**Finesse2tymes.**

The span of 90 days isn’t very long by design, though it’s been said that if something can be done with relative consistency over the course of those three months, then it becomes a habit. A ritual even. It was in that exact time frame that rapper Finesse2tymes completely remixed his life, following five years in prison. The Memphis, Tennessee native (turned Houston resident) not only repaired broken relationships, but he inked a deal with Mob Ties/Atlantic Records and recorded arguably some of the best music in his career. The culmination of that time is his upcoming project *90 Days*. Finesse has weathered the storm, changed his stars, and is now geared for his place in the sun.

Life in Memphis offers very few options to leave, a story that Finesse knows all too well. “Coming up in Memphis is not easy,” he explains. “It’s a death trap if you’re not living a productive life; if you grow up in the streets you’ll either end up dead or in jail.” Born and raised on the East Side of Memphis in the now demolished Walter Simmons Housing Projects, he was bookended by poverty and violence. “Street politics are just so dangerous,” he adds. Coming from a musical family, Finesse would only stop crying as a baby when he was placed next to the radio. Music continued to be a source of solace as he got older. His childhood was spent witnessing deaths right on his doorstep, a visual that’s still hard to shake.

Finesse has seen a lot in his thirty years, expressing with confidence that both the streets and prison raised him. His first prison stint happened at 14 for aggravated robbery, released when he was 16, and re-entered at 17. He was released at 21 years old, re-entered at 22 and was released at 25. Suffice to say, most of his young adulthood was surrounded by the walls of a prison cell. At 21, he started formally making music, forming a collective called Memphis Greatest Underrated with several local artists including Blac Youngsta and Moneybagg Yo. The crew released a self-titled EP in 2019 while Finesse was serving his final stint in prison as the group disbanded.

While away, Finesse perfected his craft, writing rhymes and plotting his next moves to ensure this prison sentence will be his last. He found a way to keep track of the major players in the industry who followed his music. Among them was Mob Ties Founder and CEO J Prince Jr., son of legendary Rap-A-Lot kingpin J. Prince, who later signed him. At the top of July 2022, Finesse left prison and boarded a private jet bound for Houston. The start of his new life had finally begun.

He dropped the menacing “Get Even” within the first week of his release, cracking the 26 million mark in views on YouTube alone. He chased it with “Back End” before the month closed out, showcasing a more sophisticated style that still harbored his gruff delivery. By September, he mended fences with Moneybagg Yo, surprising fans everywhere with their collaborative “Black Visa” track and informally inaugurating his signing with Bagg’s Breadgang. “We didn’t make any announcement or anything, we just dropped the song and let it speak for itself,” he says matter of factly. Finesse capped off September with “Love N Hip Hop” featuring DaBaby, and as October leaned in he signed a major label deal with Mob Ties/Atlantic Records. All within 90 days.

Few can comprehend his hustle, yet it’s a combination of age, experience, understanding, and healing. Finesse2tymes is plotting the release of *90 Days*, an autobiographical work that will run the gamut of his life and career. “I’m talking about my life and my struggles and who I am today,” he says of the project. “I don’t rap about what I do, I rap about what I did.”

The work will undoubtedly secure Finesse’s place in rap stardom, though for him, his goal is even bigger than music. “My mission is to be heard by the younger crowd and show them there’s a way out,” he says. “You don’t have to travel down the same road that I did.”