A black and white sign

Description automatically generated with low confidence

**BIO**

No two voices match one another. When Jeven Reliford sings, you’ll instantly recognize him. He projects his vocals in alternating bursts of emotion and power, dipping into grooves and taking flight on the hooks. He ultimately infuses his music with personality, bringing no shortage of charisma, clarity, and confidence to R&B. It’s why he’s quietly generated hundreds of millions of views. It’s why he’s attracted a fervent audience of millions of followers.

It’s also why he’s tipped for a major breakthrough...

Now, there’s no mistaking him for anybody else on a series of 2022 singles and his forthcoming debut for Music The Label/Atlantic Records.

“You’re going to know when Jeven Reliford comes on your speakers,” he promises. “I’ve been finding that one sound to identify me. The more you listen, the more you’ll be able to recognize my voice.”

The Georgia native recognized his voice as a kid. Mom and dad often heard him humming from his car seat as a toddler. With two older sisters constantly singing, he followed suit. Listening to the likes of Chris Brown, Bruno Mars, and Justin Bieber, he often practiced their songs until he could replicate the high notes. Simultaneously, he excelled as an athlete, studying Brazilian jiu-jitsu, wrestling, and running track at a D1 level. At the same time, he quietly honed his vocals, showing off on car rides until a friend finally encouraged him to post on TikTok. He reluctantly uploaded a 12-second cover of “Goodbyes” by Post Malone and Young Thug. It caught fire on the platform, inspiring him to continue to post. By his twelfth video, he had eclipsed a *quarter-of-a-billion* views and 37 million *“likes”* with labels flying him to meetings across the country. He eventually went on to catch the attention of Anthony “T.A.” Tate. After a number of meetings, he signed to Music The Label in partnership with Atlantic Records in 2020. He spent the next two years not only shaping his sound with tracks such as “Butterflies,” but also growing up.

“I had just graduated high school when I was signed,” he recalls. “Obviously, I got older. There’s a lot of maturing from 18 to 21. I’m doing R&B in a way that’s mature, but it’s not explicit,” he laughs.

This vision crystallizes on his single “Say Dat Then” [feat. Ann Marie]. On the track, elegant piano glistens through airy 808 claps. Jeven flexes his dynamic range as he urges, *“If you’re really down, you better say dat then*.*”* Meanwhile, Ann Marie responds with an equally emotional and endearing cameo.

“It’s about my partner and I really meaning what we say to each other,” he says. “You have to mean what you say. If you say you really love me, you have to show me. It’s where I was coming from in the moment.”

In the end, Jeven makes the kind of impression you never forget the moment he picks up the microphone.

“When you listen to me, I hope you connect with the music and feel it in some way, no matter what the song is about to me,” he leaves off. “I’m just a young man trying to make it and give out positive vibes.”

**BOILER**

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