**TRAETWOTHREE**

*OFFICIAL BIO | UPDATED SEPTEMBER 2021*

Smoke rises from barbecues towards the tips of palm trees. OG cats bump classics from The Isley Brothers out of droptop convertibles as lovely ladies walk by. Murals of kings-gone-too-soon like Kobe Bryant and Nipsey Hussle watch over the streets as night turns into day. This is South Central, Los Angeles. For all of the stories, hearsay, and misconceptions, this is a lively community at the nervous center of one of the biggest cities in the world. TRAETWOTHREE shows this side of the South Central story in his music. Rising up out of Los Angeles, he pays homage to his roots through both music and name (TRAE = 3, TWOTHREE = 23: 323 = LA area code). He presents an unheard and unseen vision of his hometown with a combination of dusky R&B, hip-hop swagger, and West Coast spirit on his 2021 N’Credible/Art@War/Atlantic Records debut and more to come led by his first official single “Worth It” ft. DDG.

“My music sounds like South Central at nighttime,” he explains. “That’s the vibe I want to give people. If I’m going out after dark, I’m linking up with the homies and maybe some girls. We’re hanging out and living. It’s a different perspective. I’m not just singing about the streets. To me, it’s all love.”

After the divorce of his parents, TRAETWOTHREE bounced back and forth between his mom, dad, and grandmother who lived just off Crenshaw Boulevard. Mom did real estate, and dad worked in the medical field, specializing in MRIs. *“My father always said, ‘As soon as you can get out of the hood,’ do it,”* he recalls. As Jehovah’s Witnesses, both parents imparted spirituality upon their son, while encouraging music in equal measure. Pops played saxophone, and TRAETWOTHREE followed suit, honing his chops on the instrument throughout middle school. As such, he listened to everyone from Gerald Albright, David Sanborn, and Candy Dulfer to Tank, Tyrese, Erykah Badu, and, of course, The Isley Brothers. Discovering Drake, J. Cole, and Nipsey Hussle, he picked up his first used microphone and downloaded Pro Tools at 16-years-old. He spent countless hours writing and recording in his bedroom.

A chance encounter eventually changed everything. Holding down a part-time job at Dick’s Sporting Goods, he helped out members of team Ncredible with Air Jordan sneakers one day and got to talking. They listened to his demos and invited him to the studio. Three months later, he met Nick Cannon. The real grind kicked into high gear at this point. “Nick’s like my big brother,” he goes on. “Since he’s an artist too, Nick just let me be me. We locked in and started working. We haven’t stopped since.”

Between dropping “4am In The District” and “High Tec,” he inked a deal with N’Credible/ Art@War/Atlantic Records, catching the attention of James McMillan. In the end, TRAETWOTHREE introduces himself and another side of his hometown. “When you listen to me, I want you to get to know me and where I’m from a little bit more,” he leaves off. “I’m trying to make meaningful art. That’s the biggest thing for me.”

**TRAETWOTHREE**

*BOILERPLATE | UPDATED SEPTEMBER 2021*

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