



Guitar Center and AlphaTheta/Pioneer hold “DJ 101” workshop with KITTENS at GC’s flagship Hollywood, CA store

Around 75 attendees had an exclusive opportunity to connect with KITTENS and deepen their craft in an intimate setting.

Westlake Village, CA (February 19, 2025) – Guitar Center, the world’s largest musical instrument retailer, recently held an exclusive “DJ 101” workshop event with acclaimed multifaceted DJ and producer KITTENS. The event, held in partnership with AlphaTheta/Pioneer, took place on Tuesday, February 4, 2025, at Guitar Center’s flagship Hollywood store, offering fans (approximately 75 attendees) an exclusive opportunity to connect with KITTENS and deepen their craft in an intimate setting.

The event highlighted AlphaTheta/Pioneer DJ Global gear through instruction, breakdowns, and live demonstrations, offering the basics on “DJing 101” for beginners along with some more advanced techniques. KITTENS performed an instructional set, explaining each step of how she was constructing the music using her AlphaTheta/Pioneer and Serato gear. The session was highly interactive, with KITTENS fielding questions from attendees each step of the way. A hands-on demo/meet-and-greet followed, with multiple DDJ-FLX4 2-channel DJ controllers set up for attendees to explore workshop concepts, with KITTENS providing real-time feedback and instruction at the demo stations.

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About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center’s sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician’s Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [guitarcenter.com](https://www.guitarcenter.com).



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