**YOUNG THUG**

**BIOGRAPHY**

Any true artist will challenge not only music, but also culture at large.

There’s a proud lineage of musical mavericks who have successfully subverted the zeitgeist, ranging from Sir Elton John, David Bowie, and Prince to André 3000 and Erykah Badu. Since the release of his first mixtape **I CAME FROM NOTHING** in 2011, **YOUNG THUG** has proudly earned his own position representing a shift in music and fashion. His signature siren squeal often wails like a guitar, while his viral wardrobe choices re-define “runway ready.” Everything the RIAA multiplatinum certified 25-year-old rapper does makes headlines -- most notably his innate, inimitable, and infinite talent.

“I always thank God first,” he exclaims. “There was this element of everything being gigantic. This shit is overblown. I’m humbled.”

**Young Thug**, aka Jeffrey Lamar Williams, has been evolving and ever rising on the musical landscape since his arrival on the music scene. This past year alone saw Thug quietly dominate the cultural conversation. He landed three consecutive Top 30 debuts on the **Billboard Top 200** in under a year, beginning with **I’M UP**, followed by **SLIME SEASON 3,** and culminating with **JEFFERY,** which clinched #8. Boasting the guitar-driven swag of **“Wyclef Jean,”** heavyweight hip-hop fireworks of **“Floyd Mayweather”** [feat. Travi$ Scott, Gucci Mane, & Quavo], and soaring synergy of the platinum single **“Pick Up The Phone”** [with Travi$ Scott & Quavo], the mixtape Executive Produced by **Wheezy** and **TM88,** landed on coveted year-end lists from **Pitchfork, Complex, Rolling Stone,** and more. Known for explosive performances, he sold out every night of the HIHORSE’D headline tour in 2016 with 21 Savage and Divine Council, and embarked on a European tour with Drake in early 2017.

Taking his success a step further, earlier this year, **Young Thug** launched his own **YSL Records**, introducing two new recording artists, **Duke** and **Gunna**. Additionally, everyone from Wyclef Jean and Chance The Rapper to mentor Gucci Mane and Kanye West has sought him out for collaborations, and he even joined West for a seismic **Saturday Night Live** performance.

On the fashion front, recognizing his je ne sais quoi, **Young Thug** was chosen as a celebrity runway model for **Philipp Plein’s** 2017 fashion show during Fashion Week; was featured in **Calvin Klein’s** summer 16 “[**I \_\_\_\_ In #MyCalvins**](https://www.youtube.com/watch?v=-ymE6dUF98Y)” campaign; and was brand spokesman for [**Puma**](http://us.puma.com/)’s Classic Suede, showcasing the company’s fall ’16 “Classics” collection.  ***BET*** also chose **Young Thug** as one the curators of ***BET’*s** “[**How To Rock: Denim**](http://www.bet.com/shows/how-to-rock/denim/curators/young-thug.html)**.**”; and was featured for his fashion sense in ***GQ***, ***Vogue, Flaunt, V Magazine***, and more.

Everything has been right so far. ***Young Thug*** quite literally *came from nothing* in the Jonesboro South projects of Atlanta, GA. Inspired by Lil Wayne, Birdman, and Gucci Mane, he picked up a mic and began releasing countless songs six years ago. An organic buzz grew with Gucci first signing him to 1017.

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As ***THUG’s*** presence became undeniable, he inked a deal with 300 Entertainment as the

company’s flagship artist. In between stunning cameos on T.I.’s Gold **“About the Money”** and Rae Sremmurd’s **“Throw Sum Mo,” “Stoner”** became his first Gold solo hit followed by the platinum **“Best Friend.”** He anchored the platinum Rich Gang smash **“Lifestyle”** and the unanimously acclaimed mixtape ***RICH GANG: THA TOUR – PART 1***. Elton John publicly endorsed him in ***Noisey***, and he was covered **Complex, The Fader, XXL, Dazed,** and more.

Everything results from his relentless work ethic driven by marathon studio sessions. “We have so much material,” he goes on. “I live in the studio. It’s real thoughts and moments. It’s some shit I really want to put out there.”

Whatever **THUG** has planned for 2017, it will reflect every side of his dynamic spirit, and stands poised to be timeless. “It has to be right,” he exclaims. “It just has to.”

**YOUNG THUG** has the power to instigate change. “That’s one thing I love about the gift God gave me,” Thug leaves off. “I can change things, and I hope to.”

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