

IDK DROPS POIGNANT NEW SINGLE “MONSIEUR DIOR”
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SUPPORTING RAP LEGEND PUSHA T’S
IT’S ALMOST DRY TOUR



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October 28, 2022 (Los Angeles, CA) – Today, Maryland rap multi-hyphenate **IDK** builds on the momentum of an already-stellar 2022 with new single **“Monsieur Dior.”** Listen [HERE](#) via Clue/Warner Records. Touting jazzy production and melodic rhymes, **“Monsieur Dior”** is instantly catchy and effortlessly soothing. That blissed-out vibe is reflected in the video. Watch it [HERE](#).

While **“Monsieur Dior”** boasts a serene soundscape, the lyrics have a distinct edge. *“I got a problem showing people love that I never had,”* **IDK** raps on one of his contemplative, Instagram caption-ready bars. *“This room is kind of dark, I’m trying to get it bright.”* Produced by TK, the track samples “Huit Octobre 1971” by French jazz band Cortex — a groove MF DOOM fans might recognize from the renowned rapper’s “One Beer.” In the cool black & white docu-style music video, **IDK** takes us with him to Howard University’s Homecoming and Dior’s show in Paris before paying tribute to the late great MF DOOM.

IDK is currently on the road with **Pusha T** as part of the rap icon’s acclaimed ***It’s Almost Dry*** tour where he is performing songs from [Simple.](#), an eight-track collaborative project with Grammy Award-winning DJ/producer **Kaytranada**. Also on the setlist is **W13 (Free Slime/Drive)** — two recent singles showcasing the rapper’s trademark witty bars and percussive flows.

In many ways, **“Monsieur Dior”** is a bridge to the next stage of **IDK**’s career. In 2021, he released his sophomore album, **USEE4YOURSELF**, launched his **Apple Music 1** radio show, **Radio Clue**, and led a 10-day music business program at **Harvard University** in collaboration with **No Label** and partners **NIKE**, **Logitech**, **GUESS**, **Brand Jordan**, and **Converse**. This year he’s extended his existing partnerships and added HBCU’s to further his vision for No Label Academy. Last week he performed for thousands at Bison Madness- Howard University’s homecoming event in partnership with Jumpman. **IDK**’s dedication to pushing boundaries is now on full display and he up’ing the ante with each release.



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Credit - @themcdub

ABOUT IDK:

Short for Ignorantly Delivering Knowledge, **IDK** is as much a moniker as it is a mission. The Prince George's County, Maryland, artist has long dedicated his life and art to presenting big ideas in accessible ways. Using witty lyricism, percussive flows, and a chameleonic musicality, **IDK** turns life lessons and philosophical musings into utter bangers. In the process, he's become one of rap's most inventive practitioners. His new album, *USEE4YOURSELF*, is his richest work yet, a sprawling meditation on love, materialism, masculinity, and the effects of a troubled upbringing. Loaded with unpredictable features and recollections from childhood, it's a character study framed in fierce beats and blockbuster productions. It's also a culmination for the man born Jason Mills, who began his musical journey behind bars about a decade ago. Through albums like *Subtrap* (2015), *IWASVERYBAD* (2017), and *Is He Real?* (2019) **IDK** built a proper body of work. And he using that foundation as a jump-off point for not just music, but action that enriches the world: his inquisitive *Radio Clue* Apple Music radio show; No Label Academy, his music biz course in collaboration with Nike and Harvard University; and his Clue Records, which in 2020 released *IDK & FRIENDS 2*, a soundtrack for Kevin Durant's *Basketball County: In the Water* documentary full of DMV-area artists. As **IDK** puts it, with that trademark mix of flex and humor: "I'm in competition with myself and only me. And I'm whooping my ass every time." using that foundation as a jump-off point for not just music, but action that enriches the world: his inquisitive *Radio Clue* Apple Music radio show; No Label Academy, his music biz course in collaboration with Nike and Harvard University; and his Clue Records, which in 2020 released *IDK & FRIENDS 2*, a soundtrack for Kevin Durant's *Basketball County: In the Water* documentary full of DMV-area artists. In 2021 he dropped confessional and guest-laden album *USEE4YOURSELF*, which featured Young Thug, Offset, Swae Lee, the late great DMX, and more. The critically acclaimed offering received praise from *NPR*, *Billboard*, *Office*, *i-D*, *NME* to name a few. His most recent project *Simple*. with Kaytranada finds both artists in peak form, pushing each other to new limits. As **IDK** puts it, with that trademark mix of flex and humor: "I'm in competition with myself and only me. And I'm whooping my ass every time."

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