

PRIN\$E ALEXANDER

GENRE: HIP HOP + R'N'B



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ABOUT PRIN\$E ALEXANDER

As the entire world suffered from the COVID-19 pandemic, 2020 was the most pivotal point of Prin\$e Alexander's career. Rather than falling behind without direction, Prin\$e became laser focused on the recording and producing arts.

Not a day was wasted within quarantine as the self-taught producer and engineer began recording new music daily, gaining the technical skills and even more confidence in himself as an artist. From the comfort of his home he released singles such as "Arabian Nights", "Too Clean", "W.Y.K.Y.K.", "People In The Sky", and "Lucy" featuring Indian rapper Xenox Phoenix. "Lucy" landed coverage by Rolling Stone India and P.A. found an influx of new fans from his motherland of India. Noticeably rising in the international scene, Prin\$e Alexander shifted his focus into a more melodic driven sound, open to more genres and countries. The culmination of his reinvention occurred in March of 2021, as P.A. released his hit "Ruin My Mood". The song has been streamed over 100k on Spotify and became his biggest release to date. Due to the hype of this song, during the summer of 2021, Prin\$e Alexander was selected to perform at one of America's biggest independence day festivals in Philadelphia called "WAWA WELCOME TO AMERICA" which was headlined by FLORIDA. He received local and national television recognition as one of the best performers of the evening.



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