

"Inferno" is the ideal backdrop for establishing a new genre that bridges the gap combining east and west flavors of catchy melodies which she refers to as "Arab-Pop."

NYLON

Not only does the singer seduce listeners with her voice, but ABIR definitely showcases strength and fearlessness as an Arab-American Muslim woman in the music industry.

V MAGAZINE

Whether it's cutting soulful funk beats, bringing her powerhouse vocals to the hooks of hip-hop tracks, or killing it on the EDM charts, ABIR knows no limits. Unreserved and nonconforming, ABIR is stepping into all that she is: a fearless Arab-American Muslim woman who is setting a new path in pop music.

EARMILK

"Inferno" is a dancey pop exploration.

teenVOGUE

We'd be lying if we said that we didn't have a girl-crush on Moroccan singer, Abir.

POPSUGAR



Abir's new smoldering album Heat, transcends two cultures and expectations.

BAZAAR
ARABIA

'Inferno' has set the tone: Abir solidified her position as an unapologetically Arab and Muslim woman in an industry that has rarely been welcoming.

Mille

With its chiming, hypnotic Middle Eastern beat and rich pop melodies, on "Inferno" Abir fuses her traditional culture with dazzling modern-day pop . . . Through music, Abir's mission is to reject the stereotypes and expectations of Arab woman in the modern world, writing her own narrative with her rebellious brand of Arab pop.

SNIFERS

With its sexy R&B undertones, this fiery call simmers as an unrepentant summer jam while strings and Abir's unrestrained vocals heighten the drama. [It] touts an addictive hook that genuinely soars, making it almost impossible to not sing along, ambitious high notes and all.

A.V. CLUB