

**OMAH LAY RELEASES ARTFUL AND STRIKING MUSIC VIDEO FOR  
NEW SINGLE "soso"**

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**ACCLAIMED DEBUT ALBUM *BOY ALONE* OUT NOW**

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**November 29, 2022 (Los Angeles, CA)** –Skyrocketing to the forefront of global culture this year, Afro-fusion star **Omah Lay** unveils an artistically vibrant and vivid music video for his new single “soso” today. Watch it [HERE](#). It soars as another standout from his monumental debut album, **Boy Alone**, out now. Stream the Nigerian star’s critically acclaimed **Boy Alone** [HERE](#) via Sire Records.

On the track, nimbly plucked guitar underscores a hypnotic chant as he delivers emotionally charged verses. The visual reflects the song’s arresting energy with stunning imagery and mystical symbolism. African dancers douse **Omah Lay** with colorful paint as they encircle him in an eloquently choreographed motion. The clip jumps between moments of performance and prayer, moving to a tribal bounce punctuated by handclaps and natural percussion. Its kaleidoscope flow ultimately syncs up with the song in heavenly fashion.

**Boy Alone** has quietly emerged as an international phenomenon. Beyond tallying over 675 million total streams, it has consistently incited critical applause. [HYPEBEAST](#) profiled **Omah Lay** and noted **Boy Alone** “saw his introspective storytelling, mesmerizing vocals, and infectious rhythms come to life even more. [REVOLT](#) spotlighted the recent single “i’m a mess” as a “Niphkeys-produced offering that shows him opening up about his mental health.” Touted as one of the “R&B/Hip-Hop Fresh Picks of the Week,” [Billboard](#) dubbed it “a relatable anthem” and praised, “The Afro-fusion singer divulges his deepest vices, insecurities and stressors with beautifully melodic vulnerability.”

[BuzzFeed](#) included **Omah Lay** in their recent “Biggest 2023 Grammy Nomination Snubs” roundup

and cited him as one of the many Afrobeats artists who deserve their flowers. "A clear snub was Omah Lay's album, *Boy Alone*, which should have been nominated for Best Global Music Album and Best Global Music Performance. **Omah Lay** himself should've been nominated for Best New Artist." Moreover, [Earmilk](#) noted the Nigerian singer is, "mesmerizing listeners with his mellow voice and heartfelt melodies."

**Boy Alone** was preceded by a hot streak of singles that included "[Attention](#)" featuring Justin Bieber, "[Woman](#)," and "[Understand](#)" — which garnered attention from *The New York Times*, *HYPEBEAST*, *The FADER*, *Billboard*, *NME*, and more. In recognition of his talent and hard work, Lay was nominated at the 2022 NAACP Image Awards for "Outstanding International Song."

**Omah Lay** has kept a busy schedule in 2022. His *Boy Alone* world tour, which kicked off in late March, has taken him to Australia, Germany, France, Italy, the U.K., and more. After a sold-out New York headlining show last year, he canvased North America on tour this fall. **Omah Lay** continues to reach new levels of international visibility and acclaim with Nigerian pop and Afro-fusion. His global takeover is imminent.

#### **BOY ALONE TRACKLIST:**

1. recognize
2. i
3. bend you
4. woman
5. i'm a mess
6. temptations
7. understand
8. never forget
9. safe haven
10. attention (with Justin Bieber)
11. soso
12. how to luv
13. tell everybody (feat. Tay Iwar)
14. purple song



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Credit - Bolaji Odukoya

#### **ABOUT OMAH LAY**

With his darkly sparkling vocals, evocative storytelling, and contagious rhythms, Omah Lay is one of Nigeria's most talked about innovators. The 25-year-old singer and producer's brand of Afro-fusion effortlessly pulls from his deep personal history with West Africa's percussion-heavy highlife genre, as well as his enthusiasm for the popular sounds of his generation—from classic rap to the Afro-beats empire flourishing in his home base of Lagos. Throughout his two inventive EPs, *Get Layd* and *What Have We Done*, his lithe voice unravels tales that range from introspective to romantic to gratifyingly explicit, expertly laid over lush and soulful instrumentals. Layered with vivid scenarios and heartfelt confessions, Omah Lay's rich music not only depicts a young man daring to reveal his grittiest vices and innermost feelings, but also doubles as a fascinating window into Afro-fusion's bright and expansive future.

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**For more information, please contact:**

Aishah White | Warner Records

[Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com)

Yash Zadeh | Warner Records

[Yashar.Zadeh@warnerrecords.com](mailto:Yashar.Zadeh@warnerrecords.com)



