

Jevon DOE

This is a story of pain and love. It's a saga of strife and fresh starts, lessons learned and what can happen when you never give up. It's the tale of Jevon Doe: the difference between what's expected and what's truly exceptional. The definition of what happens when passion meets talent.

The Houston native is the musical equivalent of a four-tool athlete. Doe sings with strength and soul, raps with acrobatic weightlessness, writes bangers with emotional depth and raw power, and effortlessly melds them into a pop sensibility. Listen to the Bun B collaboration, "Comin' Up," and you'll understand. It fuses a classic Houston swing with 23rd century trill, and a hook as sticky as promethazine.

You're reminded of the emotional vulnerability and melodic sensibilities of Drake; the relatability and introspection of Childish Gambino; The bone-splitting realness of Houston legend Z-Ro, and the dazzling technical brilliance of Kendrick Lamar. But Doe is a completely singular artist—the underdog who became a victorious gladiator.

Growing up poor, Doe witnessed too much, too soon. His father was addicted to crack, heroin, and liquor—struggles that led him to torment his family.

"He'd pop up with a gun in the back of the car and demand my mom to take money out of the ATM. Another time, he threatened my mom and sister with a knife while I was sleeping," Doe remembers. "We tried to run away and go to different houses, but he always caught us. My mom always had a look of fear on her face. She was constantly stressed and took that out on me."

Doe withstood the trauma and turned it into stardom on the gridiron. Blessed with 4.3 40-yard-dash speed, he earned a football scholarship to Northwestern State University in Louisiana. When injuries prematurely curtailed his career, Doe harnessed his emotions into music.

He started going hard at 19. Several years later, he emerges as a fully formed artist, a combination of influences past and present, but in complete possession of a voice, vision and backstory entirely his own. There's a deeper sense of eclecticism and artistry that extends beyond merely hip-hop.

You can hear the abstraction and introspective sensibilities of artists like Flying Lotus, Blood Orange, and Kaytranada. Doe is as unclassifiable as the aforementioned artists. He's here to splinter boundaries and prior perceptions. He's one of the rare ones capable of defining a time and shaping the new era.

"Every one of my songs is about the things that I had to overcome, the struggles that are so hard to get past. But if you focus on yourself, you really can get through those dark times," Doe says. "I want to give people some trillness, some G-ness, and instill confidence in themselves. You have to have a mentality like a gladiator and fight. No excuses. You can make your path happen."

