The original blockbuster DANMEI/Boys’ Love FANTASY novels from China that inspired several beloved adaptations, including the live-action series THE UNTAMED!

Novel series by Mo Xiang Tong Xiu (MXTX):

The Scum Villain’s Self-Saving System: Ren Zha Fanpai Zijiu Xitong (Novel) (4 volumes)
Vol. 1: 9781648279218

Grandmaster of Demonic Cultivation: Mo Dao Zu Shi (Novel) (5 volumes)
Vol. 1: 9781648279195

Heaven Official’s Blessing: Tian Guan Ci Fu (Novel) (8 volumes)
Vol. 1: 9781648279171

On sale date and info:
- All three volume ones debut on Dec 14, 2021
- $19.99 USD / $24.99 CAD each
- 5.875” x 8.25” deluxe paperbacks
- Recommended for ages 17+

Key Selling Points:

BLOCKBUSTER GLOBAL FRANCHISES:
These hugely popular novels have inspired multiple globally beloved adaptations, including the animated series (donghua) for Heaven Official’s Blessing, and the live-action series The Untamed (inspired by Grandmaster of Demonic Cultivation)—both available on Netflix—that have amassed over 9 billion views globally.

ENGLISH DEBUT OF UNCENSORED NOVELS:
This is the first official English release of the original danmei novels, including all the uncensored romantic content and bonus stories not included in some previous adaptations.

EXCLUSIVE ART, FAN OUTREACH:
Each series—prose with black and white illustrations—will feature translations and exclusive art from passionate and prominent names in Western fandom.

A man reborn into a novel he loved to hate, a cultivator who resorts to demonic powers to enact revenge, and a god thrice fallen who travels the world believing he deserves no faith—the first volumes of all three series will debut in December 2021 before a rotating monthly schedule of new volumes beginning February 2022!

Learn more at sevenseasdanmei.com

Seven Seas Entertainment
sevenseasentertainment.com
The novels from Mo Xiang Tong Xiu (MXTX) started as webfiction in China, in the danmei and xianxia genres, before becoming multimedia sensations. Here are some basic terms and tropes:

**Danmei:** a Chinese fiction genre focused on romanticized tales of love and attraction between men, similar to BL (boys’ love) from Japan. The majority of well-known danmei writers are women writing for women, although all genders produce and enjoy the genre.

**Donghua:** the term for animation from China, used in the same way as anime for animation from Japan.

**Manhua:** the term for a comic from China, as opposed to manga (Japan) and manhwa (Korea). Manhua can be color or black and white, and pages read left to right.

**Baihe:** the woman/woman counterpart to danmei, similar to Girls’ Love/GL or yuri from Japan.

**Wuxia:** a centuries-old Chinese literary genre for tales of martial artist heroes fighting evil. Although the heroes are capable of great feats, there are no supernatural elements at play.

**Xianxia:** a fantasy subgenre of wuxia, with characters striving to achieve immortality. Xianxia has heavy Daoist and “cultivation” themes, includes magic, and might expand beyond the mortal realm to the heavenly realm, the ghost realm, and the cosmos.

**Cultivators:** in xianxia, cultivators are spiritually powerful martial artists who seek to understand and be in harmony with the will of the universe, known as the dao (“the Path”)—a concept in many schools of Chinese religion and philosophy, including Daoism. Cultivation is the general process of training and strengthening one’s innate qi and spiritual core, which powers magical/spiritual abilities and can make one immortal (immune to illness and aging).

**Qi:** sometimes written as chi, qi is the vital energy that exists in all living things, both righteous and poisonous. Cultivators strive to cultivate qi by absorbing it from the natural world and refining it within themselves.

**Transmigration:** similar to the isekai genre in Japanese media, where a character—usually from the modern world—is transported to the past, the future, or a fantasy world.

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