

LOS ANGELES / MUSIC / QUEER HISTORY / VINYL

Sergéy reclaims the ‘straight’ pop star he was forced to play

RAY (10th Anniversary Edition) arrives October 11 as a self-funded, vinyl-only archive in Belarusian, Russian and English - released by the artist’s own Los Angeles label for musicians in exile.

RELEASE	EDITION	FORMAT	LANGUAGES
11 OCT 2026	350 COPIES	VINYL ONLY	3

THE STORY

Ten years after his debut album appeared while the Eastern European music industry presented him through a straight public persona, openly gay Belarusian artist Sergéy Ulyanov is taking ownership of that history. He remastered, edited, designed and financed the anniversary edition in Los Angeles through Nostalgai Recordz, the independent label he founded for musicians in exile.

The new edition is not a conventional reissue. It assembles multilingual recordings, unreleased versions and personal archival fragments as one continuous vinyl journey. It will not be released on streaming services.

EDITORIAL ANGLES

- A second coming-out through an old catalogue
- Building an independent music label in exile
- DIY vinyl production and archival authorship in Los Angeles
- Three languages, three sleeve editions and a hidden tracklist

WHY NOW

The release date is both Sergéy’s 39th birthday and National Coming Out Day. The timing turns an anniversary into a public act of authorship: revisiting a former self with gratitude rather than shame.

AVAILABLE TO EDITORS

- Interview in English or Russian
- High-resolution credited press photographs
- Private advance audio by arrangement
- Background on RAY, ULYANOOW and Sergéy

VERIFIED LINKS

PRESS RELEASE
nostalgai-recordz.com/press/sergey-ray-2026

ARTIST / PRESS KIT
nostalgai-recordz.com/artists/sergey

RELEASE / PREORDER
nostalgai-recordz.com/releases/ray-candy-melt-pink

HUMAN RIGHTS FIRST PROFILE
humanrightsfirst.org/library/never-lose-yourself

CONTACT

Sergéy Ulyanov · Founder, Nostalgai Recordz · Los Angeles · nostalgai-rec@gmail.com