is when she decides that Ayumi Hamasaki should take a turn and express what Ayu really feels at that moment.

# Which performance is your favorite and why?



**Miky Adriana** 🇷🇴

A concert full of powerful performances, but 'sending mail' was just so full of despair and longing that it made me want to get up and send that mail I've been postponing.



**Quinni** 🇫🇮

The opening with do it again is so chilling. It really represents this era of Ayu to me whenever I think back on those years.



**Tamara** 🇩🇪

I was so happy that Ayu sang November and sending mail live for the first time. Her voice is so good in both songs. The way Ayu and Shu-ya are moving their arms along the water fountains during November is a moment I wish I could have experienced in the venue.



**Endris** 🇫🇮

November is always a tear-jerker and the setup of this stage left me in awe. The visuals and the vocals just come together so perfectly.



**Party**

**Queen**

# What are your memories of when you first heard this album?



**Brett** 🇺🇸

Party Queen was the first album release I got to experience as a TA! It got some mixed reactions from fans, but I really love how the album feels like a story from start to finish as ayu peels away the layers of the "Party Queen"



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

There's something bigger than music that connected me with this album so deeply. I saw every pic of ayu in London and my English was already becoming good. The Party Queen idea amuses me so much that made this my third favorite album from ayu! 🇬🇧



**Mel Keigo** 🇧🇷

I remember being surprised by this album and how different it was at the time. My favorite from it is certainly Return Road! Tell me why also sounds great



**Karen Pang** 🇮🇩

1 of the most diverse albums ever that Ayu released and I'm sure this still applies to now. I'm the rare few that actually do not mind Party Queen except for the album's concept and covers.



**Sai** 🇨🇦

Party Queen will always be an extremely special album for me. The themes of loneliness, overpartying, drinking, isolation, and uncertainty about love all come through very clearly. The whole album follows an amazing story, it's one-of-a-kind in Ayu's career.



**Sen** 🇵🇹

My first memories were on "why Ayu fans hate this album?" when I started to be a fan of her and when I started to listen, I did rating in some songs but after listening, Return Road simply amazed me and still amazes me.

# What do you think of this album now?



**Diego O.** 🇨🇱

Wow, this album had a great concept!! I still can't get over it. I love how the album flows and how you can see a story unraveling before you, there are no skippable songs whatsoever! Even to this day I think it's a true masterpiece!



**Brian** 🇺🇸

I've played Party Queen more than any other album. I think a lot of fans didn't get it at the time, but this album is a masterpiece. I would list my favorite songs from this album, but that would just be the entire track list because they are all flawless.



**Agnesa** 🇨🇱

Party Queen was on rotation for me when it was released, I think it's a little underrated and it's was a fun-sounding sad album overall. (I am the lonely queen)



**Ivan Hernandez** 🇨🇱

Party Queen is such an underrated work. Raw and vulnerable lyrics at its finest. Perfect album for a lonely night. You can laugh, cry and reflect on yourself while listening to it.



**Quinni** 🇫🇮

My partner and I still quote "Fun fun number 1 UH! We're done!" all the time to each other (▽▽) I have so, so many memories of this album... you could really feel how many emotions were poured into making it. I still think it's one of the best.



**truehappiness** 🇺🇸

Such a controversial album that had a cover change and photobook release adjusted but it produced some awesome raw tracks that I do not think any other era of Ayu could create. I would have loved to see the double album version of this.



**Joshua** 🇨🇦

The album might sound like the tracks are poorly arranged by track but when you listen to each song and go through the lyrics, it does a good job storytelling the despair and emotions of a woman losing love and finding the meaning of love



**Jiarong** 🇸🇮

Aged like fine wine. It's a bummer that it's so misunderstood when it's Ayu's most personal and vulnerable album to date. I hate that she had bad circumstances that led to this but it truly was such a masterpiece.



**Pauline** 🇫🇷

It is the most conceptual Ayu album to this day, and it is perfectly executed from start to finish. It is one of my favorite albums.



**tsukinokawa** 🇫🇮

I feel that this album is one of her underrated ones. Honestly speaking it deserves more recognition. The album cover is certainly notable



**Tamara** 🇩🇪

What I love the most about this album is that it has a consistent sound and that it seems to tell a story. Starting with a song about drinking all problems away to the beautiful message of thanking someone being there for you and crying together.



**Tio** 🇩🇪

UNDERRATED & MISUNDERSTOOD!!! Ayu deserved so much better, this album is fantastic & one of the best concepts she has done. Listening to it REMINDS ME of why I became a fan. This record is bold, daring & raw. That's what I love about it!

## What tracks are your favourite and why?



**Amanda M** 🇺🇸

"reminds me" is easily one of my top 5 Ayu tracks. The lyrics, the melody, the arrangement, the emotion - everything about it is a 10. I loved seeing it in AT12 and hope that someday we'll see it on stage again; it deserves its time in the spotlight!



**ella** 🇫🇮

I hope Ayu will always know how much her support of the LGBTQ community means to us. The music video for how beautiful you are always brings me to tears, no matter how many times I watch it.



**Kilian-Paul** 🇫🇷

My favorite track is How Beautiful you Are, for me it was the words I needed to hear at this time of my life because I was doing my coming out. Ayu's writing has given me a part of the strength to be myself openly.



**Juuso** 🇫🇮

the next LOVE and Eyes, Smoke, Magic are huge favourites! I love how Ayu performs these styles, her singing takes me into the world of these songs so well!



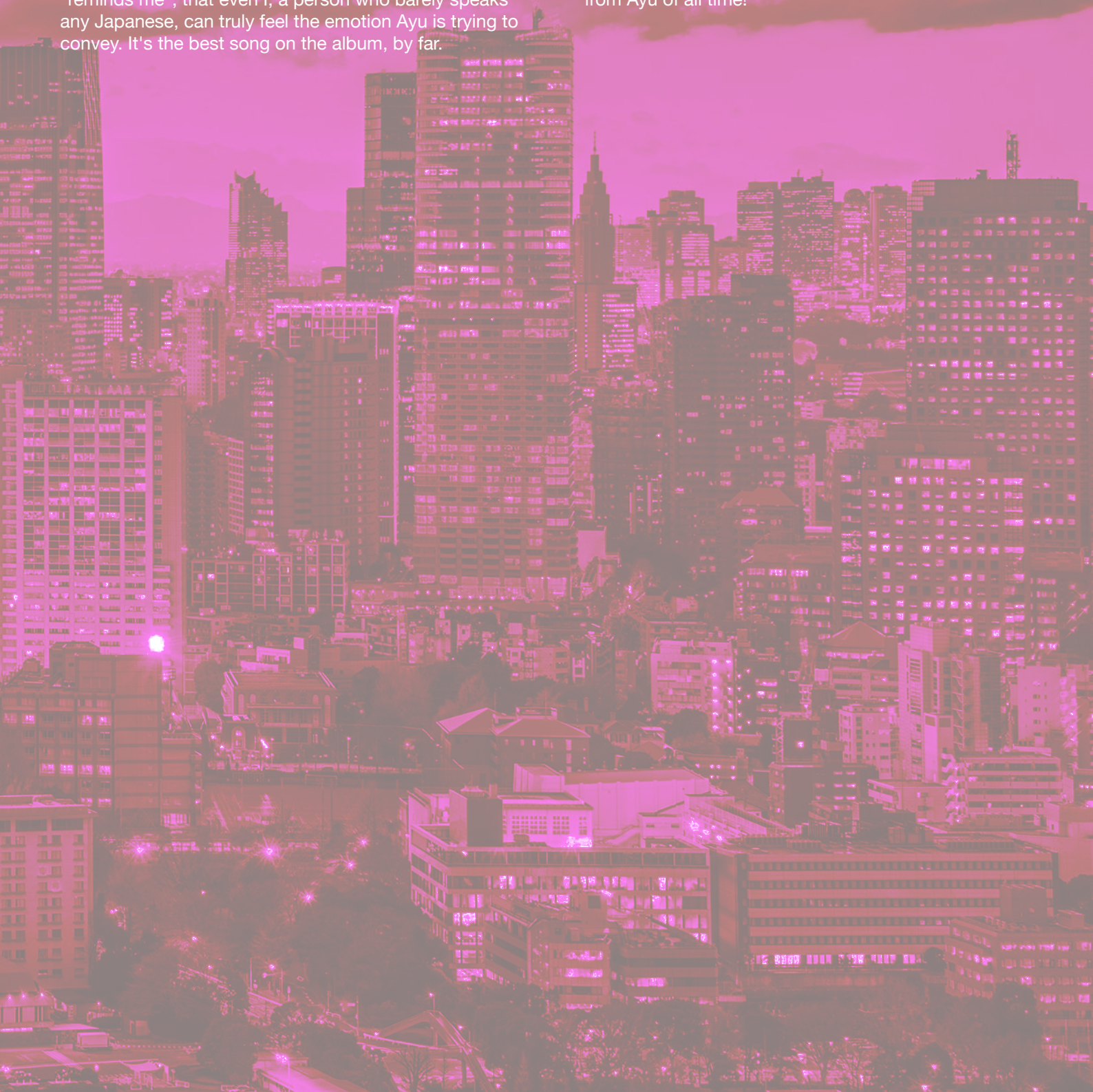
**Liz Colton** 🇺🇸

There's something so raw and desperate about "reminds me", that even I, a person who barely speaks any Japanese, can truly feel the emotion Ayu is trying to convey. It's the best song on the album, by far.



**Araina** 🇺🇸

Tell me why blew me away. One of my favorite songs from Ayu of all time!



# ayumi hamasaki ARENA TOUR 2012 ㊦

## ~HOTEL Love songs~

- 4/7、8 埼玉:さいたまスーパーアリーナ
- 4/14、15 大阪:大阪城ホール
- 4/21、22 福岡:マリンメッセ福岡
- 5/3、4 福井:サンドーム福井
- 5/12、13 神奈川:横浜アリーナ
- 5/19、20 兵庫:神戸ワールド記念ホール
- 5/26、27 愛知:日本ガイシホール
- 6/9 北海道:北海道立総合体育センター北海きたえーる
- 6/16、17 宮城:セキスイハイムスーパーアリーナ
- 6/23 新潟:新潟朱鷺メッセ
- 6/30、7/1 愛知:日本ガイシホール
- 7/7、8 広島:広島グリーンアリーナ
- 7/21、22 大阪:大阪城ホール
- 7/28、29 静岡:静岡エコパアリーナ
- 8/11、12 福岡:マリンメッセ福岡
- 9/1、2 兵庫:神戸ワールド記念ホール
- 9/19、20 大阪:大阪城ホール
- 10/10、11 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**Adrian** 🇪🇸

I have no words to express how much this show has helped me. If there is a reason to connect with Ayu is her ability to transmit emotions. This concert not only does that, it tells them to you like a story until you fall asleep having healed your wounds.

## What is a special memory you have of watching or attending this concert?



**angel** 🇩🇪

It was my first trip to Japan (honeymoon) and the first Ayu concert I ever attended. I went to the Fukuoka show and I even won a SUPER ayu photobook. I will ever remember this feeling of my first sight of the decoration and booths at the venue.



**Travis Chan** 🇮🇩

The introduction to Happening Here still gives me chills. This is truly a grand production from concept to stage props - this is one of Ayu's best spectacles.

## Which performance is your favorite and why?



**Anthony G** 🇺🇸

Party Queen was so full of great songs, and it was amazing to see them come to life during this concert. My favorites are the hotel room section including Tell Me Why and Reminds Me. These songs are such underrated gems, and the performances were amazing!



**Alexia Papadelou** 🇬🇷

AT12 is a prime example of how Ayu's live performances can elevate any song. the next LOVE and Eyes, Smoke, Magic were my least favorite songs from Party Queen for years, until I watched the amazing, magical, mesmerizing performances from this concert!



**Kazik** 🇵🇱

Reminds Me is one of my favourite performances. It hits really hard and it touches me very deeply every time I watch it. What a song...



**☪ SUMMER BEST**

## What are your memories of when you first heard this album?



Jiarong 🇸🇬

This compilation was really special for me because it was released on my birthday! As much as Ayu's summer songs are great in lifting our spirits, Disc-A reminds us that summer isn't all just about the beach and having fun but heartbreak as well. Love Ayu's range.



tsukinokawa 🇫🇮

party songs, sorrowful songs, night songs... all of them naturally tie into the theme of summer.



Brianna 🇺🇸

Ayu's summer songs are loved by Japanese and foreign fans alike, so this was a perfect compilation for the seasons. Although the songs are different genres, they all have the element that makes fans say, "This is summer."



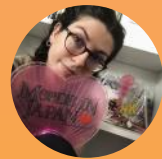
Pirta 🇫🇮

A fun collection for the summer season!



Miky Adriana 🇷🇺

Nothing is so nostalgic and warm as Ayu's summer songs! Be it ballads or upbeat songs transport me to those lazy days filled with so much free time that I could enjoy watching the clouds drift along the blue sky.



Pauline 🇫🇷

It's a really cool release when it is sunny outside and one wants to listen to Ayu's best summer songs back to back! Ayu sure knows how to craft setlists and tell a cohesive story with how she orders the songs together.

## What tracks are your favourite and why?



juano 🇵🇷

not only is she the empress of J-pop, but the queen of SUMMER as well!! every year i always have to blast songs like Greatful days and fairyland to get into the summer spirit~



Quinni 🇫🇮

There are so many all-time favourites here; I love having theme of a-nation '03 on an album release ♡ I also liked seeing how Ayu would sort her summer tracks between two playlists!

# ayumi hamasaki COUNTDOWN LIVE 2012-2013 ㊦ ~WAKE UP~

12/29、30、31 東京：国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Agnesa** 🇸🇯

I'm a sucker for the turning stage if it's used at full capacity, and this CDL delivered. The ballad section is my favourite part with all the pink lights in the background and the beautiful flowing dress in the air



**Anthony G** 🇺🇸

This CDL has such a great opening section, including some songs that were new at the time - Wake Me Up, snowy kiss, and Missing. It all featured some less performed songs like everywhere nowhere. Such a fun show!



**Sharon** 🇦🇺

My first ever Ayu concert! I was blown away by the opening act, seeing Ayu suspended and hearing the amazing Wake Me Up remix was something I'll never forget.



**André** 🇩🇪

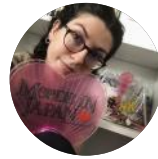
The intro for this show was so cool! I love when Ayu uses round stages for CDL and the performances were so pretty for this year!

# Which performance is your favorite and why?



**Sai** 🇨🇦

Ayu was glowing this whole concert. Wake me up as an opener, mixed with the remix, was amazing. My favourite section had to be Fly high + Beautiful Fighters. The return of the A DINER concept is always such a joy!



**Pauline** 🇫🇷

It was really unusual for Ayu to perform a song not in its original form but using a remix, I am really glad for that choice because it made the performance of Wake me up so hot. Overall, it's a really cool show and I loved the circle stage design.



**Pirta** 🇫🇮

This live performance of Wake me up is so cool and strong...!! Together When... is BEAUTIFUL, I love it when a long flowy dress goes fshshphfsh in the wind

*LOVE again*



# What are your memories of when you first heard this album?



Juuso 🇫🇮

I visited Japan when this album was recently released and got to buy it at a CD store! It felt special to buy an Ayu album off the shelf, and I played this album so much after that.



truehappiness 🇺🇸

I really enjoyed the album despite having a lot of deep cuts or 'vaulted' songs and I still do. I wish that it got more attention from Ayu herself because so many of the tracks could be performed live and given center stage!



Miky Adriana 🇷🇴

It was winter, I was going through a rough breakup and kept listening to snowy kiss and Sweet scar while coming home from work. It helped me face what was happening.



Sharon 🇦🇺

The amazing "5 releases" campaign was so iconic, a release every month for 5 months! I adore the soft colours of the photo jacket.



Ivan Hernandez 🇨🇱

Such a fun album, loved the concept and how it was created after the previous two mini albums that can be seen as different chapters of a whole story. Just like Progress, Song 4 U is very special to me.

# What do you think of this album now?



Villo 🇮🇪

My grandma gave me money to buy this album, so I think of it as a gift from her. She passed away last year, but I am reminded of her strength and grace when I listen to LOVE again.



Mel Keigo 🇧🇷

Ayu was in her pastel colors era and softer songs! It definitely sounds like an ayu album, with a variety of songs from dance to ballads! Love Wake me up and Sweet scar!



Michael Pantaleão



I always enjoyed LOVE again, but as time went by I started to appreciate it even more. Many of the songs on this album are very "ayu," so whenever I listen to it I feel like I'm talking to both "past" ayu and "current" ayu at the same time.



Tio 🇩🇪

Ayu, you really knew what you were doing when you called it "LOVE again" cause every time I listen to this album, I fall in LOVE with it again. "Wake me up", "Missing" "snowy kiss" and "Song 4 u" are my favourites but I love them all. One of my top 5 albums!!



tsukinokawa 🇫🇮

This album in my honest opinion is pretty much shadowed by the fact that it was followed by two singles disguised as mini albums. highlights are Ivy and Wake me up

## What tracks are your favourite and why?



ella 🇫🇮

I was in a bus on my way home one day when untitled for her... story 2 came on, and I realized like Ayu sings in the song, it had also been 5 years since I'd lost someone important to me. I felt connected to Ayu in that grief, and comforted by that connection.



Alexia Papadelou 🇬🇷

I want to share a sensitive memory that I have never shared before. I love Sweet scar & it makes me so sad and raw, it always reminds me of a girl I will always love very deeply, and of some really difficult events she went through when we were in high school.



Julio Graziano  
ジュリオ・グラジアーノ 🇧🇷

The strings and guitar solo in the second version of「Gloria」 connects this whole album altogether and this song also reminds me every time why I love ayumi hamasaki so much.



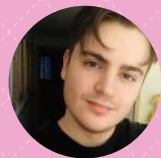
Anthony G 🇺🇸

The first time I heard Sweet Scar I was hooked. It's so calm and melancholy, and it's such a perfect song! I also really started loving Ivy after seeing it live at TA Limited Tour 2016. The performance made it come to life for me.



Agnesa 🇮🇹

There's quite a few favorites I have: Sweet scar is such a nostalgic/sad song for me, puts me in such a bittersweet mood all the time but I love it with all my heart.



Adrian 🇪🇸

From the strength of Wake me up, to the anxiety of Snowy Kiss and ending with the hopelessness of Petal, this album includes many songs I love.



Amanda M 🇺🇸

"Ivy" has some of my favorite lyrics from any Ayu song. I cry every time I listen to it, without fail. How can you hear her sing, "if we can't even make ourselves happy, how can we bring happiness to anyone else?" and NOT get emotional? My tears...



Liz Colton 🇺🇸

"Wake me up" and "snowy kiss" are my favorite tracks on the album. What I love about them both is that they both brought something new, but felt right at place in Ayu's discography. Plus, they're both really dramatic and I love dramatics.



Pauline 🇫🇷

SAKURA is one of Ayu's best ballads



Kilian-Paul 🇫🇷

Wake me up because it's simply a banger.

# ayumi hamasaki 15th Anniversary TOUR

## ~卍 BEST LIVE~

4/13、14 埼玉:さいたまスーパーアリーナ

4/24、25 愛知:日本ガイシホール

5/3、4 福岡:マリンメッセ福岡

5/11、12 神奈川:横浜アリーナ

5/15、16 大阪:大阪城ホール

5/25、26 青森:サンワアリーナ

6/1、2 福井:サンドーム福井

6/8、9 静岡:静岡エコパアリーナ

6/22、23 兵庫:神戸ワールド記念ホール

6/29、30 愛知:日本ガイシホール

7/6、7 宮城:セキスイハイムスーパーアリーナ

7/13、14 広島:広島グリーンアリーナ

7/20、21 大阪:大阪城ホール

7/27、28 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Brian** 🇺🇸

I attended this concert in Yokohama. It was the first ayu concert I attended in person and it was like a dream come true. After all the years of being a fan, to finally see ayu performing in person, I couldn't stop smiling, it was too incredible.



**Joshua** 🇨🇦

The final section of the concert with Ayu paying homage to AT07 opening where she rises up on a swing and flies over the runway towards the audience. The concert pays homage to her past shows and performances and summarizes her strengths as a performer



**Brett** 🇺🇸

This was the first concert I ever watched when I was still a pretty new fan! I was blown away by just about everything! The music, the costumes, the stage, the props! It really did feel like the best of ayu!

# Which performance is your favorite and why?



**angel** 🇩🇪

The performance in the pool was really awesome



**Sai** 🇨🇦

Ayu was glowing for this entire concert. The JEWEL/HEAVEN section in the floating pool of water is one of the most enchanting set-pieces ever!



**Jiarong** 🇸🇬

The opening with A Song for xx and Memorial address felt so impactful. I got so excited when I first saw her flying into the arena in that robe. I really wish we saw the SAKURA performance though!



# What is a special memory you have of watching or attending this concert?



**Alexia Papadelou**



INSPIRE is one of my favorite songs, especially in concerts, so I loved the opening. The throne in the beginning was so regal and Ayu was having so much fun in the second half of the song! The outfit for Moments was gorgeous, and I loved the dancer-made wings.



**Agnesa**



The costumes for this a-nation were so so pretty, and opening with INSPIRE was so unexpected (for me at least). Bringing back HANABI with the same setting and same emotions as in the early 2000s will always hit close to the heart



**Adrian**



a-nation 2013 is special to me. I remember showing it to my friends saying "look how cool Ayu is". INSPIRE's performance was amazing and Moments is always beautiful.



**Miky Adriana**



So many neon colors, I fell in love with summer all over again during this anniversary year. Always a festival vibe and colorful emotions that remind me how much I love summer.

# Which performance is your favorite and why?



**Quinni**



I have to comment on a-nation 2013 this time! My favourite part of this one was INSPIRE and RULE - the outfit, the hair, the energy, it was all incredible!



**tsukinokawa**



Moments offers familiar prettiness, and You & Me is full of energy. Ayu looks so good in yellow.



**Jiarong**



The updated Moments performance was so beautiful. The way the dancers used the feather wings was pretty standard with all Moments performances, but it was so refreshing when the wings came to play.



**angel**



I love the summer energy feeling a-nation gives us. My fave part of 2013 was Moments, I love when Ayu wears traditional clothing. Also her driving around the stadium so everyone can see her close is so fantastic.

# ayumi hamasaki COUNTDOWN LIVE 2013-2014 ㊦

12/29、30、31 東京：国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Brianna** 🇺🇸

After 10 years of being a fan, CDL 13-14 was my first Ayu concert I attended on December 29th. It was a dream come true.



**André** 🇩🇪

This is THE coolest stage Ayu has ever performed on!



**Sai** 🇨🇦

With this being the first CDL not broadcast on TV or web, the arrival of the DVD was even more special. There was so much anticipation! The high-energy combo of Feel the love and WE WISH was a fantastic way to start this concert!



**Adrian** 🇪🇸

I saw this concert at my grandparents' house and have great memories. Ayu innovated with the stage and the lifting platform. It was incredible, I hope that in the future Ayu will continue to surprise with unusual stages.



**Antonio B** 🇪🇸

The energy of this Countdown Live was amazing. I personally love the setlist, and the stage design feels so different to previous years. The performance for Love song is one of the best ever! I've watched it thousand of times.

# Which performance is your favorite and why?



**tsukinokawa** 🇫🇮

Free & Easy- fierce Ayu, CAROLS, momentum- ballad Ayu, is this LOVE? - rock ayu. SURREAL is paired with its darling evolution, and part of Me and Curtain call are beautiful. We get it all in this concert.



**Quinni** 🇫🇮

WE WISH still felt so personal despite how much was happening on-stage. Ayu really created her own moment with the audience! The intro with the Feel the love remix is so good as well (☆▽☆)



**Tamara** 🇩🇪

WE WISH is a standout performance at this concert. The vocals are on point and the dancers moves giving this performances a real cool note

# ayumi hamasaki PREMIUM SHOWCASE ~Feel the love~

5/30、31、6/1 愛知:日本ガイシホール

6/12、13、14、15 大阪:大阪城ホール

7/3、4、5、6 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Sai** 🇨🇦

A true evolution of the Ayumi Hamasaki concert. The amazing practical effects, beautiful costumes, high-energy setlist, and modern stage design all made this show stand out. I cried when Ayu did the aerial choreography to Angel!



**Adrian** 🇪🇸

This Ayu concert feels so fresh and different from the others. I think it was the beginning of a new era, and it felt like that in my life too. It's a mind-blowing concert. I wish Ayu would use amazing scenarios like this more often.



**Tamara** 🇩🇪

connected was my very first Ayu song ever. After being a fan of this song for so long it was a nice surprise to see that it being performed again. But also Ayu in the golden outfit is one of my all time favourites. Ayu doing aerial stunts was impressive too.

# Which performance is your favorite and why?



**Amanda M** 🇺🇸

I really love the "Connected" performance! It's such a standout because it's not performed often. I loved the arrangement, the staging, the costume, and even the makeup...! Everything combined really made for a stellar performance, as the song deserves.



**Anthony G** 🇺🇸

The Adagio for A + Angel performance is absolutely break-taking! I was so blown away by Ayu's artistry and commitment to providing the best live experience, mixed with an emotional song performance. This concert is truly a work of art.



**Quinni** 🇫🇮

I love everything about PREMIUM SHOWCASE ♡♡ Terminal and Connected live together was so magical! The rock section really fit in well after WHATEVER and Last angel too... the entire setlist is amazing, I want to list it all!



**Kazik** 🇵🇱

Ayu in the air?! ANGEL must be one of the most beautiful moments in Ayu's stage life. I'm so jealous of every single person who could see it personally.



**Miky Adriana** 🇷🇴

Angel's performance was so sweet and emotional, I could feel the power radiating from the screen.



**Michael Pantaleão**  
🇺🇸

The opening with WHATEVER is absolutely fantastic!

# CoLOURS



# What are your memories of when you first heard this album?



**dion** 🇮🇩

I really love the electronic music direction which ayu went through with this album. Moreover the visuals that came with the album art is just so exquisite. I love to see ayu in this new high fashion and trendy direction back then.



**Yoann** 🇫🇷

I was very pleasantly surprised as it was mostly composed by non Japanese people. I think overall it's a good (short) album. Some kind of "new blood" in her discography. It sounded at first different but so Ayu in the end. t



**juano** 🇵🇷

Early-Mid 2010s EDM pop music always makes me nostalgic, so listening to this album transported me to that era of my life~



**Mel Keigo** 🇧🇷

I was so hyped for this album! And I was not disappointed! It sounds so good! Such a modern touch too! I love Angel and NOW & 4EVA!



**Villo** 🇮🇪

This was the first ever CD album I owned! On the day it arrived, I listened to it on my dad's Hi-Fi set in the living room of our old Budapest apartment. I love the energy of this album to this day!

# What do you think of this album now?



**Brett** 🇺🇸

As a native English speaker, I will always have a soft spot for this album! I thought it was really fun to see ayu dabble in a more "international" sound for the first time, and I think the result was excellent!



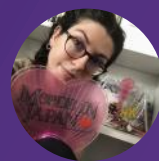
**Kilian-Paul** 🇫🇷

I think this album was a nice try to expand Ayu's sound to the EDM territory. It didn't last that long for my tastes but it was nice to hear something different and more fun.



**Joshua** 🇨🇦

Colours is a fun album to listen to. It's the one time you can see Ayu trying to change her direction to western pop music. Although it has its flaws, if you don't take it too seriously, it is an album you can sing/dance to



**Pauline** 🇫🇷

It's a strong album with quality upbeat songs

# What tracks are your favourite and why?



**Brian** 🇺🇸

This album is another banger! XOXO, Terminal, and Lelio are the ultimate "get up and dance" songs and I still can't get enough of them!



**Sen** 🇵🇹

My favorites are Terminal and Lelio! Lelio is such a fun song and Terminal is such a good song, BRING BACK TRANCE AYU.



**ella** 🇩🇪

Some time ago, NOW & 4EVA came on shuffle and it was suddenly like I was hearing the song for the first time - like, had it always been this beautiful? This happens with Ayu songs every now and then - I can always keep discovering new favourites.



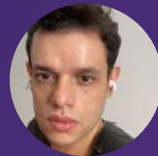
**truehappiness** 🇺🇸

Terminal is one of the songs I go back to so often because it's so haunting. Armin and Ayu need to work together more! NOW & 4EVA is also one of my standbys because the bridge is so wonderful "Oo la la la, let me love you forever!"



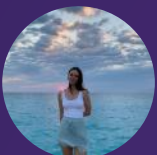
**Liz Colton** 🇺🇸

Despite it not really sounding like much of the album, "NOW & 4EVA" really resonates with me, especially now. It's the most "Ayu" sounding song on an album that doesn't sound very typically "Ayu". Maybe that's why I gravitate to it so much.



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

My family emigrated from Italy to Brazil where I was born and raised so when I saw that Armin would create a proper song with ayu and not a remix I felt like my two universes has collided into one (EU + Japan). This song is very special to me.



**Agnesa** 🇮🇹

My fave song is definitely Terminal, such an iconic song it'll never get old or boring. If there's an english version I hope it gets released one day. Merry-go-round is another bop from this album, such a fun cute song



**tsukinokawa** 🇩🇪

Lelio is club banger that is sure to make you go crazy  
XOXO is this silly girl pop vibe  
Terminal is lyrically simple and musically very dark  
Pray is haunting



**Travis Chan** 🇮🇩

Merry-go-round is truly a bop! I already liked m-flo prior so seeing this collaboration was such a treat for me! One of her best EDM tracks.



# What is a special memory you have of watching or attending this concert?



**Jiarong** 🇸🇬

Not the actual a-nation but a-nation Singapore happened this same year. It was my first time ever seeing Ayu live and I was so ecstatic. It was truly a night to remember for me. I cried so hard when she sang how beautiful you are.



**Karen Pang** 🇸🇬

The fact that Ayu was finally able to perform in my country despite not doing a full length concert, that says it all and it was really worth the wait to see her perform in person.



**Antonio B** 🇪🇸

This year Ayu tried a lot of different things. It was also the first year a-nation was held outside Japan as well! Even though it's been 10 years already, overseas fans don't lose hope Ayu will make a concert abroad again, maybe even Europe or America someday.



**Villo** 🇮🇪

Ayu looks so free on this stage! The choreography of the performances are incredible. Seeing all the dancers run and jump and dance with so much energy makes me appreciate their skills. It also makes ME want to run, jump and dance along!!



**Miky Adriana** 🇷🇴

Girls just wanna have fun! A fun and sexy a-nation where Ayu looked so powerful and gentle at the same time.

# Which performance is your favorite and why?



**Amanda M** 🇺🇸

I have such a soft spot for this "Love song" performance -- the piano rearrangement in the first half is absolutely gorgeous and such a nice contrast to the power that comes sweeping in when the rest of the band begins to play. It's outstanding!



**Sharon** 🇦🇺

The opening remix of STEP you was so refreshing and sassy. The acapella parts of Love Song gave the song a different feel and a more raw sound. Ayu's pink hair was so cute and trendy!



**Pirta** 🇫🇮

I really liked Love Song!

ayumi hamasaki COUNTDOWN LIVE 2014-2015

Cirque de Minuit ~真夜中のサーカス~

12/29、30、31 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**Alexia Papadelou**



Cirque de Minuit is one of the most iconic Ayu concert themes! Iconic hair color too, I'm currently trying to achieve a red close to that, hehe! The Zutto performance is a career highlight for me, the moon prop and the incredible dress, so awesome!

## What is a special memory you have of watching or attending this concert?



**Tio**

This concert is why I'm a fan. I came across the performance of "my name's WOMEN" and immediately fell in love with Ayu. Her voice, glittery outfit, choreo & that purple stage just drew me in. There was no turning back for me after this.



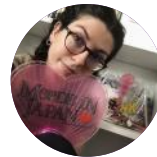
**Sharon**

My second Ayu concert attended. I had just been through a really difficult year and felt very alone, but being in the same sacred space as Ayu and the multitude of Ayu fans reminded me that I'm not alone. Even if Ayu doesn't see me, we all see the same view.



**angel**

This CDL and the following tour was one of her best visual/concept concerts. Her aerial dance was amazing and it had a great song selection.



**Pauline**

I remember crying the first time I saw this show on DVD because the opening Duty performance was just so good. I really love this show, the Circus theme is really well executed. One of my favorite performances of the show is 1 LOVE!

## Which performance is your favorite and why?



**Juuso**

Walk is a big favourite song of mine, and I love the performance in this concert so much! It's so beautiful and emotional.



**Brianna**

I'll always remember how beautiful Walk was with the lights and the carousel set in the center stage. Forgiveness is probably my favorite countdown performance. The floating hearts with Ayu and the dancer's messages made me cry. How lucky we are to spend New Years Eve with Ayu.



**2015-2019**

With her 20th anniversary approaching, Ayu's focus shifted to the stage more than ever before. In just four years Ayu would embark on nine tours, between music releases that included collaborations with overseas performers and producers.

During this time, Ayu began to move away from personal social media, and this change coincided with shifts in the release cycle schedule she had kept since the early 2000s. Less content to source and organise encouraged a more casual type of online fandom, making fans more likely to check-in occasionally rather than daily.

## Social Media

In an era of websites closing and digital content lost as a result, online worlds and spaces built over years were slowly disappearing. Many were having to consider what fandom was to them in the present day and how to invest their time in this more fast-paced, ephemeral culture of the modern internet.

It was now more likely that a new fan would seek out communities on Facebook and Twitter, along with older fans preferring to quickly check-in between offline responsibilities. Twitter fan accounts dedicated to following Ayu had a surge of popularity during this time, such as ayuvogue and AyuAngel. For many fans, these efforts became their main source of information through the late 2010s.

During this time, social media still helped overseas fans feel a part of events that would otherwise have been hard to experience. An example of this is *TOKYO RAINBOW PRIDE 2018*, held in Yoyogi Park to support and celebrate the LGBTQ+ community. Ayu's appearance there became meaningful to fans across the world, shared with encouraging commentary from TA in the hope of it finding those who needed it most.

## Streaming Era

Even with the rapid growth of the music streaming industry, it was still a surprise for fans when Ayu's work became available internationally on Spotify and Apple Music. This decision immediately allowed fans to explore deep-cut remixes and single versions of her songs, as well as revisit albums they may have struggled to obtain previously.

This helped not only with accessibility, but a better understanding of Ayu's legacy — tracking the popularity of different songs and albums has always been a big interest for some fans, with updates being given whenever a track reaches a million streams, or how audiences are embracing new releases. Like following traditional physical sale numbers in the 2000s, fans could now avidly follow multiple data streams to be able to understand the impact of their favourite artist's new work in an easily accessible way.

## TA is One

The official TeamAyu fanclub being open worldwide was truly appreciated during this time. In years prior, the first round of ticket lotteries had been restricted to fanclub members only, which meant that overseas fans would have to trust in auction processes, middleman services, and resellers, or hope that enough tickets remained for a general sale. Access to TeamAyu meant that fans from overseas were finally able to join in easily with the momentum of Ayu's ongoing tours.

The number of consistent attendees meant that meet-ups happened often; coordinators of such efforts included hayasaki, who regularly made threads on the AHS forum to welcome fans to join him before and after concerts.

Global TA helped fans worldwide feel included, no matter what facet of her career Ayu was being called to. Along with access to behind the scenes photos and video clips, fans could also directly keep up with Ayu's blog posts, thanks to English translations posted alongside the original text. All of it together helped welcome fans to every part of Ayu's world.



A O N E

## What are your memories of when you first heard this album?



Karen Pang 🇸🇬

JJ Lin featured in The GIFT PV , enough said.



Julio Graziano

ジュリオ・グラジアーノ 🇧🇷

It was a very hard album to create. I remember ayu sharing about creative block and the tough time she was having. Luckily, in the end she was able to deliver one of her best albums vocally.



Quinni 🇫🇮

I'd just moved countries right before A ONE was released, so a lot of my memories of settling in are with this album as the soundtrack... The Show Must Go On helped with feeling brave on the commute to work back then. (◡‿◡)

## What do you think of this album now?



truehappiness 🇺🇸

When I think about A ONE, I also think about sixxxxxx. They would have made such a fantastic longer album like MY STORY and I feel like A7 was trying to hint that it could have been part of the plan! Out of control and so many other tracks are SO GOOD.



Amanda86 🇪🇸

I couldn't listen to this album when it first came out because it was a very tough year for me so I listened to it not so long ago. It is not a bad album, it has very good tracks but it feels a bit empty and lack of love, care and thought.

## What tracks are your favourite and why?



ella 🇫🇮

I love The Show Must Go On, but I don't listen to it often because of how emotional it makes me – I can so strongly feel Ayu's love for her fans through this song. And it always makes me want to see Ayu again so badly – it sucks living so far away!



Alexia Papadelou



Walk is actually my #1 most favorite Ayu song. I will never not break and cry a bit during the last few lines of the song. It speaks so perfectly to my insecurities and my darkest moments, but it also always gives me the strength to go on. Thank you Ayu ㄟ



Juuso 🇫🇮

NO FUTURE is everything to me! Ayu's vocal performance is incredible and the song is bursting with energy!



Sharon 🇦🇺

I love the ballads on this album, my favourites are "Anything for you" and "out of control". I listen to them the most of any Ayu ballads!



Kazik 🇵🇱

WARNING and its strong message are very empowering. This song gives courage and a strong kick to action when I need it. Out Of Control on the other hand... thank you for this song.



Joshua 🇨🇦

WARNING. It is the first time Ayu has written a song about the so called fans who have complained about her career choices. It is a song that you can listen to when you feel like your life is being controlled by others and you want to tell them off

# ayumi hamasaki ARENA TOUR 2015 ㊦

## Cirque de Minuit ~真夜中のサーカス~

4/11、12 埼玉:さいたまスーパーアリーナ  
4/18、19 福井:サンドーム福井  
4/25、26 大阪:大阪城ホール  
5/2、3 福岡:マリンメッセ福岡  
5/9、10 宮城:セキスイハイムスーパーアリーナ  
5/16、17 愛知:日本ガイシホール  
5/23、24 兵庫:神戸ワールド記念ホール  
5/30、31 静岡:静岡エコパアリーナ  
6/6、7 東京:国立代々木競技場第一体育館  
6/27、28 兵庫:神戸ワールド記念ホール  
7/4、5 神奈川:横浜アリーナ

# Is this your favorite Ayu concert? If so, why?



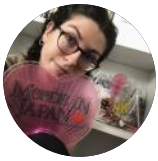
**Agnesa** 🇸🇰

Her most well-thought, epic, emotional, interesting, beautiful and heartwrenching show ever. There's not one song deserving a skip, everything blends in so naturally. I mostly love the first part of the live - especially the rock and ballad section.



**Ivan Hernandez** 🇨🇱

Is really hard to pick a favorite Ayu concert when there are so many, but Cirque de Minuit feels simply perfect. The setlist, costumes, scenario, dance routines, the band, emotions, vocals and energy. I've lost counts how many times I re-watched this one.



**Pauline** 🇫🇷

It is one of my favorite Ayu concerts because all of the performances are of top quality, the show feels very grand and Ayu is at her best as a performer



**angel** 🇩🇪

the 2nd Tour I attended (in Osaka) and my favourite Tour (although it shares the spot now with 25th Anniversary Tour Act 2). The concept, the setlist, the visuals, all was perfect.



**Tio** 🇩🇪

This is by far one of Ayu's most impressive concerts. The sheer length of it is insane. I loved all the performances, but especially "Duty", "GAME", "1 LOVE" and "immature" as they all introduced something new. This show is Ayu at her best.



**Sai** 🇨🇦

One of the most grand, epic, well-designed, lengthy concerts Ayu's ever done, and every performance sounded and looked amazing. I believe this was Ayu at her most powerful and I'll forever be in awe of this giant display of talent and stamina.



**Brianna** 🇺🇸

This is the tour I attended the most shows of. I loved the show and setlist. I like rock Ayu the most.

## What is a special memory you have of watching or attending this concert?



**Amanda M** 🇺🇸

I went to the Yokohama final with one of my best friends and we had incredible arena seats. The show was top-notch from start to finish. I'll never forget the audience freaking out at the Summer Diary PV tease and the return of Shuya!



**Adrian** 🇪🇸

What to say about this concert. It is incredible. Ayu's energy, her voice, the choreographies, the performances, everything is 10. It is one of the best concerts in the history of mankind. Ayu is not aware of what she created with this tour.



**Liz Colton** 🇺🇸

I remember just being so incredibly impressed by Ayu after watching this concert. It's one of her longest, if not her longest, but her energy and charisma never let up. It's a beautifully cohesive show and it's really just Ayu flexing for 3 hours.

## Which performance is your favorite and why?



**Jiarong** 🇸🇬

The simplicity of the A Song for xx/Out of control segment was so powerful. I loved that it served as a turning point in the overall narrative and the editing work on the DVD for it was super impactful to me.



**Villo** 🇮🇪

I loved the glamorous outfits of this tour! The performance with the glass elephant for immature is unforgettable. However, I think MY ALL is my favorite from this concert! I feel so connected to ayu even through the screen, when I watch this performance!



**Kilian-Paul** 🇫🇷

My favorite performance is Warning !!! This is Ayu at her best, capable to deliver fierceness, and epicness with her own style. It was just a slay!



Sixxxxxxx

# What do you think of this album now?



**Brian** 🇺🇸

I bought this album on vinyl from Team Ayu, even though I didn't even have a record player at the time. It's a great album, and Sayonara especially is so cool.



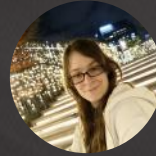
**Brett** 🇺🇸

This was a very underrated mini album! I love how all 6 songs are perfect for summer and really feel like they belong together. It's not summer until I listen to this!



**Mel Keigo** 🇧🇷

It is a well put LP, the concept of 6 behind it, with 6 songs and 6 x, and all song titles start with S! I find this nice! Can't forget to mention Sayonara and Shape of love, a great dance song and a great ballad!!



**Tamara** 🇩🇪

I always loved this mini album. It only has 6 tracks but has something for everyone - Musically and lyrics wise-. This mini touches many subject and that shows how good Ayu is in writing about different topics.



**Michael Pantaleão**

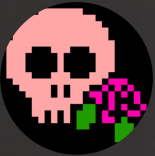


I always loved the EP format since it's not too long yet not too short. sixxxxxx is still one of my favorites because each tracks feels completely different, and they're all really good. I think this EP aged very well too. Shape of love is my favorite!



**tsukinokawa** 🇫🇮

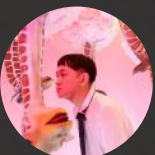
I like the theme of the names starting with the letter S. all thought this isn't her sixth mini album but the title is probably more a continuation of FIVE music wise it is a lot darker than FIVE



**delirium-zero** 🇺🇸

I'm so glad this got a vinyl release! We really need more Ayu on vinyl!!

# What tracks are your favourite and why?



**dion** 🇮🇩

Summer Diary. I have a very sweet yet bitter memories with someone I love and this song is just conveys the exact feeling I have with him. It was a sweet summer, beaches and smiles all along, even though it doesn't last that long.



**Yoann** 🇫🇷

sayonara is my favorite track on this mini-album. The kind of music that fits Ayu. Good rythm, synth, mixing of voices and I was completely seduced by the video clip.



**Miky Adriana** 🇷🇴

I resonated so much with Sorrows, that feeling of running away and disappointing but wanting to be forgiven...it hurt and yet, it felt freeing.

# ayumi hamasaki TA LIMITED LIVE TOUR 2015

9/29、30、10/2 東京:Zepp DiverCity

10/5、6、7 大阪:Zepp Namba

10/11 福島:福島県文化センター

10/13、14、15 大阪:Zepp Namba

10/19、20 愛知:Zepp Nagoya

10/27 福岡:Zepp Fukuoka

10/5 広島:広島上野学園ホール

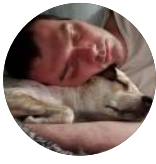
11/13 福井:福井フェニックスプラザ

11/19 東京:Zepp DiverCity

11/24 東京:Zepp Tokyo

12/3 福岡:Zepp Fukuoka

# What is a special memory you have of watching or attending this concert?



**Anthony G** 🇺🇸

TA Limited 2015 was the first Ayu concert I was able to attend since my very first one - CDL 04-05. After 10 years I was finally able to join Ayu again for her birthday show. Shortly after this my father died, so I'll always hold this concert in my heart.



**Travis Chan** 🇸🇬

I personally attended this at Zepp Namba in Osaka and I had such a blast. It was by myself too, but I made a few friends there and it was truly a very surreal experience as a foreigner seeing Ayu in Japan for the first time. The energy was electric!



**Brianna** 🇺🇸

Twelve years after the last TA tour, getting to see Ayu in a small space like Zepp was very exciting. It's nice to be in a more intimate venue every once in a while. The overseas fans loved the tour tshirts with Ayu's lyrics. They remain as one of my favorite shirt designs.



**Amanda M** 🇺🇸

I was at the final show of AT2015 and the roar from the fans when her first TA tour in 12 years was announced was deafening. If I could go back in time to see one show, this would be it. The t-shirt designs with her lyrics on them were genius!

# Which performance is your favorite and why?



**Alexia Papadelou** 🇬🇷

The sequence of Sorrows & Startin' was a brilliant idea for an opening, it was very strong and gave the concert an intimate rock vibe of sorts. Ayu was gorgeous throughout, the first two outfits are some of my most favorite concert outfits.



**Sai** 🇨🇦

Once again, Ayu was full of power on this stage. Heartplace is my favourite performance from this show, and the upbeat EDM medley was another extremely fun inclusion! Also, the tour goods (especially the T-shirts) were so well designed!



**Quinni** 🇫🇮

Heartplace is a song that has been a part of my life for so long now, and one I've listened to during so many difficult moments of change. The performance during this concert was so full of emotion and strength; my big highlight out of a setlist full of them



**Tamara** 🇩🇪

Ayu opening this tour with one of her most personal songs always felt like a big thank you. You can tell that she is so grateful to have each TA member always supporting her throughout the years.

ayumi hamasaki COUNTDOWN LIVE 2015-2016 ㊦  
~M(㊦)DE IN TOKYO~

12/29、30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Antonio B** 🇪🇸

The GREEN performance of Made in Tokyo is simply amazing. The energy of Ayu is so strong! I love the stage design and the new version of GREEN is so beautiful.

やっぱりどのあゆの曲にもロックヴァージョがお似合いです。



**Diego O.** 🇨🇱

I'll just say this: ayu in a pink bunny costume... ICONIC 💖

# Which performance is your favorite and why?



**Jiarong** 🇸🇬

Love the juxtaposition between the traditional Japan with GREEN and the modern night life of Tokyo with WARNING which I thought was such a genius move.



**angel** 🇩🇪

I HAVE to highlight the iconic bunny suit for STEP you. Also it's nice to see she continues with doing aerial dance herself, and the transition from Winter Diary into Summer diary is fierce.



**Adrian** 🇪🇸

Marionette performance is epic. There is no doubt that Ayu put a lot of effort into it. Also, the story it tells is very poetic and works very well on stage. I love watching Ayu doing aerial acrobatics!



**Brianna** 🇺🇸

The standout performance for me was Ivy. I hadn't listened to it much before that, and hearing it live was instant love. Seeing Ayu slowly walk down the stage to the music in the kimono is an image that has stayed in my mind.



**Endris** 🇫🇮

I truly love Ayu's rock 'n' roll sections and in WARNING she has such cheeky yet fearless attitude!



**Anthony G** 🇺🇸

Sometimes a live performance can make you look at a song another way, and this show made me fall in love with Ivy. Ayu's simple but emotional performance brings the lyrics front and center.



**AC BEST**  
-15th Anniversary Edition-

## What do you think of this album now?



**Quinni** 🇫🇮

It felt so special to revisit A BEST on its 15th anniversary - it doesn't feel like we get rereleases or anniversary editions often, so I really treasure this one. I hope we get more anniversary acknowledgments in the future, too ♡



**Agnesa** 🇸🇯

Such a beautiful release and to get the 15th anniversary edition felt like a dream come true. I remember thinking which T-Shirt I might get (still haven't worn it). I'm mostly sad that I can't read Japanese, the book must be interesting.



**juano** 🇵🇷

One word to describe it: Timeless.



**angel** 🇩🇪

It was a really nice to honour such an iconic release. The box is one of the most beautiful special editions, it is very classy and one of my fave items to display from my collection. I still try to get all the different T-shirts though xD



**Amanda M** 🇺🇸

What a fitting release for an iconic album! You could feel the love and care put into it -- everything from the remastered tracks, to the handwritten liner notes, to the special packaging. Please give us a vinyl version for A BEST's 25th anniversary!



**André** 🇩🇪

I really hope we get more anniversary rereleases! This was lovely. It would be nice to have some bonus content (demo versions, alternate mixes, unreleased lives?) next time!



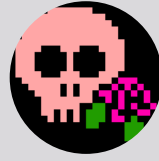
**M(♫)DE IN JAPAN**

# What are your memories of when you first heard this album?



**ella** 🇫🇮

After first listening through this album I started crying from just how much I loved it. I hadn't been following Ayu as closely for some years, but this album really reminded me how much I love Ayu and how deeply she could make me feel after all these years.



**delirium-zer0** 🇺🇸

I figured out a way to get AWA on a spare Android tablet so I could listen to this album when it dropped. It was INCREDIBLE. And then we got the final cover art and it hit me with emotions so hard! One of my all-time favorite Ayu albums.



**Brett** 🇺🇸

Getting to hear a full ayu album without any pre-released singles was a truly unforgettable moment! There are so many gems on this release and I still visit it all the time!



**truehappiness** 🇺🇸

I remember first seeing the information about the album in a magazine interview and finally getting to hear it early digitally was amazing. We got to hear it at the same time as our fellow TA in Japan so it really felt special.



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

I always wanted to listen to an ayu album directly influenced by Japanese culture at its core and then 「M(A)DE IN JAPAN」 happened! I remember that it's the "first" ayu streaming album as well. Since day one 「Survivor」 became my favorite from the whole record.



**Amanda M** 🇺🇸

This album dropped on AWA the day I got to Japan to visit friends, so I strongly associate it with memories from that trip. The four-song stretch of tasky/FLOWER/Mad World/Breakdown is one of the best runs in any of Ayu's albums. Perfection.



**Tio** 🇩🇪

This was the first album release that I experienced, so I was excited like crazy when it suddenly dropped. 2016 was one of my best summers and this wonderful album & the STUNNING tour were a big part of my MANY CLASSIC MOMENTS that year. Oh and that cover? WOW

# What do you think of this album now?



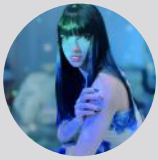
**Robert Hung** 🇬🇧

LOVE!



**Juuso** 🇫🇮

MADE IN JAPAN has become one of my favourite albums! All the songs are really nice, the lyrics are so good, I love all the different sounds and styles!



**Mel Keigo** 🇧🇷

Love the Japanese concept behind the album and how it did not play the stereotypical card! Survivor is a great example of it and ayu sounds great in You Are The Only One, it's very touching.



**Travis Chan** 🇸🇬

This was such a nice, tight album that shows all the sides of Ayu that we love. Summer Love and Mr Darling are so underrated! tasky, FLOWER and Mad World are truly standouts.



**Brian** 🇺🇸

This was a real return to the rocker ayu of the past with FLOWER, Mad World, and Breakdown particularly standing out. But my favorite song is actually Many Classic Moments, ayu's voice is perfect for covering globe songs! I always turn the volume way up!!!

## What tracks are your favourite and why?



**dion** 🇮🇩

If people ask me which ayu song is perfectly describes me, I will say You are the only one. The lyrics perfectly captures how I feel most of the time towards my loved ones. The musical arrangement is very uplifting and beautiful, epic even!



**Kilian-Paul** 🇫🇷

My favorites tracks are Flower because of how unapologetic Ayu is on this track, Survivor because of the african world music style. You are the only one because it's a really sweet ballad. The cover of Many Classics Moments in a more somber style is great.



**Tamara** 🇩🇪

You Are The Only One is my favourite. I love the beginning part. It has a mystical vibe. And also the lyrics are full of love and you can feel this love throughout the song



**Alexia Papadelou** 🇬🇷

Survivor! I love it so much! The music is so upbeat and encouraging, and the lyrics give me so much strength, especially during a tough day in a packed subway in downtown Athens. Ideal subway song.



**tsukinokawa** 🇫🇮

FLOWER- the combination of softness and toughness gives this song an edge  
Mad World- I love how the music and vocals compliment each others and her vocals have this tone of sorrow  
Tasky- certain elements remind me of björk's pagan poetry



**Sai** 🇨🇦

Even after this many years, Ayu was putting out new songs that easily stood with my all-time favourites. In this case, "FLOWER" and "Mad World" were immediately instant classics.



**Michael Pantaleão**



FLOWER, Breakdown, Survivor, and You are the only one!



**Miky Adriana** 🇷🇴

FLOWER is my favorite Ayu track ever - powerful, cathartic, painful.



**Villo** 🇮🇪

TODAY is the philosophy I live by. This song is really precious. <3



**Ivan Hernandez** 🇨🇱

Mad World is an amazing and powerful song, love its message.

# ayumi hamasaki ARENA TOUR 2016 ㊦

## ~M(㊦)DE IN JAPAN~

5/14、15 愛知:日本ガイシホール  
5/21、22 宮城:ゼビオアリーナ  
5/28 静岡:静岡エコパアリーナ  
6/3 広島:広島グリーンアリーナ  
6/11、12 兵庫:神戸ワールド記念ホール  
6/18、19 福岡:マリンメッセ福岡  
7/2 福井:サンドーム福井  
7/8、9、10 東京:国立代々木競技場第一体育館  
7/16、17、18 大阪:大阪城ホール

# Is this your favorite Ayu concert? If so, why?



**Sen** 🇵🇹

I would say this is my favorite all time Ayu concert and it's a such a beautiful concert with her beginning the concert with FLOWER. I would make a whole book talking about the concert.

## What is a special memory you have of watching or attending this concert?



**Pauline** 🇫🇷

It was my very first Ayu concert that I have attended in person so I hold it close to my heart, I loved the different themes and it was a very great representation of the MADE IN JAPAN album

## Which performance is your favorite and why?



**Jiarong** 🇸🇬

Seeing Ayu on the sedan chair while belting out to FLOWER is still one of her best moments for me. That and the bridge in Endless sorrow while she was hanging off of Riki's neck. Chills and tears!



**Liz Colton** 🇺🇸

"Mad World" (and that entire section of the concert) always struck me. Every time I watch that performance, I get chills. Everything about it, from Ayu's vocals, the choreography, the staging, has me captivated from the second the songs starts.



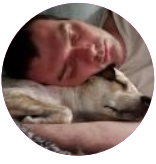
**angel** 🇩🇪

That opening with GREEN was pure love <3t

# ayumi hamasaki TA LIMITED LIVE TOUR 2016

9/30 北海道:Zepp Sapporo  
10/5、6 福岡:福岡サンパレスホール  
10/11、12、13 大阪:Zepp Namba  
10/18、19、20 東京:Zepp DiverCity  
10/24、25 愛知:Zepp Nagoya  
10/31 松山:松山市民会館 大ホール  
11/01 広島:広島文化学園HBGホール  
11/05、06 仙台:仙台イズミティ21 大ホール  
11/09 福井:フェニックスプラザ  
11/16、17 東京:Zepp DiverCity  
12/08 愛知:Zepp Nagoya

# What is a special memory you have of watching or attending this concert?



**Anthony G** 🇺🇸

After attending TA Live Tour 2015, I knew I had to go back for 2016. Ayu gave one fan a AAA shirt she was wearing and I was in the front, so she handed it directly to me to pass back to him. I was in such awe and shock.



**dion** 🇮🇩

I thought I will never see the day that we have another TA Limited Tour but I was wrong, and how I loved the way ayu changed the setlist. I think it's such a fitting way to entertain and surprise TA all over across Japan.



**Quinni** 🇫🇮

This is such a special concert... the way Ayu sang TODAY resonates as strongly now as it did back then. Thank you for always having the words I didn't know I needed to hear ♡



**Sharon** 🇦🇺

Ayu's enthusiasm is so infectious in this show! The acapella section is so beautiful and peaceful, I'm so glad to hear songs like Voyage and SEASONS sung in such a way. Tell All is one of my favourite rock songs, it always pumps me up!

# Which performance is your favorite and why?



**Pauline** 🇫🇷

The opening section with We are the QUEENS and Real me shows Ayu at her best as a performer, I particularly love Ayu's enthusiasm and energy during Real me, she is really having the best time and it's a joy to watch.



**Endris** 🇫🇮

Hearing Ayu sing acapella for Key is such a gift, and seeing her alone on the stage makes her look so small and so powerful at the same time. The performance of Tell All is so inspiring as well.



**Pirta** 🇫🇮

The acapella Key moment was very lovely!



**Adrian** 🇪🇸

I think my favorite performance is 1LOVE. What I liked most about this concert was how sexy and confident Ayu felt. I love it when Ayu decides to dance.

# ayumi hamasaki COUNTDOWN LIVE 2016-2017 ㊦

## Just the beginning -20-

12/29、30、31 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**Agnesa** 🇸🇯

I think the whole of AHS got a heartattack when we heard the first note of kanariya



**Amanda M** 🇺🇸

We were so lucky to get this concert on Youtube during COVID with commentary from Ayu and her dancers! kanariya / Last angel were two fantastic performances to kick off the show, and I can't wait to see it again when UNRELEASED LIVE BOX is released.



**Villo** 🇮🇪

A high energy show with amazing costumes (the long pink coat for poker face is my favorite)! Ayu's and the dancer's aerial performances are breathtaking. talkin' 2 myself as the countdown song is a strong choice and inspires me to face the day/week/year ahead!



**Sai** 🇨🇦

I can never forget Ayu's energy during this show - so much passion, she was fighting with her whole heart and her eyes were full of determination. The haunting kanariya performance and the extended Last angel intro made for an amazing opening!



**Quinni** 🇫🇮

Whenever I watch this, I'm reminded of how hard Ayu has worked, and I'm proud to be a fan all over again. Beginning the main show with kanariya and ending it with Voyage is such a beautiful sentiment.



**Antonio B** 🇪🇸

I remember being shocked she opened the concert with Kanariya! But it was also a new ballad version which was incredible! I love this new version so much. The performance is so captivating and magic you can't take your eyes away.

# Which performance is your favorite and why?



**Joshua** 🇨🇦

kanariya. The song was unexpected to appear as the opener of this concert. Ayu being handed the crown and her dropping it on the ground while hanging up high in the air is iconic



**Miky Adriana** 🇷🇺

ANGEL'S SONG performance was so fun to watch, like a comedy movie unfolding before my eyes. I loved the many faces of Ayu - starting a bit darker, then fun, then sorrowful...so many emotions at one.

# ayumi hamasaki Just the beginning -20- TOUR 2017

05/13、14 神奈川:横浜アリーナ  
06/17、18 東京:国立代々木競技場第一体育館  
06/28、29 愛知:日本ガイシホール  
07/15、16、17 大阪:大阪城ホール

## ayumi hamasaki Just the beginning

### 第2章 ~sacrifice~

09/06、07 神奈川:パシフィコ横浜大ホール  
09/11、12 福岡:福岡サンパレスホール  
09/18 高知:高知県民ホール  
09/28、29 静岡:静岡市民文化会館大ホール  
10/04 大分:大分・iichiko グランシアタ  
10/05 熊本:熊本県立劇場演劇ホール  
10/11 福井:フェニックス・プラザ大ホール  
10/12 石川:本多の森ホール  
10/17 三重:三重県文化会館大ホール  
10/18 岐阜:長良川国際会議場 メインホール  
10/23 広島:広島文化学園HBGホール  
10/27 埼玉:大宮ソニックシティ 大ホール  
11/01 徳島:徳島 鳴門市文化会館  
11/02 愛媛:松山市民会館 大ホール  
11/10、11 大阪:フェスティバルホール  
11/15 兵庫:神戸国際会館 こくさいホール  
11/21 千葉:市川市文化会館 大ホール  
11/22 山梨:コラニー文化ホール 大ホール  
11/28 山口:周南市文化会館  
12/02 和歌山:和歌山県民文化会館 大ホール  
12/03 奈良:なら100年会館 大ホール  
12/07 栃木:宇都宮市文化会館  
12/08 群馬:ベイシア文化ホール  
12/14 新潟:新潟県民会館  
12/15 富山:オーバード・ホール  
12/20 長崎:長崎ブリックホール  
12/21 鹿児島:鹿児島市民文化ホール 第一  
12/25、26 千葉:市原市市民会館  
12/31 東京:東京国際フォーラム・ホールA

# ayumi hamasaki Just the beginning

## 第3章

- 01/05 埼玉:大宮ソニックシティ
- 01/06 茨城:茨城県立県民文化センター
- 01/09 京都:ロームシアター京都 メインホール
- 01/10 滋賀:びわ湖ホール 大ホール
- 01/14 福島:郡山市民文化センター
- 01/15 宮城:仙台サンプラザホール
- 01/21 北海道:ニトリ文化ホール
- 01/29、30、31 愛知:名古屋国際会議場センチュリーホール
- 02/05、06 兵庫:神戸国際会館 こくさいホール
- 02/11 岩手:盛岡市民文化ホール
- 02/12 青森:リンクステーションホール青森

# ayumi hamasaki Just the beginning 20

## ~2.5章~

- 02/13 宮城:東京エレクトロンホール宮城
- 02/19、20 沖縄:沖縄コンベンションセンター劇場

# What is a special memory you have of watching or attending this concert?



**tsukinokawa** 🇫🇮

this concert in my opinion does have some really good moments all though I do see that ayu has difficulty with some vocals but at times she manages to sound beautiful. Outfit are pretty good though



**ella** 🇫🇮

Just the beginning was my third Ayu tour within a year after being to the Made in Japan tour - I just suddenly couldn't get enough of Ayu! I still go through the pictures and videos I took of this concert and remember it fondly.



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

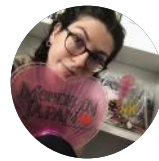
People all over Japan was sharing ayu pics on SNS. That's so nice to remember... felt like they were seeing a Goddess walking down the street and they were actually! I wish ayu could comeback to Twitter and talk to me. 🥺❤️🥺

## Which performance is your favorite and why?



**Liz Colton** 🇺🇸

"ourselves" is a standout for a reason. Firstly, it's an entirely new arrangement. Secondly, the choreography and staging is so cool. We really hadn't seen anything like it before.



**Pauline** 🇫🇷

The ourselves performance is one of Ayu's best, I loved the last supper references and the arrangement of the song is a breathe of fresh air



**Joshua** 🇨🇦

ourselves. The usage of The Last Supper theme combined with the opening section with using music from DT01 and the dancers laying roses on the stage was haunting



**Tamara** 🇩🇪

ourselves with the new arrangement is so so good. I love the studio version but this wouldn't have worked so perfect with the visuals as this new version.



**Anthony G** 🇺🇸

I love the ourselves performances from this tour. After not performing it for so long, it was so great to hear it again!



**Kazik** 🇵🇱

Ourselves. The arrangement, the performance, the haunting tone of it, the theatrics... it's perfection.



# What is a special memory you have of watching or attending this concert?



**Adrian** 🇪🇸

In general, Ayu's a-nation is always a good time of the year. As soon as they start, they generate nostalgia in you, even though they are new. It's a pity that we can't see more of Ayu in the a-nation.



**Agnesa** 🇮🇹

The highlight for me from this a-nation is definitely talkin' 2 myself - one of my all time favourite songs.



**Antonio B** 🇪🇸

Ayu's a-nation concerts are always so good, I wish we could have them released on a DVD Box in the future! I love how she opened this show with talkin' 2 myself, it's such a strong song, and personally the perfect opener for any concert. The energy is amazing.



**Endris** 🇫🇮

Ayu's energy is so contagious and I love the way she sings this arrangement of Fly High!

# Which performance is your favorite and why?



**Quinni** 🇫🇮

HANABI during a-nation 2017 was beautiful. The ad-libs at the end fit so well, and Yocchan's part in it was so nostalgic... it's one of the performances to first come to mind whenever I look back at this year.



**Pirta** 🇫🇮

The HANABI performance is really beautiful, Ayu singing with Yocchan brings such good memories



**André** 🇩🇪

I think this is a very underrated year! Opening with talkin' 2 myself was super fun. It felt a bit like it was part of Just the Beginning Tour. I miss a-nation.

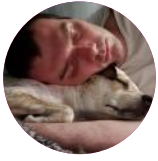
# ayumi hamasaki ARENA TOUR 2018

## ~POWER of MUSIC 20th Anniversary~

04/07、08 埼玉:さいたまスーパーアリーナ  
04/21、22 愛知:日本ガイシホール  
05/12、13 福岡:マリンメッセ福岡  
05/19 広島:広島サンプラザホール  
06/16 石川:石川産業展示館4号館  
06/23 宮城:ゼビオアリーナ仙台  
07/21、22 大阪:大阪城ホール



# What is a special memory you have of watching or attending this concert?



**Anthony G** 🇺🇸

This trip to Japan was a whirlwind for me. We saw Namie's finally tour at Tokyo Dome, then Koda Kumi's FC tour in Osaka, and finally ended the trip with Ayu's tour in Fukuoka. It was my first time in Fukuoka and was amazing to see it in Ayu's hometown.



**Joshua** 🇨🇦

I was excited to see Ayu bring back the Power of Music theme after the response it got in 2011. Although it does not compare to the original, the new rearrangement of evolution and the rock section are my favourites since we finally got ever free live



**angel** 🇩🇪

3rd tour I attended and I loved it! The ASfXX/Mad world/ever free section was so touching. Also the arrangement of ever free was so good. Also the arrangement of evolution was very good.



**Brianna** 🇺🇸

I was going through a difficult time in 2018. The 20th anniversary tour was the only thing I looked forward to and made me happy. Even though Ayu was not satisfied with how the tour came out, I want her to know that it helped me through a dark time.

# Which performance is your favorite and why?



**Brett** 🇺🇸

NEXT LEVEL is one of my favorite songs ever, and the performance from this concert with the moving runway is truly magical to me! I can't wait to see it on Blu-ray in 2024!



**Yoann** 🇫🇷

ever free. Because it's the first time in almost 20 years that she sings it live. The performance is powerful. Her voice, her acting, barefoot, the dress... Been waiting for that song for so long!!



**Liz Colton** 🇺🇸

"ever free" was the clear standout, for sure. Fans been waiting for decades for her to perform the song and it did not disappoint. Her vocals, the arrangement, her emotions: everything was perfect!



**Tio** 🇩🇪

""ever free"" 100%. It was something I had always hoped for but when it actually happened, I couldn't believe it. The new arrangement exceeded all of my expectations – from the calm start to the dramatic second half, this performance was a dream come true."



**Miky Adriana** 🇷🇴

ever free performance lives rent free in my head.



**TROUBLE**

## What are your memories of when you first heard this album?



**Julio Graziano**  
ジュリオ・グラジアーノ 🇧🇷

I lived for every piece of information ayu would give in the 「TROUBLE」era. I remember all the demos being uploaded on Spotify and the photoshoot video she uploaded as well. I listened this album nonstop and after 2 years I was very excited to buy a new CD!



**Adrian** 🇪🇸

I really liked Trouble. It felt very short though, especially knowing so many songs already. I have W etched in my mind, it's a great song that Ayu should sing more live.

## What do you think of this album now?



**Amanda M** 🇺🇸

I think at the time TROUBLE came out we were so starved for new music, it was a bit depressing to get a 5-song EP. But looking back on it now, every song was of such high quality, I wish I had appreciated it more at the time. I love it now!



**truehappiness** 🇺🇸

I believe the W/DOUBLE concept is very cool and that "DOUBLE TROUBLE" was originally intended to be a concept for it. It has some very raw lyrics and I love it for that. I recall Ayu being in the studio for a while so I wonder if some tracks were left behind.



**Quinni** 🇫🇮

I remember waiting so hopefully for a fan translation of The way I am when it first released, and then reading it and feeling so swept away by everything I felt. I still go to it on the hardest days.



**tsukinokawa** 🇫🇮

Honestly speaking wouldn't have minded if ayu had turned this into a full album.

## What tracks are your favourite and why?



**Alexia Papadelou**  
🇬🇷

æternal is my favorite song from TROUBLE, although not immediately after its release. It was after Ayu performed the song in Natsu no TROUBLE and I found myself singing along that I realised just how much I love it!



**Kilian-Paul** 🇫🇷

The Way I Am at first I wasn't really touched by it by the sound for me it was a typical Ayu's ballad like there was between (2013/2018) but then I have checked the translation and I thought it was the most honest and vulnerable Ayu was with us the listener.



**Juuso** 🇫🇮

W is amazingly sharp and powerful! I listened to it all the time when TROUBLE was released and it's still a big favourite.



**Tamara** 🇩🇪

We are the QUEENS is the best track on this mini 'cause I can't not LOVE a powerful song with empowering lyrics. Don't give up and keep fighting for what's right

## ayumi hamasaki LIVE TOUR -TROUBLE- 2018 ㊦

10/19、20 千葉:森のホール21  
10/27 和歌山:和歌山県民文化ホール 大ホール  
10/28 滋賀:びわ湖ホール 大ホール  
11/01 岩手:盛岡市民文化ホール  
11/02 山形:やまぎんホール(山形県県民会館)  
11/06、07 群馬:ベイシア文化ホール  
11/11 三重:四日市市文化会館 第一ホール  
11/12 岐阜:長良川国際会議場  
11/20 福島:郡山市民文化センター  
11/21 宮城:仙台サンプラザホール  
11/29 鳥取:米子コンベンションセンター  
11/30 広島:広島文化学園HBGホール  
12/03 山口:周南市文化会館  
12/06、07 兵庫:神戸国際会館 こくさいホール  
12/13、14 山梨:コラニー文化ホール  
12/18 愛媛:松山市民会館  
12/22、23 京都:ロームシアター京都 メインホール

## ayumi hamasaki COUNTDOWN LIVE 2018-2019 ㊦ -TROUBLE-

12/31 東京:国際フォーラム ホールA

## ayumi hamasaki LIVE TOUR -TROUBLE- 2019 ㊦

01/05 茨城:茨城県立県民文化センター  
01/06 栃木:宇都宮市文化会館  
01/10 静岡:静岡市清水文化会館マリナート大ホール  
01/15、16 大阪:フェスティバルホール  
01/19 石川:金沢歌劇座  
01/24、25 福岡:福岡サンパレス ホテル&ホール  
01/30、31 愛知:名古屋国際会議場センチュリーホール  
02/06、07 東京:中野サンプラザ  
02/14 熊本:市民会館シアーズホーム夢ホール(熊本市民会館)  
02/16 鹿児島:鹿児島市民文化ホール 第一  
02/20、21 沖縄:沖縄コンベンションセンター劇場

# What is a special memory you have of watching or attending this concert?



**Sai** 🇨🇦

I would love to see a recording of the first and second chapters one day! The setlists Ayu crafted were so unique and interesting, full of rare gems. The photos of this tour in the Remember you photobook made it look like an amazing experience!



**Sharon** 🇦🇺

my third live concert! I went to Ibaraki with my dearest friend and it was such a beautiful area. I'm glad Ayu inspired me to travel a bit further outside Tokyo to discover new places. It was also my favourite stage, being so close to Ayu was a dream come true



**Antonio B** 🇪🇸

もう懐かしいあのトラブルツアーだよね。今まで一番長いツアーだったね。それに妊娠中のあゆはあんなに長いツアーをやり抜けるなんて本当に凄いです。リスペクトの言葉しか思い浮かべないんです。



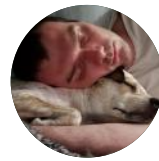
**Brianna** 🇺🇸

Many of us loved the throwback to the camo print clothing. When I see the pattern, my mind thinks "Classic Ayu."



**André** 🇩🇪

I was worried that CDL outside of Yoyogi wouldn't be as good but this was a super fun, sexy show! I think of the whole segment with the car a lot! I am really happy this was released on UNRELEASED LIVE BOX!!!



**Anthony G** 🇺🇸

The triumphant return of CDLs after a 2 year hiatus! Even though it was not held at Yoyogi, the power of Ayu still comes through in this show. The setlist was so much fun and perfect for a celebration.



**dion** 🇮🇩

One thing that stands out for me for this concert is that the fact ayu sounds so nice throughout, despite it being very long. And how it feels like an arena set even though it's in a smaller venue. It's just impressive.

## Which performance is your favorite and why?



**Agnesa** 🇸🇯

My favorite performances are "Carols", "GAME" "walking proud", the last song mentioned brings me to tears everytime I watch it. What I loved about this tour is all the little story-like videos inbetween each song, that really tied up and created an experience



**Quinni** 🇫🇮

Movin' on without you, Lelio, and XOXO are so fun during this, and all the crowd interaction makes it feel like one big party! Ayu and the troupe's power is so infectious as well ♡ I always feel like I can take on the world after rewatching



**Pirta** 🇫🇮

**The W performance with the car and the girls is soooooo FUN and sexy hehe**



**dion** 🇮🇩

**Everytime I saw ever free in the setlist, I immediately tune in lol**



**Sai** 🇨🇦

**The opening section was the highlight for me. Ayu was so fierce, playful, and sexy. She just commands the stage and overflows with charisma, especially in performances like W, Lady Dynamite and 1 LOVE. I love this side of Ayu!**

# a-nation 2018

8/26 東京:味の素スタジアム

# What is a special memory you have of watching or attending this concert?



**Villo** 🇮🇪

Ayu moves so many people! It's been amazing to see the massive crowd of a-nation 2018 and how the single voice of ayu reaches everyone. When ayu is going through the crowd on the moving platform it really feels like a summer parade!

## Which performance is your favorite and why?



**André** 🇩🇪

The W opening is one of the COOLEST things Ayu has ever done! Just such a spectacle and such a statement! Wow! Great selection of summery songs!



**Pauline** 🇫🇷

The W performance is really amazing and unseen in Ayu's history, with all the dancers and Ayu's charisma, it was really fierce



**Quinni** 🇫🇮

The W intro is incredible!! All the dancers were amazing, and the entire stage was so fun while still having a powerful message. I also love the performance of æternal during this a-nation as well; the way Ayu sings it gets to my heart every time.



**Alexia Papadelou** 🇬🇷

I would have never thought of W as a possible opening for Ayu's a-nation appearance, but it worked so well! I thought the bed-like structure was really cool and I'm glad it was also used for INSPIRE, as it really fit that song too.



**dion** 🇮🇩

This a-nation give me a mature Women Liberation thematic. The way that ayu opened with a literal army of women while INSPIRE got friskier really showcases that women independence feel.



**Anthony G** 🇺🇸

W was the standout of this a-nation! Such an amazing opening number, and such an underperformed song that deserves more love!

# ayumi hamasaki 21st anniversary -POWER of 卍^3-

04/06、07 埼玉:さいたまスーパーアリーナ

# Is this your favorite Ayu concert? If so, why?



**Brett** 🇺🇸

This is my #1 ayu concert! Ayu had already given a lot for her 20th anniversary, so this felt like an extra special gift. The mix of the live strings and choir thorough out the concert will never fail to move me! And the setlist is 10/10 for me!

## Which performance is your favorite and why?



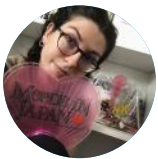
**Brian** 🇺🇸

Duty at Power of A<sup>3</sup> is one of my favorite ayu performances ever. The way she emerges from the pyramid, the dramatic chorus singers, the imagery, it's top tier in every way!



**Villo** 🇮🇪

I've seen this performance of walking proud for the first time not long after I've lost my grandma. The lyrics and especially this performance hits different since then. I'm so grateful for this song!



**Pauline** 🇫🇷

The intro of the concert and Duty performance is one of my all time favorites!!



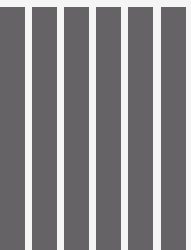
**Adrian** 🇪🇸

My favorite performance is BRILLANTE. It's true that the song is always spectacular, but what Ayu does with it live is magical.



# LOVEppears/ appears

-20th Anniversary Edition-



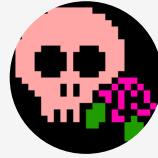
## What are your memories of when you first heard this album?



**Alexia Papadelou**



I remember this as if it was a dream, but I really enjoyed an official "livestream" on YouTube during the album's promotion, where songs from LOVEppears were shown from live performances. It's a very sweet, even if hazy, memory.



**delirium-zero**

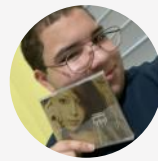
This re-release brought back so many memories. The remastering breathed new life into songs I knew like the back of my hand already. When I listened to this, I was transported back in time, remembering how this album was there for me at age 16.

## What do you think of this album now?



**Juuso**

I love this remastered edition, all the songs sound so good and get more colour in them! And Then is amazing on the original album and it's such a standout here, so full and lively!



**juano**

LOVEppears is my fave ayu album and appears is my favorite single... I proudly display this album in my bedroom like if it were my Bible 🙏



**tsukinokawa**

I think it is interesting that she chose to have 20th anniversary release for this album and on top of that paired it with "appears" single. I guess this is good way to have "appears" single on your hands since the original single was limited edition release



**Julio Graziano**  
ジュリオ・グラジアーノ

It was the first ayu re-released and it's so special that she did it. It's definitely a beautiful product and I love to have it in my collection. I'm waiting her to call me for the re-release of 「SECRET」to how to do it properly. I mean it!  
❤️

**ayumi hamasaki COUNTDOWN LIVE 2019-2020 ㊥**  
**~Promised Land~**

12/31 東京:国立代々木競技場第一体育館

# Is this your favorite Ayu concert? If so, why?



**Tamara** 🇩🇪

This CDL is one of my favourites. Everything from the rainbow stage, the beautiful outfits and an amazing setlist is coming together to form an awesome concert. This setlist had some nice surprises like sending mail or identity.

## What is a special memory you have of watching or attending this concert?



**Jiarong** 🇸🇬

It's wild to me that she announced that she gave birth to her kid right after this concert! She's such a trooper and you would have never known as well because it was such an amazing Ayu show that you wouldn't have guessed that she took some time off!



**ella** 🇫🇮

I first saw this concert when it was streamed on Youtube during the first months of the pandemic. I saw a lot of Ayu concerts for the first time during that time, and this one became my new favourite. Ayu just never stops outdoing herself!



**Ivan Hernandez** 🇲🇽

Promised Land was such a fun concert! The setlist has some of my favorite songs, I loved the stage and costumes. Also it feels very special since Ayu announced she became a mom after this show, I remember how the whole fandom celebrated those news!



**Amanda M** 🇺🇸

I will never forget Ayu's announcement about having become a mother immediately after this concert ended. I rewatched it immediately and still couldn't believe that she put on such an extraordinary show just weeks after giving birth. She's a trooper.



**Liz Colton** 🇺🇸

This was such a fun, bright, and colorful show! It was a perfect way to end the year. And I just remember us all being collectively shocked to learn that Ayu had just given birth not too long before the show.



**truehappiness** 🇺🇸

I remember being really shocked that Ayu had announced she had a child after she performed this concert. It was really a great concert with an awesome setlist and felt like a return to form.



**Diego O.** 🇨🇱

I don't know what it is but this concert just makes me happy, I loved entering the year 2020 having so much fun watching this CDL 💕



**angel** 🇩🇪

One of her best CDL concerts, the setlist was sooo good. I wish I was there. It was so brave of Ayu to continue the concert after she fell on stage.



**Miky Adriana** 🇷🇴

I was sick during New Year's and seeing Ayu back in full force for this CDL made me so happy.



**Tio** 🇩🇪

This was the first time that I watched an Ayu countdown live as it happened, even if it was "just" a TV live broadcast. Nothing beats the excitement of watching a show live without knowing anything about the setlist or costumes. <3



**2020s**

Ayu's plans for the early 2020s were as ambitious as ever. With the 2020 *Saigo no Trouble* chapter, the *TROUBLE TOUR* series was set for a total of over 100 tour dates, continuing on from previous years of concerts across Japan. This also marked a time of activities celebrating her life and legacy, with a book inspired by Ayu's early career, *M Aisubeki Hito ga Ite*, being published and then adapted into a TV series.

However, the tour would be postponed and eventually cancelled in response to the COVID-19 pandemic, and Ayu's team gradually shifted to activities online. This push of digital content, accessible to all of TA, quickly brought back fans eager for updates.

As the world began opening up again, Ayu started the lead-up to her eighteenth album and 25th anniversary year. Many international TA made their way to Japan to celebrate and attend concerts, go to karaoke sessions, and travel around the country together. For those at home, there have been excited watch parties for every new TV appearance or concert broadcast, with people all around the world tuning in regardless of time zone. Countdown Lives especially have become a big communal occasion — thanks to regular livestreams in the 2020s, it has become a tradition for overseas fans to watch the stream together to bring in the new year alongside Ayu and the rest of TA.

## COVID-19

The impact of COVID-19 on everyday life was felt around the world. In the early weeks of the pandemic, avex streamed concerts by Ayu and their other acts on YouTube daily as a way to reach out to people stuck at home. Later that spring, Ayu's team organised *ayu-mi-x 2020*: 100 official vocal tracks were made available for use in fan remixes, and creators went on to flood YouTube with countless new works.

Ayu continued to experiment with different social media across the 2020s. The *ayu-mi-x 2020* campaign was used to promote the release of *Dreamed a Dream*; for singles including *Nonfiction*, *Summer Again*, and *Just the way you are*, Instagram and TikTok were used to reach out to fans and advertise different fan challenges. Additionally, the TeamAyu fanclub began a Q&A section, where Ayu answered fan questions twice a week.

As restrictions on public events continued, Ayu continued to adapt her tour plans, resulting in many streaming-only concerts during 2020 - 2021. Fans around the globe organised watch parties, which for many would become their first live Ayu concert experience.

## TA App

In 2023, it was announced that Ayu's official fanclub website would be shutting down. In its place would be the TA app, the new hub of behind the scenes content, news, and blog posts, along with a built-in chat room feature for fans to talk to Ayu and each other.

While fans were initially excited for this new era of interactivity, the announcement also came with a sense of loss. When the website closed, no archive was made available of over two decades worth of Ayu's previous content; that loss, alongside the closure of many forums and fan pages in the last two decades, meant there were enormous gaps in the community's history. This, alongside the app's Japan-only launch, caused conflicted feelings and concern about where the fanclub's new direction would leave overseas fans.

While the TA app has now begun to cater to more locations worldwide, the hope that TA will return to being fully global remains a powerful sentiment.

## The Fandom Today

The early 2020s inherited a scattered fandom landscape. While each social media platform had their own benefits and allowed people to keep up with the fandom more casually, they focused on the individual experience and personalised homepages of targeted content, instead of a consistent shared space to navigate back to. This began to cause issues with the needs of a wider community, the efforts of dedicated Ayu news accounts not guaranteed to reach the timelines of fellow TA. It was easy to begin feeling out of the loop.

The early months of COVID-19 would further highlight this issue, which, together with fans reconnecting with Ayu's work and looking for connection during lockdowns, led to a spike in interest in the AHS Discord server. Discord, an instant messaging platform, quickly became seen as a modern forum alternative; like forums, it was a dedicated space that allowed for pseudonymous participation and provided the option of multiple chat channels. Its widespread use during the early 2020s, along with the rise in digital Ayu content, led to the server growing its own community that continues to thrive.

Similar to early forum efforts, the fandom today is a place that allows users from all over different platforms to collaborate. Contributors active today include digital scanners (chocopockymaster, deliriumzer0, devilayu10, ohsixthirty); translators (chocopockymaster, remove-mom); and archivists (Aderianu, André, Brett, Matheus, Pauline, truehappiness, Tio), along with a wider community of both regular and casual fans, ready to go wherever Ayu takes them next.

ayumi hamasaki TROUBLE TOUR 2020 ㊦  
~サイゴノトラブル~

02/20、21 埼玉:三郷市文化会館



# What is a special memory you have of watching or attending this concert?



**Brian** 🇺🇸

I'll never forget watching TROUBLE TOUR 2020 A online with fans all around the world during the height of the Covid 19 pandemic. I'm so thankful ayu was able to connect us to each other with her heartfelt performance during such a difficult time.



**Ivan Hernandez** 🇨🇱

2020 was such a rough year for so many people, Ayu and her team did so much to keep fans entertained, like uploading full concerts on Youtube but all of the online concerts were definitely a highlight that year!

# Which performance is your favorite and why?



**Villo** 🇮🇪

This performance of Mad World will never fail to move me. The choreography, the outfits, the lighting and the FEELING with which ayu performs this song is incredible. <3



**Tio** 🇩🇪

"JEWEL" because Ayu sounded perfect to me and it had been years since we last heard her sing this song. That gown was magical, as well. I know it was a hard concert for Ayu & her team but they did a wonderful job.



**Adrian** 🇪🇸

It was is one of my favorite Ayu songs. Top 5 I would say. I've always known she had never sung it and had given up my hopes of seeing a live performance of this song. Now I can say, thank you Ayu, for being so magnificent.

# a-nation online 2020

08/29

# What is a special memory you have of watching or attending this concert?



**Brett** 🇺🇸

Getting to watch a-nation online with friends for the first time was a really fun experience! I hope they bring a-nation back soon!



**truehappiness** 🇺🇸

It was a magical experience sharing this live with fans all over the world. Seeing the trilogy in full was also incredible! I really miss a-nation as Ayu was always a great finale for it...



**Jiarong** 🇸🇬

It was pretty surreal to be able to watch Ayu live easily for a-nation online. I'm glad we could be close to Ayu despite the lockdowns although I'd say the audience is a big part of Ayu's performances and this felt a little hollow still.



**Quinni** 🇫🇮

I remember watching this online with other fans and us all going wild over it!! It's such a bright memory! When I rewatch it now, the performance of vogue stands out so much. The choreography is gorgeous and the lighting was so well done.



**Sharon** 🇦🇺

After the stress of the global pandemic, Ayu's performance of a-nation online in 2020 was a medicine for my soul. The first live performance of Dreamed a Dream gave me joyful energy and the holy trilogy of vogue-far away-seasons brought tears to my eyes.



**angel** 🇩🇪

2020 was hard on everyone, so it was nice to see Ayu continue to cheer us all up. Although she still gave us the feeling of being there, we could see that Ayu missing her TAs, just as we missed seeing her.

# Which performance is your favorite and why?



**Endris** 🇫🇮

Ayu can really take you to another world with her performances. Far away gives me chills and July 1st was such an empowering anthem in the midst of challenging times.



**Miky Adriana** 🇷🇺

I cried so much, the world was in shambles and here is Ayu picking us up with the trilogy performed in such a gentle manner. Amazing performances!

# ayumi hamasaki Special SHOWCASE ~Xmas Eve 2020~

12/24 千葉:舞浜アンフィシアター

# Is this your favorite Ayu concert? If so, why?



**Tamara** 🇩🇪

Throughout this concert Ayu's voice sounded so sweet. The song selection fitted perfectly to get into the Christmas spirit. And the way Ayu looked even more beautiful than ever in the most gorgeous outfits.

## What is a special memory you have of watching or attending this concert?



**ella** 🇫🇮

Ever since becoming a fan, I've been trying to make my friends into Ayu fans too, but I never actually succeeded until around this time, haha. This was the first Ayu concert I got to watch "live" with the friend I had introduced to Ayu, so it's special to me.



**Amanda M** 🇺🇸

I'm sad for the fans who were supposed to go to this concert but the last minute decision to broadcast it instead meant that we could see it overseas, for which I'm so grateful. I wish we got a recording of the Itsuka no Merry Christmas cover; it was amazing!



**Quinni** 🇫🇮

I remember watching the broadcast live with international TA, and I think we were all in tears throughout TT. It felt so special to get to watch this together, and the new arrangement of M was perfect. It was also so fun to see so many cover songs!



**Liz Colton** 🇺🇸

I just remember this being such a wonderful treat to us fans during such a rough time. Ayu did not have to give us a free Christmas concert to enjoy during the height of the pandemic, but she did and I will forever be grateful.



**angel** 🇩🇪

Covid took so much from us in this year. I felt so sad that the Xmas live could not be held with TA present. But I am glad it was shown on YT so we all could watch. I was alone on this Christmas Eve and it really meant a lot for me to share it with Ayu.



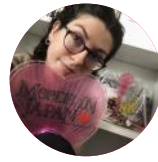
**Sai** 🇨🇦

Ayu & her staff deciding to stream this show for free on YouTube was so wonderful. Watching it together with friends is forever a special memory. Please bring back this arrangement of "M" and the extended version of "appears"!



**Diego O.** 🇨🇱

LOVED IT! It has become a Xmas tradition to watch this concert during the holiday season.



**Pauline** 🇫🇷

I had such a good time watching this on youtube on christmas eve, it was really a special show and I hope we will have others in the future

## Which performance is your favorite and why?



**Anthony G** 🇺🇸

This reminded me of the HAPPY Xmas SHOW performances Ayu used to do. Hearing so many nostalgic songs made me so happy, but I really loved Shiroi Koibito Tachi. I always loved her performance with CHEMISTRY on HEYx3 so I was glad to get to hear it again!



# Is this your favorite Ayu concert? If so, why?



Villo 🇮🇪

One of my favorites! I love this hairstyle on Ayu and her outfits radiate. The dancers command the stage so well and I love the gospel choir. Seeing this performance of progress always gets me super emotional, and I loved hearing Life performed! Ayu shines. <3

## What is a special memory you have of watching or attending this concert?



Mel Keigo 🇧🇷

The concerts from 2021 were streamed online and I was so grateful for it! I had an amazing time with friends watching it! Ayu's well rested voice was so pleasant to hear and also the new songs!



Liz Colton 🇺🇸

Before this concert, I was definitely in a low point as a fan of Ayu. This concert, with the staging, the setlist, and Ayu's indomitable stage presence and charisma, brought me back in full force and truly reminded me of why I love her so much.



Sharon 🇦🇺

To finally see a taped performance of Return Road was amazing! The choreography was so impressive, it was truly a brilliant performance both vocally and visually.



Anthony G 🇺🇸

After what felt like a long period of COVID restrictions, Music for LIFE really did return. And finally we got a recorded version of Return Road, a fan favorite from Party Queen.



Quinni 🇫🇮

This concert represents so much - it was Ayu being back, and TA being back together too. It made me feel so much stronger during a time of feeling really lost. This setlist is amazing, every single song was the perfect inclusion. Thank you, Ayu ♡  
♡



Pirta 🇫🇮

MUSIC for LIFE is such a strong return to live concerts! I love Rock Ayu so so SO much!!



angel 🇩🇪

It was such a relief to have in person concerts back <3



♯ BALLADS 2

## What are your memories of when you first heard this album?



Brett 🇺🇸

I remember being super excited from the start of 2021 for this release, and it did not disappoint. The remastering on this album is INCREDIBLE and brought new life to many classics!



Alexia Papadelou 🇬🇷

I can still remember my excitement when 春よ、来い was first announced! This was the first time in years I purchased a physical Ayu album and I'm so glad I did - I've watched the Blu-ray with the live performances numerous times!



Agnesa 🇮🇹

Haru yo koi was always close to my heart since the first time I've heard it 15+ years ago or so. Now that it got released it brings me such warmth and happiness and the clip Ayu created is simply breathtaking



Jiarong 🇮🇩

I remember everyone collectively losing their minds when it was revealed that Haru yo, Koi would be the newly recorded track. Amazing arrangement, beautiful PV, great song all around. I'm glad Ayu revisited this after the first A BALLADS!



Julio Graziano  
ジュリオ・グラジアーノ 🇧🇷

I tried my best to get the 限定盤 but it sold out fast so it is a bit of a bitter taste to not have it. If avex still have one left please contact me. 🙏 「春よ、来い」 was my most listened song on Spotify in 2021 and I'm glad it did!



Ivan Hernandez 🇨🇱

A really good compilation album, we got so many memorable amazing ballads since the first A BALLADS. Loved the remastered sound in older tracks!t



Alvin Alee Lee 🇸🇬

Perfection, its a reminder of why I love Ayu

## What do you think of this album now?



Michael Pantaleão 🇺🇸

Such a beautiful collection of ballads. As a huge fan of the original compilation, I was so happy when she announced A BALLADS 2. Also, I can't believe we finally got a studio version of "Haru yo, Koi."! One of my favorite items from my Ayu collection.



tsukinokawa 🇫🇮

I feel that this is just her post "A BALLADS" ballads thrown together, it has some of her elite ballads but there is something missing. I like the colour and style of her outfit or at least what appears on the cover



dion 🇮🇩

Blessing us with a studio version of Haru yo, Koi is just beyond my expectation. I never dreamed that it will happen but then again ayu always exceeded my expectation.

## What tracks are your favourite and why?



truehappiness 🇺🇸

I adore that Life made the cut on this, as it is one of my favorite Ayu songs. The remastering job on tracks like SAKURA is also FANTASTIC. Haru yo koi was also such a long time coming, love it. I wonder if Mamotte Agetai could be coming one day...



delirium-zer0 🇺🇸

After having loved Ayu's performance of "Haru yo, koi" on Music Fair in 2004, I thought a studio version would be too much to hope for. Imagine my surprise when it was announced! And it was delightful to hear! It's a lovely song, and Ayu sings it well.



Anthony G 🇺🇸

I love that Ayu recorded Haru Yo Koi for this compilation. The live performance from MUSIC FAIR has been a favorite for years, so I'm so glad we got a studio version of this classic song.



Kilian-Paul 🇫🇷

As a big fan of Yumi Matsutoya, the cover of Haru yo Koi was a really pleasant surprise. It has the Ayu drama feel to it without being a departure to the original.



Amanda M 🇺🇸

The answer is and must be "Haru yo, koi". When the teaser for the song and the PV dropped, I watched it on repeat for WEEKS until we got the full release. Now I look forward to spring every year even more so I have an excuse to listen to it on repeat!



Tio 🇩🇪

"Haru Yo, Koi" because it's everything I could've asked for and more. The vocals are soft and delicate like a feather, while the arrangement with its traditional elements works perfectly. The music video was just as perfect, a true cherry blossom dream.



Adrian 🇪🇸

What a surprise album! My favorite song is Haru yo koi. For the past 10 years, Ayu has only known how to give us surprise after surprise by indulging the desires of her fans that I think she herself didn't even know we had. t



Travis Chan 🇸🇬

This official cover of Haru yo, Koi is simply glorious! It's truly something for the long-time fans as we were waiting for this for ages!

**ayumi hamasaki ASIA TOUR 2021 ㊦**  
**~23rd Monster~**

10/02、03 千葉:幕張イベントホール  
11/06 愛知:日本ガイシホール

**ayumi hamasaki COUNTDOWN LIVE 2021-2022 ㊦**  
**~23rd Monster~**

12/30、31 東京:国立代々木競技場第一体育館

**ayumi hamasaki ASIA TOUR**  
**~24th Anniversary special @ PIA ARENA MM~**

04/06 神奈川:ぴあアリーナMM

**ayumi hamasaki ASIA TOUR 2022 ㊦**  
**~23rd Monster~**

04/23、24 兵庫:神戸ワールド記念ホール  
12/10 愛知:日本ガイシホール

# What is a special memory you have of watching or attending this concert?



**juano** 🇵🇷

I know ayu wants to put on a good show for TA but performing in a wheelchair is a little much LOL ayu pls take care of yourself!! 🙏



**Pauline** 🇫🇷

This CDL was a true return to form after the coronavirus pandemic, I really loved everything, it was such a grand Ayu show, the countdown section was really special and magical



**Brett** 🇺🇸

Getting to hear Nonfiction for the very first time during the concert live stream is something I will never forget. And then the album announcement too! One of my favorite memories in recent years!



**Sai** 🇨🇦

The setlist for this concert sounds amazing! I really hope this show is broadcast on TV or released someday - I can't wait to see Real me, NO FUTURE, Like a doll, Last Links, Pray, My Way, and more! The stage design was so beautiful, too.



**dion** 🇮🇩

When she said Asia Tour I was already on the edge of my seat, too bad that it didn't happen as planned. I wish I can see ayu live before she retires one day.



**Brianna** 🇺🇸

On December 31st I had second row seats. I couldn't believe it was happening. It is a once in a lifetime opportunity that I will always remember.



**delirium-zero** 🇺🇸

I was very impatient waiting to finally see this show. I preordered the merch so fast (black and pink are my favorite color combination), looked at all the venue & cafe pictures, looked at setlist spoilers. I was SO hyped when I finally watched!



**Ivan Hernandez** 🇨🇱

Amazing live performances this year but watching Ayu and Kishidan reunited on stage was really memorable, such a fun celebration that was.



**tsukinokawa** 🇫🇮

to finally get a spine and watch this concert.

# Which performance is your favorite and why?



**Quinni** 🇫🇮

I was so happy to see SCAR being performed, it was one of my first Ayu songs...! Seeing it sang by the Ayu of today was everything I'd hoped it would be and more. I love the outfit for it too!!



**Endris** 🇫🇮

Memorial address feels so charged with emotion here. I love the motifs she brings to the stage and makes the narrative come alive! Also, the transition from Free & Easy to ourselves is pretty epic.



**Amanda M** 🇺🇸

We're always lucky when Ayu decides to perform "Who..." and this time it was especially emotional. You can really feel the weight of her 24-year career (up to that point) when she sang it at this show. I loved the troupe's throwback t-shirts as well; so fitting!



**Brianna** 🇺🇸

I was happy hearing Like a Doll in the first place, but the performance was really cool. I loved the dark element of it with the red robes in addition to the on screen animations of the magical book.



**Sai** 🇨🇦

The countdown section starting with "RAINBOW" with the new arrangement is an all-time best concert section for Ayu. Everything about it was beautiful. Bringing back the cast of "how beautiful you are"'s cast was so meaningful and sentimental!



**Juuso** 🇫🇮

Ayu's cover of One Night Carnival is amazing, and it was so much fun to see her perform it with Kishidan, it sounded great and was so entertaining!



Remember you

# What are your memories of when you first heard this album?



Miky Adriana 🇧🇪

A new Ayu album to listen to on my way to work to give me strength to face the day. I cried and laughed and loved it from the bottom of my heart!



Brian 🇺🇸

A new album after a long wait! I'm still ecstatic that we got this album, and that it's honestly among ayu's best!!



Juuso 🇫🇮

The morning the album came out, I put everything else on hold and sat down to listen to it while reading the lyrics, it felt so fulfilling to see how Ayu had fit all the songs together and created such a strong album!



Brett 🇺🇸

The long awaited studio album after many years of waiting! And I was blown away!!! I already loved all the singles, and all of the album tracks were just as good or better! The title track 'Remember you' is one of my new favorite ballads ever!



Yoann 🇫🇷

Most of the songs were already out for some time but the whole thing makes a very nice album. This is the Ayu I like. Sounds different, new composers, new inspiration, bolder. In my top 3 !



Mel Keigo 🇧🇷

A new album after so long! I was truly emotional! The songs surprised me a lot, especially (NOT) Remember you and VIBEES!! They are so fun!!! Remember you (the song) is so pretty and touching, I love it!



Tamara 🇩🇪

After 6 years we got a full album again. And it was worth the waiting. This album doesn't have a song I don't like. Love how it starts with the uptempo songs before it slows down a little



tsukinokawa 🇫🇮

It felt surreal to hear a new album coming from her after such a long time, granted most of the songs were previously heard along the years but having finally them in one album was chef's kiss. VIBEES is definately highlight of the new songs.



Sharon 🇦🇺

The various streaming singles leading up to the album were all so incredible. Having all those tracks together on the one album makes this one of Ayu's most memorable albums to me. Summer Again, Nonfiction, 23rd Monster, they were all fantastic tracks.



Quinni 🇫🇮

So many memories of listening to the singles with international TA!! We were so excited with every new release! This album captures a lot of emotions and thoughts from the last few years, for all of us. It's really special to me that way.



Sen 🇵🇹

My memories were of happiness! Like few years of stanning Ayu, I was able to finally see Ayu releasing an album and I wasn't disappointed. I remember being in SHOOK with one of the interludes because it sounded so cool. The album tracks still are great!

## What do you think of this album now?



Diego O. 🇨🇱

A brand new studio album after several years and having it be such a solid one... we couldn't have hoped for a better album! It easily became one of my top 5 favorite ayu albums



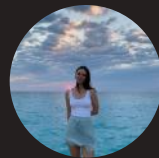
Villo 🇮🇪

2022 was a very difficult year for me. Looking forward to Remember you back then gave me strength to face 2023. Remember you is a great source of strength for me! <3



juano 🇵🇷

This was the 1st ayu album I was able to experience the rollout for, and i'm grateful for it ♥ Even 25 years in, ayu can still deliver a quality full-length record! Mother!!



Agnesa 🇷🇺

Such a solid, classic Ayu sounding album with many-many treasures. If I'd have to recommend someone an album as his first Ayu listen, this would be it.



Julio Graziano  
ジュリオ・グラジアーノ 🇧🇷

After 「TROUBLE」I thought I would never have another ayu album again... I'm so thankful she decided to create 「Remember you」and give that to me, to the world! I love the jackets so much and I'm here waiting for the next 100 albums she'll release. AYU I LOVE YOU!



Kilian-Paul 🇫🇷

This is THE album that makes me feel Ayu was truly coming back and make me love her again after those years which I wasn't feeling Ayu's voice. You have some new producers that add something new to the styles of Ayu and inspired lyrics which are more personal.



truehappiness 🇺🇸

I wish this album got more promotion. I love so much of the material on it and it is such a strong album for the 25th anniversary. It reminded me of what Ayu is capable of and left me wanting more.



Michael Pantaleão 🇺🇸

The wait for a new studio album was long, but totally worth it in my opinion. I have listened to Remember you countless times and I still love it very much. It's one of those albums that are so good, you need to listen from beginning to end.



Liz Colton 

The album has been out for over a year now, but I think it's safe to say that it's one of her strongest. Yes, the songs are all very strong, but what strikes me the most is Ayu's confidence in each piece.



Michael Pantaleão 

At first, I felt a little sad that the album had so few new songs. However, over time I think it is Ayu's most cohesive album, both in sound and lyrics. I think it is one of Ayu's best works in her career.



Kazik 

I think it brings everything I love about ayu in 1 album. I'm so glad I have it. VIBEEES must be one of my favourites, it's so fun but I really adore every song. Thank you for this album.



Antonio B 

約7年ぶりのニュースアルバムなんだね。発表がした時皆が信じられない位嬉しかった。やっぱり時代がどれだけ変化し続けてもあゆの音楽のクオリティが変わらない。これからもずっとあゆが応援し続けると思います。この時代に生まれてあゆのファンであって良かったです。

## What tracks are your favourite and why?



dion 

Dreamed a dream, 23rd Monster and MASK are easily my top ones. (Not) Remember You and Remember You followed as secondary favorite tracks.



Karen Pang 

VIBEEES . This's my favourite album track and it's so different in a good way. The live take of the song's way better than what you hear in the CD



Jiarong 

THANK YOU for remastering the single tracks. They all benefited from the remaster, especially Dreamed a Dream for me. So punchy, and at the same time it's such a fight song for me as well.



Pauline 

VIBEEES is so fierce and powerful, I really love when Ayu experiments with songs like these, it is the kind of songs which feels so "Ayu" but at the same time sounds really fresh and new for Ayu!! But my real number one is MASK.



Amanda86 

My favourite track is Summer Again. If my 2022 summer had a soundtrack it would contain this song non-stop. I can't count how many times I've listened to it. It's been a long time since I didn't hear such a great summer song. The beat, the rhythm, the chorus!

# ayumi hamasaki 25th Anniversary LIVE

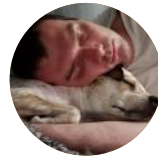
04/08 東京:国立代々木競技場第一体育館

# What is a special memory you have of watching or attending this concert?



**ella** 🇫🇮

This year I knew I had to see Ayu again, so after almost 15 years, I was back at Yoyogi. Sleep-deprived, I started sobbing from the overwhelming happiness the moment the music started, and continued that way for much of the show. I'll never forget it.



**Anthony G** 🇺🇸

After COVID limited foreigner entry to Japan, I was finally able to see Ayu for the first time since the 20th anniversary tour. This night was magical, and extra special since I got to attend with a childhood friend, celebrating 22 years of being Ayu fans!



**delirium-zero** 🇺🇸

Watching this show's live stream with friends was a magical experience. I'm glad we have a way to connect with each other and share experiences like that, even when we can't all be together in Japan in person. I love my global TA besties! :)



**Amanda M** 🇺🇸

I am so lucky to have made it back to Japan for the 25th Anniversary LIVE - it was my first Japan trip in four years and my first Ayu concert since AT2016. Being at Yoyogi with Ayu again felt like coming home. I'll never forget it.



**Robert Hung** 🇬🇧

I AM SO PROUD TO CELEBRATE HER 25TH ANNIVERSARY IN YOYOGI



**Tio** 🇩🇪

Watching this live with TA was one of the best moments of my life as a fan. I love basically all of her concerts but this is my favourite anniversary live, it had the perfect balance of classic Ayu and current Ayu. There was something for everyone here.

# Which performance is your favorite and why?



**Alexia Papadelou** 🇬🇷

Another concert I was lucky to enjoy real-time in livestream. I was so happy and emotional with the Dolls performance that I cried, it was such an unbelievably perfect moment! Dolls was one of my first favorite Ayu songs so it was a particularly moving moment.



**Ivan Hernandez** 🇨🇷

The whole show was amazing, so many details and nostalgic throwbacks but the Heartplace/Alterna section lives in my mind rent free, it was absolutely stunning.

# ayumi hamasaki 25th Anniversary Live Tour

07/08、09 千葉:市原市市民会館  
07/15 埼玉:さいたま市文化センター  
07/22 青森:リンクステーションホール青森  
07/23 岩手:盛岡市民文化センター  
07/29 新潟:新潟県民会館  
08/01 北海道:札幌文化芸術劇場hitaru  
08/05 山梨:YCC県民文化ホール  
08/18、19 大阪:フェスティバルホール  
08/26、27 愛知:名古屋国際会議場センチュリーホール  
09/02 茨城:ザ・ヒロサワ・シティ会館  
09/08 愛媛:松山市民会館  
09/09 香川:レクザムホール  
09/17 山形:シェルターなんようホール  
09/18 福島:けんしん郡山文化センター  
09/30 栃木:宇都宮市文化会館  
10/02 神奈川:神奈川県民ホール  
10/14 岡山:倉敷市民会館  
10/15 広島:広島文化学園HBGホール  
11/04 群馬:ベイシア文化ホール  
11/18 宮城:東京エレクトロンホール宮城  
11/19 秋田:湯沢市文化会館  
11/24 福岡:福岡サンパレス  
11/25 長崎:長崎ブリックホール  
12/03 静岡:静岡市民文化会館大ホール  
12/12 京都:ロームシアター京都 メインホール  
12/14 兵庫:神戸国際会館こくさいホール

01/07 鹿児島:宝山ホール  
01/08 宮崎:宮崎市民文化ホール  
01/13 滋賀:びわ湖ホール 大ホール  
01/14 奈良:なら100年会館 大ホール  
01/27 岐阜:土岐市文化プラザ サンホール  
01/28 三重:四日市市文化会館第一ホール  
02/03 徳島:アスティとくしま  
02/04 高知:高知市文化プラザかるぽーと  
02/09 大分:大分ホルトホール  
02/12 山口:周南市文化会館  
02/17 佐賀:佐賀市文化会館  
02/18 熊本:熊本城ホール  
02/23 鳥取:とりぎん文化会館 梨花ホール  
02/24 島根:島根県民会館 大ホール  
03/01 富山:オーバード・ホール  
03/02 長野:ホクト文化ホール  
03/09 和歌山:和歌山県民文化会館 大ホール  
03/10 大阪:オリックス劇場  
03/23、24 沖縄:沖縄コンベンションセンター  
04/23 福井:福井フェニックス・プラザ 大ホール  
04/24 石川:本多の森北電ホール

# What is a special memory you have of watching or attending this concert?



**Sai** 🇨🇦

Finally after 18 years of being a fan, I got to attend my first Ayu concert in person, seeing the shows in Kyoto and Kobe in Dec 2023. The best nights of my life and memories that I'll cherish forever. "kiss o' kill" was an amazing, unforgettable opening!!!



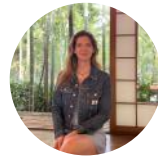
**Joshua** 🇨🇦

The 25th Anniversary Live Tour is my first tour I attended since becoming a fan of Ayu. I was able to meet fans from all over the world and got to hear my favourite songs. I will never forget waving goodbye to Ayu at the send off and McDonalds with global TA's



**Brianna** 🇺🇸

Three different acts and a CDL with a different setlist is an amazing and impressive thing to do. I enjoyed following Ayu around Japan to see different shows! This year was very exciting and fun.



**Esther** 🇫🇷

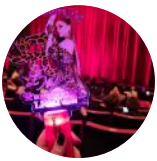
I finally could go to Japan for the first time, it was impossible for me not to go to for one Ayu concert. After years of listening to Ayu I could go to the Kanagawa date which was the first and only time I could see Ayu perform live!



**Alvin Alee Lee** 🇸🇬

Ayu doing what she does best... being Ayu...

# Which performance is your favorite and why?



**angel** 🇩🇪

25th Anniversary Tour Act 2 shares the fave Tour spot with CdM. It was my first hall tour and I enjoyed it so much. The Act 2 atmosphere was great, and I loved the special halloween encore in Gunma <3



**Polls**

## Favourite single covers

1



BLUE BIRD (CD+DVD B)

2



Mirrocle World (CD+DVD A)

3



&

## Favourite album covers

1



A BALLADS

2



ayu-mi-x 4 + selection  
Acoustic Orchestra Version

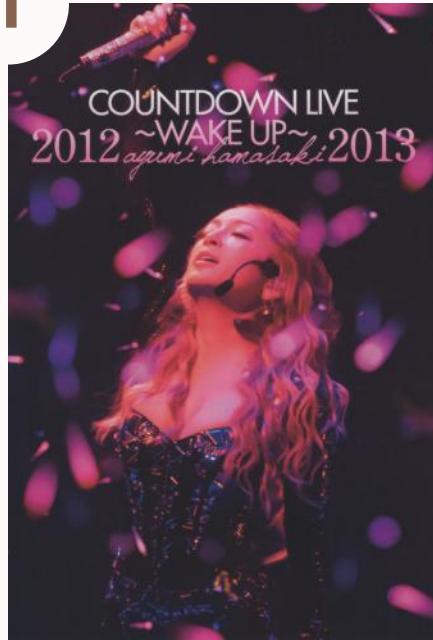
3



NEXT LEVEL (2CD+DVD)

## Favourite concert covers

1



COUNTDOWN LIVE 2012-2013 A  
~WAKE UP~

2



ARENA TOUR 2016 A  
~M(A)DE IN JAPAN~

3



Rock'n'Roll Circus Tour FINAL  
~7days Special~

## Favourite tour logos

1



ARENA TOUR 2009 A  
~NEXT LEVEL~

2



STADIUM TOUR 2002 A

3

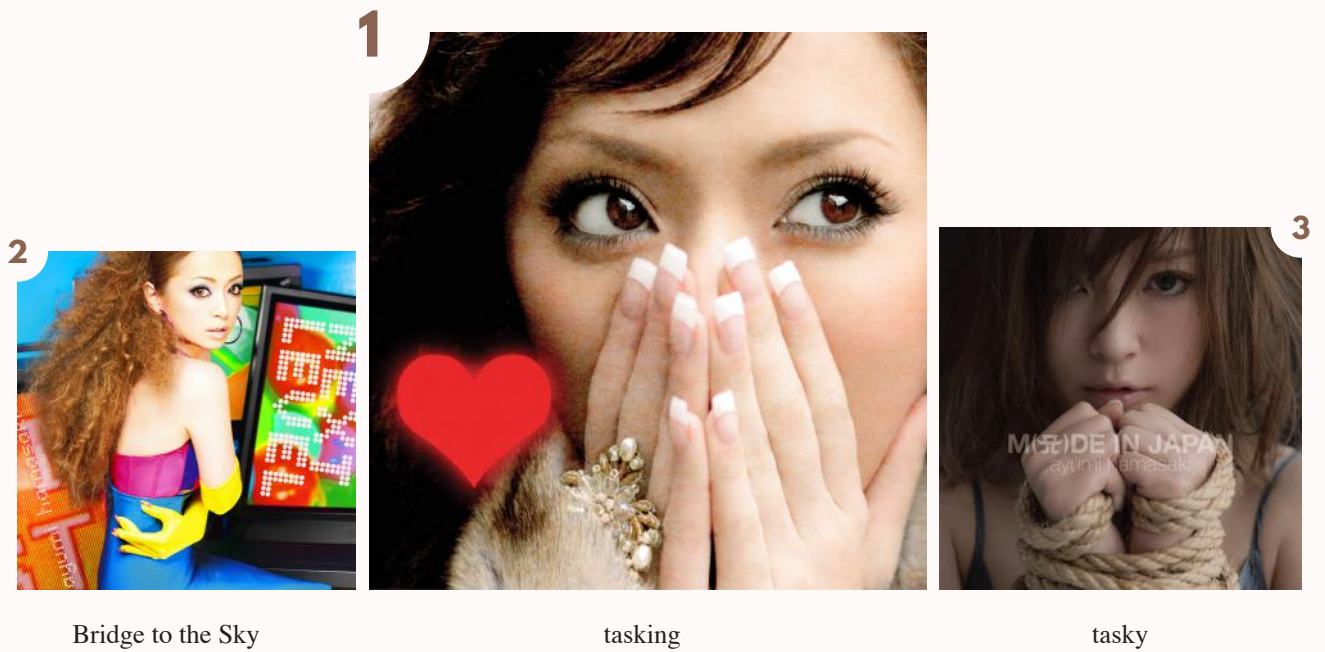


ARENA TOUR 2006A  
~(miss)understood~

## Favourite remix album series



## Favourite interludes



## Favourite cover songs

1



春よ、来い

2



Movin' on without you

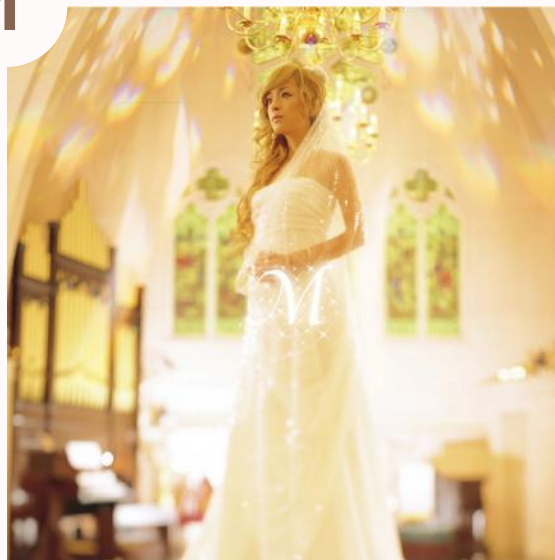
3



One Night Carnival

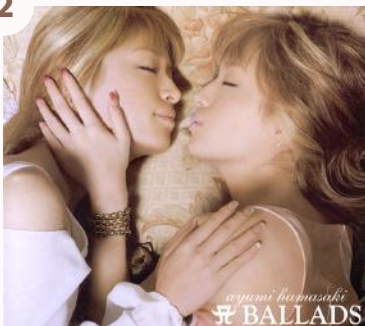
## Favourite CREA songs

1



M

2



RAINBOW

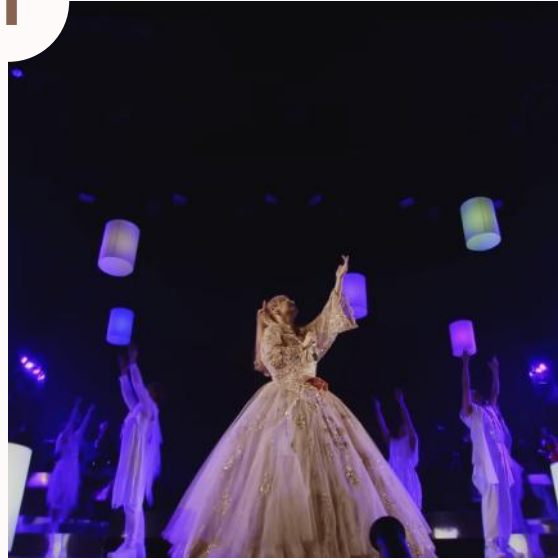
3



I am...

## Favourite countdown songs

1



RAINBOW

COUNTDOWN LIVE 2021-2022 A ~23rd Monster~

2



forgiveness

COUNTDOWN LIVE 2014-2015 A Cirque de Minuit

3



Daybreak

COUNTDOWN LIVE 2023-2024 A ~A COMPLETE 25~

## Favourite never performed songs

1



Sweet scar

2



still alone

3



Liar

## Favourite Kouhaku performances

1



progress (2011)

2



Moments (2004)

3



fairyland (2005)

## Favourite 25th anniversary tour ayupans

1



Kyoto

2



Osaka (Comedian)

3

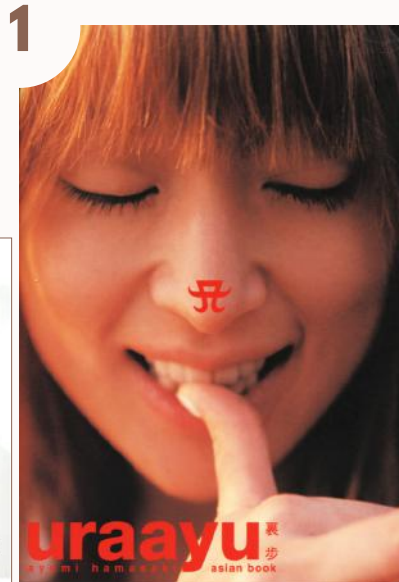


Mie

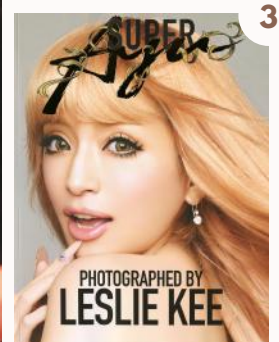
## Favourite photo books



A BOOK



uraayu



SUPER AYU

## Favourite remixes



Ladies Night  
(another night remix)



M  
(Above & Beyond Mix)



Wake me up  
(Remo-con rmx)

## Favourite acoustic/classical songs

1



GAME (Classical)

2



Dearest  
(Acoustic Piano Version)

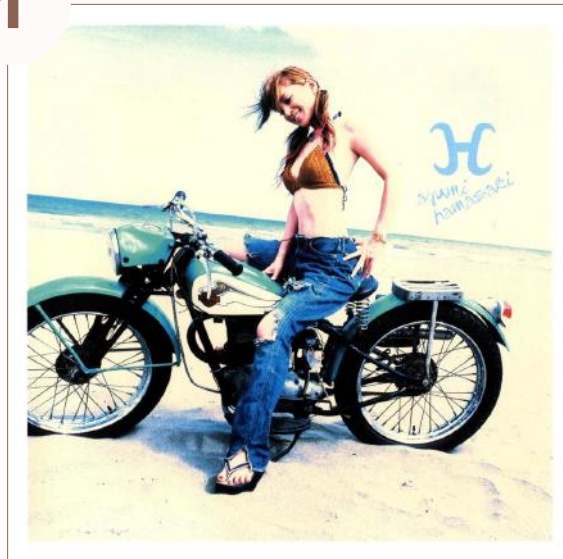
3



walking proud (Classical)

## Favourite summer songs

1



July 1st

2



fairyland

3



Summer Again

## Favourite autumn songs

1



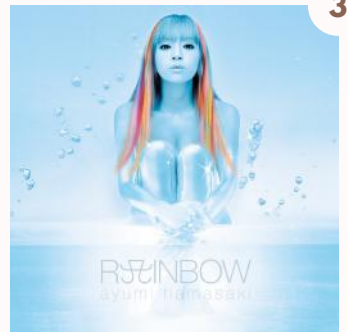
RAINBOW

2



November

3



Heartplace

## Favourite winter songs

1



No way to say

2



CAROLS

3



JEWEL

## Favourite spring songs

1



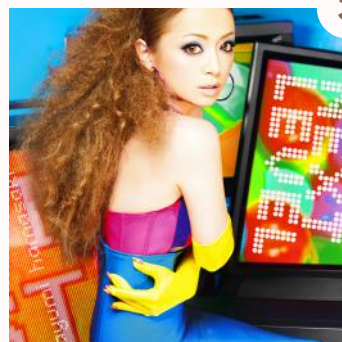
春よ、来い

2



GREEN

3



NEXT LEVEL

## Favourite TV performances

1



春よ、来い  
MUSIC FAIR 2003

2



Nonfiction  
NHK 25th Anniversary Special

3



A Song for xx  
FNS Kayousai 2023

## Favourite CMs

1



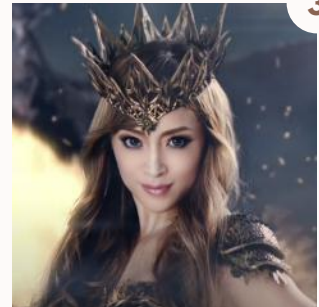
2



Suntory BOSS Coffee (Santa)

ayu-mi-x 4 + selection

3



Clash of Queens

## Favourite edgy PVs

1



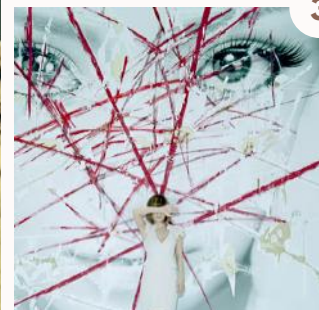
2



ourselves

alterna

3



Don't look back

## Favourite beautiful PVs

1



JEWEL

2



GREEN

3



part of Me

## Favourite cute PVs

1



Days

2



ANGEL'S SONG

3



STEP you

## Favourite touching PVs

1



how beautiful you are

2



BALLAD

3



RAINBOW

## Favourite magazine shoots

1



Numéro Tokyo May 2019

2



WE\* MEN Taiwan March 2006

3



WestEast Autumn 2002

## Favourite ayupans



forgiveness PV



Secret



Sexy little things/STEP you  
ARENA TOUR 2010 A ~Rock'n'Roll Circus~

## Favourite goods



TA LIMITED LIVE TOUR 2015  
Lyric T-shirts



TU-KA A MODEL



a-nation '13 Cap

## ☪ WORLD IS STILL ONE

Thank you so much for reading through all of this! This project was a new challenge for us, one we were encouraged to take on by witnessing Ayu's power throughout her 25th anniversary. Developing the concept of this project really put the scope of her career into perspective; even with the book ending up as long as it did, there was still so much more we could comment on... if we had the resources, we truly believe fans could have kept commenting forever on every detail. The strength TA has should never be underestimated!

For many of us, TA was a community we found at a formative age. We have made friends, fallen in love, and built countless memories both online and in person. Being a community has made it easier to follow Ayu's work, and it has also expanded our horizons far beyond that! For many of us, a large part of our time as a fan is coloured by memories of chatting, making content, and staying up way too late with people from all over the world. Ayu's work has inspired all of us in different ways, but we all share the experience of having been changed profoundly by her music.

That sense of connection can still be seen in fan spaces today: there are people making projects out of revisiting previous releases, writing new translations, discussing reinterpretations, holding watch parties for concerts, and having long, excited rambles together about new social media posts from Ayu and the troupe. In an era when online culture is moving faster than ever, to have these communities still dedicated, engaged, and appreciative of Ayu's work both older and newer feels really special. It's a testament to how timeless her work really is.

As we said at the beginning, this community wouldn't be here without different generations of fans at every step of the journey. When talking to different TA during this project, one thing became clear: no matter the era, the spirit of the fandom has remained the same. We're still as passionate in our support as we were decades ago on dial-up speed internet. We're still under the same sky. ♡

時代がどれだけ変化し続けても  
ずっと変わらないものがここには  
ひとつあるから

## **Project Team**

choco  
Kacku  
mori  
Sng Jiarong  
Xianghua

## **Additional credits**

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Delirium Zer0  
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