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DECEMBER 2, 2025

LONDON-BASED ARTIST AMIIFY RETURNS WITH INTOXICATING NEW SINGLE "SMOKING WITH YOUR BESTFRIEND"

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London-based rising artist AmiiFy (pronounced *ah-me-fy*) returns with “***Smoking With Your Bestfriend***,” a reflective, atmospheric track that dives into nostalgia, longing, and the aftermath of a relationship gone wrong. The song follows a main character looking back at a love he helped ruin, wishing he could make things right, yet knowing it’s too late now that she’s moved on.

Midway through, the story shifts to the love interest’s perspective, revealing that she never wanted the relationship to end. Viewing the main character as distant and resentful, she accepts that their chapter has closed. The “best friend” becomes an unexpected messenger between the two, relaying their lingering thoughts as each confides in her during late-night smoke sessions.

The single follows the momentum of AmiiFy’s standout releases “[He Don’t Deserve You](#)” and “[Never Over](#),” and marks another step toward his eagerly anticipated debut EP, due early next year.

About AmiiFy:

Nigerian-born David Tolu Akinrinmade, known professionally as AmiiFy (pronounced “ah-me-fy”), is a singer and songwriter renowned for his unique blend of indie pop/rock and R&B music. He began experimenting with music at a young age and has increasingly immersed himself in his craft over the past few years. Self-taught in music production using BandLab on his phone, he began distributing his music across various streaming platforms, including SoundCloud, YouTube, and Spotify. He initially gained recognition with his track “Memories” and his release “He Don’t Deserve You” has garnered him significant attention on TikTok and other platforms.