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He never expected the reaction he received and to his surprise it garnered 70K views on SoundCloud. The song caught on so quickly that soon his high school basketball team was entering the gym to it on the loudspeaker. It was at that moment that he was inspired to take his music to the next level. He went back into the studio and recorded the track, “[No Hook](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Falbum%2F2fDrgVelJnp5ywWlgqGbvA%3Fhighlight%3Dspotify%3Atrack%3A0PwgdQ3cOdmxFYKwswmgtc&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866210581%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=pY9sEDK6%2BPnXYRrIKw7yXhmxVrsbB4B4xXpi20BSVsI%3D&reserved=0).” Inspired by artists like Lil Baby, Slim Thug and T.I., Loui plans to follow their blueprint of giving back to the community in Atlanta by selling millions of records in order to support his people. In 2020, Loui had multiple singles go viral including “[Shake Dat](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DbohyRKSi8tQ&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866220579%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2FQ7pyPY4hfyzV2srquS9xb8rmCWBwZU4AlCCYvJZA6M%3D&reserved=0),” “[Put Yo Back Into It](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fkoolasloui%2Fput-yo-back-into-it&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866230575%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=YXNTho4bQQZYKXrSpq4%2FgsHQytO5UBFZQUmeNrp7vBg%3D&reserved=0)”, and “[Talk N Bout (Talm Bout)](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5wo9zPxGTng&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866240568%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=RwRskXXQKK%2FYH%2BzerfMs%2Bca8A7TNVIP0gfv%2FKREMjBk%3D&reserved=0)” feat. Lil Jay and DJ Chose, collectively racking up 2.2M native uploads on TikTok. His success on TikTok catapulted his popularity and led to his now label home at Warner Records. Loui has already collaborated with Saweetie on the single “[Talkin' Bout](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dfhqd4Rqy6aQ&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866240568%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=UBfsaPEwoIqTr7DfElPVpAXTfPDbl1qA0%2FQehLEmx%2Fo%3D&reserved=0" \t "_blank)” which did over 1.5M streams in its first week of release earlier this year. Loui now has over 1M monthly listeners on Spotify, and has been featured on notable playlists like Get Turnt and Most Necessary. | |  |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Shape  Description automatically generated with low confidence | | | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW LOUI:**  [Instagram](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fkoolasloui%2F%3Fhl%3Den&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866250568%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=dukdnD9g7OagdbvLdE%2BmgRP7PZ939eqI8Eo78UkpkjE%3D&reserved=0) | [Spotify](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fopen.spotify.com%2Fartist%2F053fl1QPQFGqSPPxSPcacT%3Fsi%3D7AiUh-VLT8uk-aNPY1n9SA%26nd%3D1&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866260563%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=TYpkTA0RYQg42ylMOGJ4PMAVve8n%2BN%2Fqakej6m2y8rA%3D&reserved=0) | [SoundCloud](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fkoolasloui&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866270553%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=06U6kqT8gyJl122HjarX2WAEoz0YybwCrNygNBtu9I4%3D&reserved=0) | [YouTube](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fc%2FLoui41%2Fabout&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866270553%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=45irs01qH12ONgzXyTM2bZt7Sze9Qlmtga%2BT8%2BGcYS4%3D&reserved=0) | [Twitter](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fkoolasloui&data=04%7C01%7CDionte.Williams%40warnerrecords.com%7C1f20c7d634934bd4f08708d9118a08a8%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637560106866280553%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=mioYS7FqfKjRNbcTexL%2BezwWvAivqUiOiKQYML8ptP8%3D&reserved=0)  **For more information, please contact:**  Aishah White | Warner Records  [Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com) | |  |  |  | | --- | --- | | |  | | --- | | A picture containing logo  Description automatically generated | | | | | | |
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