

THEY DO.

KEYAH/BLU

**SOUTH EAST LONDON RAPPER AND SINGER SHARES NEW
SINGLE 'IF YOU KNOW'**

**ANNOUNCES DEBUT EP 'SORRY, I FORGOT YOU WERE COMING' -
OUT 16TH MARCH**



Photo credit: Quann

“KEYAH/BLU is fully in command, and her career has only just begun.” - **Pitchfork**

“KEYAH/BLU is in a lane of her own.” - **Crack Magazine**

Stream 'If You Know' [HERE](#)

South East London rapper and singer KEYAH/BLU (*KEY-AH/BLU*) has today revealed her new single 'If You Know' and shared news of her forthcoming debut EP *Sorry, I Forgot You Were Coming* - due for release next Monday 16th March.

'If You Know' is KEYAH/BLU's first self-produced foray into more electronic textures, a move highlighted by additional production from pioneering London artist Joy Orbison. Explaining the new single, KEYAH/BLU said: "If You Know' is dealing with your shit in a dark room and saying 'this is me and I'm okay with that'. I wanted to play around with textures that felt new to me. It's not easy being vocal about doing certain things you, yourself, are super comfortable with in a world that wants you to think you're wrong or undesirable for doing so. I wanted the lyrics to reflect that. If you know, you know."

Sorry, I Forgot You Were Coming, the debut full EP release from KEYAH/BLU, follows quickly next week and expands on an already instantly recognisable sound cultivated by the Londoner over the past 18 months. With an intricate electronic groove layered alongside her now trademark pulsating beats, blurry melding samples and hazy all-nighter narrative, KEYAH/BLU finds an enthralling esoteric balance between light and dark - juxtaposing innocent raps with with a raw uncensored edge throughout the record's six tracks. Drawing on disparate influences from across the spectrum, KEYAH/BLU marries her own ethereal harmonies and vocals underneath hard-hitting bars to spin tales of life as a young person floating through the novel extremities of everyday life.

Previous single 'til bliss' - which also features on the new EP - drew acclaim everywhere from Dazed, to Crack Magazine, to Loud And Quiet, Wonderland and Notion. While the single also received a five-week add on BBC Radio 6 Music's playlist, and picked up spins from Huw Stephens, Toddla T, and Jamz Supernova (BBC Radio 1/1Xtra), Rinse FM (A-Listed for four weeks), Bone Soda (NTS), FBi Radio (Australia), BBZ (Balamii), Rerezent FM, and more elsewhere.

KEYAH/BLU has previously appeared at Boiler Room with Jorja Smith and Little Simz, at Annie Mac Presents at Jazz Cafe with IAMDDDB, The Great Escape for Notion alongside Yves Tumor, and a slot supporting Tirzah at Scala and Biig Piig at Village Underground. KEYAH/BLU has also fronted campaigns for Nike Shox X Hypebeast and Stella McCartney for her 'All Together Now' collection. She has also walked for fashion brand Telfar at their Serpentine Gallery show in association with South African duo FAKA, and was subsequently featured in Vogue and I-D. Follow KEYAH/BLU on Instagram [HERE](#).

See KEYAH/BLU live in 2020:

20 Mar | SXSW, Austin, Texas

4 Apr | Bird On The Wire, Studio 9294, London

KEYAH/BLU - 'If You Know' - out 09/03/2020



1. If You Know

For more information on KEYAH/BLU, please contact: dan@they-do.com