

FOR IMMEDIATE RELEASE  
MARCH 6, 2026

## RISING ALT-POP STAR AmiiFy UNVEILS HIGHLY ANTICIPATED DEBUT EP, *SUDDENLY EVERYTHING'S CHANGING*

[LISTEN HERE](#) | [WATCH "OTHERSIDE" VIDEO](#)



[DOWNLOAD HI-RES ARTWORK](#)

Today, Nigerian-born, London-based artist **AmiiFy** officially releases his debut EP, ***Suddenly, Everything's Changing***, available now on all major streaming platforms. The project's arrival is anchored by the new focus single "**Otherside**," a standout track that completes the emotional journey of the six-song collection. The official video is streaming [HERE](#).

The EP arrives on the heels of a massive breakthrough period for AmiiFy, including a sold-out headline debut at **The Lower Third** in Soho and the viral success of the lead single "**He Don't Deserve You**," which has amassed over 1.4 million Spotify streams. The project was preceded by a string of acclaimed singles, including the poignant "**Departed**," the vibrant "**Something Stupid**," and the breakout hit "**He Don't Deserve You**".

Produced by the multi-platinum, chart-topping producer **Jake Gosling**, the EP showcases AmiiFy's signature genre-blurring style, seamlessly weaving together elements of alternative indie, rock, pop, folk, and R&B. ***Suddenly, Everything's Changing*** chronicles youth in real-time, exploring the raw emotional landscapes of personal evolution, heartbreak, and first experiences from an unfiltered, first-person perspective.

Discovered by powerhouse producer **Murda Beatz**, AmiiFy has quickly established himself as a multidisciplinary storyteller. His journey from crafting songs on BandLab in his bedroom to selling out London venues has captivated a global fanbase, with dedicated listeners traveling from as far as the Czech Republic to witness his rise.

### ***Suddenly, Everything's Changing* Tracklist:**

1. Holding On
2. Something Stupid
3. Skin
4. Departed
5. He Don't Deserve You
6. Otherside

### **ABOUT AmiiFy:**

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].

###

### **CONNECT WITH AmiiFy:**

[INSTAGRAM](#) | [YOUTUBE](#) | [PRESS SITE](#) | [TIKTOK](#)