RAICHE

With her breezy vocals and refreshingly unique singing style, Raiche has proven herself to be a breath of fresh air. 2019 marked the introduction of her debut EP DRIVE, which followed her breakthrough release of “Money Pies” (2018), a track that earned immediate media attention upon its summer arrival, with Essence writing, “If you’re looking for a new bop, add Raiche’s ‘Money Pies’ to your rotation.” That year, Raiche also announced her tour run across 12 sold-out cities with labelmate Pink Sweat$ on The Pink Beginnings Tour, starting in Vancouver, BC and wrapping in Toronto, ON. In 2020, Raiche introduced a series of quarantine-style music videos, including “Drive” and the in-studio version of 2019’s “Complicated.” As if that weren’t enough, “Drive” was recently featured in the acclaimed series Self Made: Inspired by the Life of Madam C.J. Walker on Netflix. In addition, 2020 featured standout releases such as “Pick A Side” and “Funeral." While this last year, saw the release of breakout hit “Burn Your Clothes” with almost 400k views on YouTube to date.

  