

When you love yourself, anything becomes possible. Channeling boundless self-confidence through a downright earth-quaking voice, colorful persona, and undeniable star power, Lizzo struts into the spotlight and steps up with a whole lot of sass, spirit, and soul. Embracing her vocal range like never before and celebrating herself to the fullest, she speaks her mind, censors nothing, and delivers an enviable level of honesty, pure passion, and fresh fire.

After a start that lead to songs such as “Good As Hell” and “Truth Hurts” becoming smash hits years after their initial releases, Lizzo has become a household name.

“This is a way more confident Lizzo who believes in her confidence,” the 2019 *Time* Entertainer of the Year and 3x GRAMMY award-winning songstress exclaims. “For the past few years, I’ve been working on myself and learning how to love who I am. There were moments that would’ve completely defeated me when I was younger. Instead, I was able to not just survive, but thrive. This is the person who I truly want to be. It’s a self-filling prophecy ready for the world. I really found my voice. I love it. I love my body. I love talking shit, and it’s what I’m doing,” Lizzo laughs.

Since signing with Atlantic Records in 2015, Lizzo has earned over 6 billion global streams. In the year since the release of her meteoric album *Cuz I Love You*, she’s added appearances on *Saturday Night Live*, *CBS This Morning’s* GRAMMY primetime special, the covers of *Rolling Stone*, *Entertainment Weekly*, *Vogue*, *British Vogue*, *Elle*’s Women In Music Issue, *Billboard*’s GRAMMY Preview Issue, and much more to her resume. The 2020 GRAMMY Awards saw Lizzo tout 8 nominations across major categories such as Record Of The Year, Album Of The Year, Song Of The Year, Best New Artist, and Best R&B Performance, including 3 wins for Best Pop Solo Performance (“Truth Hurts”), Best Traditional R&B Performance (“Jerome”), and Best Urban Contemporary Album (*Cuz I Love You*). Her stunning tribute honoring Kobe Bryant kicked off the ceremony to standing ovations from an audience filled with the biggest names in music, marking the start of what’s already been another landmark year for the inspirational songstress.

She’s quietly worked towards her continually expanding list of achievements since the release of her 2016 EP *Coconut Oil,* with 2019 remixes of “Good As Hell” featuring Ariana Grande and “Truth Hurts” featuring DaBaby expanding on the project. Building on enthusiastic critical acclaim and a rapidly growing fan base, 2018 represented a high watermark for the Detroit-born and Houston-raised artist. A string of singles hit maximum velocity as the now RIAA Gold certified “Boys” took the culture by storm. A definitive and inescapable anthem for 2018, it closed out the year on *Time*’s “10 Best Songs of 2018,” *Pitchfork’s* “100 Best Songs of 2018,” and *Paste*’s“50 Best Songs of 2018.” She covered both *Teen Vogue’s* “Pass The Mic Music Issue” and *Galore* in addition to being profiled in *Rolling Stone*, the *New York Times*, *V*, and *Glamour*. *Allure* also proclaimed her among its, *“Beauty Disruptors: 12 People Changing the Beauty Industry for the Better*.*”* Additionally, she brought down the house with rapturous performances at *Lollapalooza* and the *MoMa PS1 Warm Up* in New York City as well as maintaining an undeniable presence at *New York Fashion Week*.

After finding her voice and learning to love herself on a level that’s since inspired millions of fans across the globe, she hit the studio in late 2018 to record her third full-length, *Cuz I Love You*. For the first time, she enlisted the production talents of X Ambassadors’ Sam Harris. Recording in a *“haunted ass studio*,*”* the producer encouraged her to break out of her comfort zone. “He reached inside of me and brought out a vulnerability I didn’t realize I had,” she says. “He called out my lyrics by name and pulled them out of my life experiences.”

Galvanized by those sessions, she also reteamed with an old friend Oak Felder [Rihanna, Alessia Cara, Kehlani] as well as longtime collaborator Ricky Reed [Meghan Trainor, Halsey]. She introduced this chapter with “Juice.” Eighties-style synths slink hand-in-hand with a steady beat before climaxing on funky guitar and boisterous horns. She drops eyebrow-raising lines like, *“No, I’m not a snack at all. Look, baby, I’m the whole damn meal”* before the breakdown, *“Somebody come get this man. I think he got lost in my DMs.”* Touting the hummable hook, *“Blame it on my juice*,*”* she turns up with an empowering call-to-arms that ended up gaining viral traction and earning over half a billion streams.

“I didn’t really have a song talking the way I talked,” she goes on. “This gave me the opportunity to talk the talk and celebrate my swag and all of the hard work I’ve done to get here. It’s a timestamp of where I am in my life right now. I’m enjoying myself on ‘Juice.’”

Whether it’s the emotionally charged “Jerome” or dynamically delicate “Crybaby,” she clings to an overarching theme on *Cuz I Love You* intimated by the title. The Platinum certified album’s relatable and sincere message has remained more relevant than ever after debuting at #6 on the SoundScan/*Billboard 200* albums chart and spending 24 consecutive weeks in the chart’s Top 10. “Truth Hurts” also became the longest running #1 by a solo female rap artist in history after spending seven weeks atop the charts. Its momentum carried well into 2020 and beyond, also earning her nominations for Best Female Hip-Hop Artist, Album of the Year, the BET Her Award, and a win for “Best R&B/Pop Artist” at the 2020 B.E.T Awards.

“I want people to know this process is all because I love them—and because I love me,” she says. “It’s a double-sided statement. You can say *Cuz I Love You* to millions of people, or you can say it to yourself in the mirror. It’s about what you go through when you’re trying to love yourself in a world that makes it so hard. You can persevere and come out stronger on the other side though.”

In the end, Lizzo’s message of empowerment and love rings true because it comes straight from the heart.

“When you listen to this, I want you to know you’re not alone,” she leaves off. “I want you to hear my songs and feel a connection to me. I hope you can apply what I’m saying to your own life and maybe have a better day. Share this experience with me. Celebrate who you are. If I can change the world for the better one song at a time, I’m cool.”

With anthemic smash hits like the 7x Platinum “Truth Hurts,” the 4x Platinum “Good As Hell,” the 2x Platinum “Juice,” and the Platinum “Tempo (Feat. Missy Elliott)” already under her belt, Lizzo released yet another smash with the now Gold certified “Rumors,” and she’s now gearing up for her next era.

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