



Sofia Reyes- Biography

At just 23-years-old, Sofia Reyes is a successful singer and songwriter who has already been nominated twice to the Latin American Music Awards, MTV Europe Music Awards, Premios Juventud and Latin GRAMMYs among many other. Most of her hits like "Muévelo", "Sólo yo" and "1,2,3", have occupied the first places of the Billboard charts and her latest single (which featured Jason Derulo and De La Ghetto) has nearly half a billion views on YouTube and certifications around the world.

Born in Monterrey, Mexico, at age 16, she decided to move to Los Angeles with her independent label, Bakab, and start her solo career after leaving the girl band where she started. Sofia shared her original music and covers through YouTube and the popularity of these videos caught the attention of Warner Music Latina, which in partnership with D'Leon Records (Prince Royce's record label) and Bakab, would boost her career.

Sofia's first single, "Muévelo"- alongside Wisin- automatically charted at *Billboard's Top 20 Latin Pop Songs*, where it stayed for 5 months. The song also entered Spotify's Global 200 Chart, along with artists such as Ed Sheeran and Meghan Trainor, being Sofia the only Mexican on that list.

Sofia recorded the track "Sólo yo" with Prince Royce in 2016, a song that led her to become the first female singer in five years to reach the first position in Billboard's Latin Pop chart (2016), after Jennifer Lopez. She also received platinum and gold certifications in markets such as Spain, Argentina and Mexico due to its high sales.

Since "Louder!" (her first album) was released in 2017, reaching #1 in physical sales in the United States, Sofia's harvest of successes seemed endless in both Anglo and Latin markets. Among her multiple recognitions, the singer has two Kids Choice Awards Mexico, MTV MIAW Awards and nominations to prestigious awards in the music industry around the world.

In 2018, her song "1,2,3" became a global hit that reached platinum in half a dozen countries, including the United States. Its contagious rhythm made Jeep, Target (US) and Easy Jet (UK) select it for their advertising campaigns. Currently, Sofia is the image of Spectrum Mobile U.S. and Fructis Garnier for Mexico and Latin America. In the past, Sofia has been a part of many campaigns for important brands such as: Nike US, T-Mobile and Pepsi Mexico along with the Colombians Morat and Sebastian Yatra.

Chosen by Billboard for their "Next Up New Artists" program and included in their "20 Hot Latin Acts in Their 20's" list, Sofia has performed at innumerable stages such as *Los 40 Principales* in Spain, headlined the SoFar Sounds concert and Bohemian Rhapsody in Mexico City and conquered the public of Lollapalooza in Argentina.

Sofia has become a fashion icon since the beginning of her career, getting the attention of all fashion critics in red carpets; from E! Online, to Billboard, Perez Hilton and US Weekly, they have chosen her among the best dressed in different events. She also was featured on People en Español's *50 Most Beautiful People* and Maxim Magazine included her on their "Hot 100" list, along with Taylor Swift, Jennifer Lawrence and Selena Gomez.

In January 2019, DJ Slushii invited Sofia to collaborate on the song "Never Let You Go", a bilingual dancehall song, in which they star in a very vibrant video. Prior to this, Sofia had already participated in collaborations with great exponents of the electronic genre such as Cash Cash in "How to Love" and Yellow Claw in "Bittersweet".

This year has brought much success to Sofia especially since her newest collaboration "R.I.P." features two strong female stars: Anitta (Brazil) and Rita Ora (UK). Named "5 songs you need to listen" by Time Magazine and "Trilingual Empowerment Anthem" by Forbs with more than 85 million views on Youtube in less than 2 months and 57 million streams on Spotify, which was part of Today's Top Hits, and reached number 50 in their Top 200 for several weeks.

Sofia collaborated with Spanish musician Beret, for a new version of his hit song "Lo Siento", released the 2nd week of May, which is trending all over Latin America and Spain.