FOR IMMEDIATE RELEASE

SEPTEMBER 29, 2023

**A black letter on a black background

Description automatically generated**

**PLATINUM PRODUCER/ARTIST DUO NEIKED TEAMS UP WITH AYRA STARR ON NEW SINGLE “YOU’RE HIRED”**

**THE GENRE BLENDING TRACK IS ACCOMPANIED BY A GRAINY VINTAGE MUSIC VIDEO**

[**DOWNLOAD/STREAM “YOU’RE HIRED” HERE**](http://neiked.lnk.to/yourehired) **|** [**WATCH MUSIC VIDEO HERE**](https://youtu.be/euHQmzVyLdk?si=q7ExRqcSCVrBxMID)

**A person's legs with white socks

Description automatically generated**

[DOWNLOAD HI-RES ARTWORK](https://warnermusicgroup.box.com/s/f7x9dbye3n1qzgpoeoublr3gvg89fxcc)

**(NEW YORK, NY)** — Swedish platinum-certified pop producer/artist duo, **NEIKED** returns with **“You’re Hired”** featuring Nigerian pop princess **Ayra Starr** – availableeverywhere now via Atlantic Records.

The new single invites Nigerian superstar Ayra Starr into the pop world of NEIKED, blending Afropop with NEIKED’s signature bassline grooves. The song is accompanied by a grainy vintage music video – watch [here.](https://youtu.be/euHQmzVyLdk?si=q7ExRqcSCVrBxMID)



The producer and artist duo comprised of Victor Rådström and Mikael Rabus are best known for their 2X RIAA platinum-certified single, [**“Better Days”**](https://www.youtube.com/watch?v=GQAOrCOknCY) with **Mae Muller** and **Polo G,** the irresistibly wistful pop-funk bop that entered the top 20 of Billboard’s Hot 100 chart and amassed over 1.5 billion streams.

NEIKED’s breakthrough came in 2016 with their RIAA platinum-certified single, [**“Sexual”**](https://www.youtube.com/watch?v=zuIciiAgOAc)featuring English singer-songwriter **Dyo** thatamassed over1 billionstreams and landed in the top 25 of Billboard’s Hot Dance/Electronic Song chart. The hit single is globally recognized with a 3X platinum-certification in the UK, 2X platinum-certification in Australia, platinum-certification in France and more. “Sexual” was featured on their 2019 debut album, ***Best of Hard Drive*** which housed new songs alongside previously released singles.

After producing **Maroon 5’s** 2X RIAA platinum-certified hit **“What Lovers Do,”** featuring **SZA** in 2018,NEIKED teamed up many well-known collaborators including **Anne-Marie** and **Latto** on single, [**“I Just Called”**](https://www.youtube.com/watch?v=TLBlh9IV-FQ)which includes an interpolation of a Stevie Wonder classic and has amassed nearly 90 million streams.

A couple of men in a living room

Description automatically generated

(Photo Credit: Fredrik Bengtsson)

[DOWNLOAD HI-RES PRESS PHOTOS](https://warnermusicgroup.box.com/s/f7x9dbye3n1qzgpoeoublr3gvg89fxcc)

**CONNECT WITH NEIKED:**

[YOUTUBE](https://www.youtube.com/@NEIKEDMusic/featured) | [INSTAGRAM](https://www.instagram.com/neiked/?hl=en) | [X](https://neiked.lnk.to/TwitterID) | [TIKTOK](https://www.tiktok.com/@neikedmusic) | [FACEBOOK](https://www.facebook.com/NEIKEDMusic)

**PRESS CONTACT:**

TAYLOR APEL | [TAYLOR.APEL@ATLANTICRECORDS.COM](mailto:TAYLOR.APEL@ATLANTICRECORDS.COM)