**ALANA MARIA**

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Racking up over 500,000 streams in under a year, coveted international features and a rapidly growing fanbase, West London raised Alana Maria’s meteoric rise quickens as she continues to cement herself as one of the UK’s rising musical sensations. The now 20-year-old R&B/pop vocalist and songwriter is widely known for her breakout single “Happier”, which debuted in 2020 garnering widespread popularity, critical acclaim and co-signs from industry tastemakers and moguls Pa Salieu, Pink Sweats and even MTV. Alana describes her music as “expressive”, “versatile” and “Urban but still Pop”. Creatively, her sound nods to classic R&B, Soul and Neo-soul influences and she cites the likes of Brandy, SZA, Kehlani, Jhene Aiko, Summer Walker and Kiana Ledé as some of the musicians that have inspired her sound. 2020 marked the start of a new chapter in Alana’s career, unveiling a standout collaboration with dancehall superstar Kranium on “My Heart” alongside a catalogue of released R&B anthems on her EP *LALA*. The West London songstress hopes to convey a strong sense of authenticity and positivity throughout her music and future releases.