

NLE CHOPPA PAYS HOMAGE TO 2PAC IN NEW MUSIC VIDEO FOR “PICTURE ME GRAPIN”

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CHOPPA JOINS FORCES WITH KARL KANI TO REIMAGINE CLASSIC 2PAC IMAGES



January 22, 2021 (Los Angeles, CA) – Returning with yet another unforgettable vibe, **NLE Choppa** unveils the music video for “**Picture Me Grapin**” today. Watch it [HERE](#). The song is featured on his latest critically-acclaimed mixtape **From Dark to Light [No Love Entertainment/Warner Records]**—available [HERE](#).

NLE Choppa linked up with **Ben Marc** to co-direct and present the throwback visual. The clip calls back to the golden age of MTV with its sunny West Coast landscapes, ice-cold choreography, and the kind of wild party you’d see in a classic nineties hip-hop video. Not to mention, he cruises L.A. in a purple old school low-rider! As for the song itself, the production nods to **2Pac’s All Eyez On Me** staple “**Picture Me Rollin’**,” while **NLE Choppa** shouts out Tupac and reenacts scenes from his infamous videos.

Speaking of Pac, to celebrate the premiere of “Picture Me Grapin,” **NLE Choppa** also joined forces with influential designer **Karl Kani** in order to reimagine a handful of iconic 2Pac images, including shots with the “*Thug Life*” overalls and navy-blue Karl Kani hooded sweatshirt. **NLE Choppa** dons classic Karl Kani looks in the photos in tribute to the legend. Check them out [HERE](#) (Photo Credit: @DamnJohnnie).



The video notably made its debut at 11:11am CT. An avowed student of numerology, **NLE Choppa** recognizes 11:11 as a moment of energy shift. That shift is definitely in his favor as he continues to create at a prolific pace. In December, he dropped "[Protect](#)," which has already amassed over 3.4 million streams and 1.1 million YouTube views on the music video.

NLE Choppa continues to push himself and the culture forward. He crashed the Top 10 of the *Billboard* Top 200 with his debut album, [Top Shotta](#). He notably achieved a record run of 24 weeks atop *Billboard*'s Emerging Artists Chart. To date, he has gathered 3 billion-plus global streams, six RIAA-certified plaques, a spot on the 2020 *XXL* Freshman list, and a nomination for the 2020 *BET* Hip-Hop Awards' "Best New Artist."



ABOUT NLE CHOPPA

With poise, charisma, and cleverness way beyond his years, 18-year-old **NLE Choppa** burst onto the scene and immediately grabbed our attention and captured our hearts. **Choppa** has amassed over 3 billion cumulative streams across platforms and more than 1 billion YouTube views, while gaining a cult following that transcends age and socioeconomic status. His breakout hit, "**Shotta Flow**," has achieved an RIAA platinum certification and more than 156 million views alone for its raw, true-to-life music video, while the remix featuring **Blueface** has garnered over 203 million views and counting. Additionally, **Choppa's** singles, "**Camelot**," "**Shotta Flow Remix**," and "**Shotta Flow 2**," have earned RIAA platinum certifications, while "**Shotta Flow 3**" "**Famous Hoes**," and "**Capo**" reached certified gold status. His music and charisma have also garnered support from *Billboard*, *The New York Times*, *Forbes*, *GQ*, and *Complex*. As a young boss with street-savvy, **Choppa** and his family grew **No Love Entertainment (NLE)** from humble beginnings in Memphis to a burgeoning full-fledged imprint with **Warner Records**. In 2020, he released his **Top Shotta** album, which debuted at the Top 10 upon release, and earned coveted spots in *XXL Magazine's* 2020 Freshman Class and *Billboard's* "21 Under 21" list. **NLE Choppa** continues to take hip-hop by storm and solidify his place as the next global superstar.

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