



The best songs bring us right back to a time and place in our lives when everything seemed possible. Flaunting a fresh perspective and a fiery sense of creativity, AmiiFy makes the kind of music that takes you back to those moments that defined you—first love, first heartbreak, and all of the other firsts you’ll never forget.

The Nigerian-born and London-based singer and songwriter projects magnetic melodies across a vibrant soundscape steeped in alternative indie, rock, pop, folk and RnB. Underpinned by dynamic playing, he chronicles youth in real-time from an unfiltered first-person point-of-view.

After amassing millions of streams, receiving acclaim from the likes of *CLASH*, and attracting 300 Entertainment to his corner, he’ll help you celebrate both where you came from and where you’re headed on his 2026 EP, *Suddenly, Everything’s Changing* – produced by Jake Gosling who worked on early Ed Sheeran records.

“I hope listeners from different generations can hear my music and think, ‘*This sounds familiar to me, but it’s also quite unique*,’” he remarks. “The production is very nineties-influenced, and the songwriting and harmonies are modern. I’m mixing a 21st century sound with traditional instrumentation and classic chord progressions.”

Raised in Nigeria, he discovered music at home. Dad introduced him to artists such as Goo Goo Dolls, Wheatus, Radiohead, and Tracy Chapman. Simultaneously, his uncle taught him how to play piano. His passion was further fostered in church. During 2021, his mother and father moved the family to the UK. Absorbing the initial culture shock and integrating into a new life, he embraced his passion from another angle altogether. Phone in hand, he downloaded BandLab and crafted songs of his own by utilizing free YouTube beats. Locking into a groove, he dropped his independent single “memories” in 2023 followed by “fallin in luv” and “Ways” as well as *The Old House Next Door* EP. Showing no signs of stopping, he unspooled his next chapter with the *Moments Before Fall* EP. However, “He Don’t Deserve You” resonated on social media, gathered north of 1.4 million Spotify streams, and set the stage for his breakthrough.

Along the way, powerhouse multiplatinum chart-topping producer Murda Beatz [Drake, Travis Scott, Nicki Minaj, Migos] found his tracks online and brought him to 300 Entertainment. With a label and super producer now behind him, AmiiFy crafted *Suddenly, Everything’s Changing* at Sticky Studios in Windlesham, UK. He’d effectively gone from a D.I.Y. home studio to the big leagues. The sound followed him.

“As I kept getting into sessions, I noticed I was doing something a lot different from what I used to do,” he recalls. “For me, this project needed to reflect that a lot has changed from the days when I was recording in my bedroom. I’m making what I always wanted to make.”

As a whole, the EP conceptually details the aftermath of a pivotal breakup, tracing its protagonist’s pain with head-nodding beat-craft, smoky guitars, and evocative vocals. *Suddenly, Everything’s Changing* opens with the tender “Holding On.” A thick drumbeat sets the tempo, and a delicate guitar line entangles with loose percussion. Vocally, AmiiFy alternates his inflection. The momentum picks up on the refrain where he can barely hide his regret, “*I see you walking out the door...I thought you wanted something more, on the ground spinning ‘round, but your face gives a frown.*”

“Following a breakup, the narrator basically says, ‘*I thought I’d always be close to you,*’” he explains. “The female character is leaving, and he’s given up. The guy admits that he’s by himself. All of a sudden, his ex is lonely too. They’re both stuck in the same position.”

Wistfully strummed chords underscore “Something Stupid.” Wrestling with a flurry of complicated emotions post-breakup, he exhales, *“It’s not enough to open up.”*

“That song continues the story of this guy,” he reveals. “He still can’t seem to get into a relationship. At first, he didn’t want to give up on the girl. Now, he’s saying, *‘I was never actually the type of person to fall in love.’* He is basically in denial.”

On “Skin,” acoustic guitar brushes up against a dreamy melody during the verses. His cadence seesaws over the steady groove, and he laments, *“We’re walking on water, but you’re falling deeper.”*

He elaborates, “This female character is standing there as he’s saying goodbye. The song is about how she’s a weird, negative force. There’s Biblical imagery with walking on water. She’s the only one who seems to be sinking.”

Lithely plucked notes bleed into the beat on “Departed” until electric guitar boosts the refrain into overdrive and his vocals quake, *“I see you’re wrong when you had departed.”* It culminates on the plea, *“I wanna feel your love, I wanna hold you close, don’t wanna let you go.”*

“After everything the protagonist has gone through, he believes that he can try to get back to normal,” AmiiFy goes on. “He recognizes his ex was such an evil person when she left him. He knows he was wrong to be with her. However, he only realized once the relationship was done.”

The closer “Otherside” layers a cathartic vocal above a bed of piano and acoustic guitar. He rushes into the embrace of the future, *“I’m running to the other side.”*

“The meaning is up for interpretation,” he declares. “You could be running to the other side of a relationship or to the other side of Hell or Heaven. The narrator is out of the relationship, and he’s lost. He’s running to the other side of whatever it might be.”

Ultimately, AmiiFy is delivering a new kind of nostalgia in his music.

“I want to create a sound that’s completely different from what you’re used to hearing,” he concludes. “It’s nostalgic and new all at once.”

BOILER

Flaunting a fresh perspective and a fiery sense of creativity, AmiiFy makes the kind of music that takes you back to those moments that defined you—first love, first heartbreak, and all of the other firsts you’ll never forget. The Nigerian-born and London-based singer and songwriter projects magnetic melodies across a vibrant soundscape steeped in alternative indie, rock, pop, folk and RnB. Underpinned by dynamic playing, he chronicles youth in real-time from an unfiltered first-person point-of-view. Raised in Nigeria, he discovered music at home. Dad introduced him to artists such as Goo Goo Dolls, Wheatus, Radiohead, and Tracy Chapman. Simultaneously, his uncle taught him how to play piano. His passion was further fostered in church. During 2021, his mother and father moved the family to the UK. Absorbing the initial culture shock and integrating into a new life, he embraced his passion from another angle altogether. Phone in hand, he downloaded BandLab and crafted songs of his own by utilizing free YouTube beats. Locking into a groove, he dropped his independent single “memories” in 2023 followed by “fallin in luv” and “Ways” as well as *The Old House Next Door* EP. He unspooled his next chapter with the *Moments Before Fall* EP. However, “He Don’t Deserve You” resonated on social media, gathered north of 1.4 million Spotify streams, and set the stage for his breakthrough. Along the way, powerhouse multiplatinum chart-topping producer Murda Beatz [Drake, Travis Scott, Nicki Minaj, Migos] discovered his music and brought him to 300 Entertainment. After amassing millions of streams and receiving acclaim from *CLASH* and more, he’ll help

you celebrate both where you came from and where you're headed on his 2026 EP, *Suddenly, Everything's Changing* – produced by Jake Gosling [Ed Sheeran].