**J FADO**

 **‘ELEVATE’**



[**WATCH ‘ELEVATE’ HERE**](https://juls.lnk.to/ColourPR)

One of the most exciting young rappers in the UK right now J Fado drops a serious statement of intent with his new track ‘Elevate’.

Born and raised in Oxford and only 20 years old, J first started to make waves off his ‘No Idea’ video that dropped on *MIXTAPE MADNESS* a year and a half ago and was building up consistent heat dropping Instagram freestyles that has seen his socials skyrocket, even before his viral Insta video last week that’s on 6 Million views and counting.

Confidently announcing himself with a moody, minimal instrumental courtesy of Evince, Fado raps about the strategy and the come up. With a natural charisma and raspy, languid flow it’s clear that this is only the start of the vision from a rapper that’s set to have a serious 2020. Signed to WEAREBLK, the London label is itself building a formidable reputation for picking up some of the most exciting next generation of stars. Make no mistake, Fado is one.

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