

GENRE-BLURRING ARTIST KANII SHARES DEBUT SINGLE “I KNOW” ON MASKED RECORDS / WARNER RECORDS

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March 10, 2023 (Los Angeles, CA)– Today, viral sensation **Kanii** (pronounced Ka-Nee) doubles down on his genre-blurring sound with his major label debut single “**I Know**.” Listen [HERE](#) via **Masked Records/Warner Records**. The release, his first since signing with the label, is a gorgeous fusion of Jersey Club and alt-R&B. Incredibly innovative, “**I Know**” picks up where Kanii’s previously viral heaters “companion” and “attachment” left off: with a wholly original, addictive sound.

Built around a simple and regretful refrain (“*I fucked up girl, I know*”), **Kanii**’s banger has the sweep of a futuristic orchestra. The 17-year-old sings over thumping bass, choir samples, and dreamy synths. Instead of drowning in heartbreak, he learns from the painful experience and it shows.

Kanii’s appeal is immediate: Jersey Club bass, effortless melodies, and a singular voice. The newcomer’s ability to conjure earworm melodies out of thin air is a direct result of his unapologetic originality and unharnessed talent.

Hailing from Washington DC, the Duke Ellington School of the Arts student has amassed nearly 1 million streams on Spotify and built a loyal social media following. Currently wrapping up his senior year of high school, the teen honed his craft in an intensive after school program. With “**I Know**,” it’s abundantly clear why **Kanii** is capturing a new generation of audiences. With his upbeat production and raw, emotional lyrics, he’s creating a sonic universe all his own.



Photo Credit: rylblonde
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ABOUT KANII:

In his bedroom, Kanii learned how to turn his voice into magic. The 17-year-old artist and singer from Washington, D.C., who started out making music just feet from where he slept, spent his childhood dabbling in various recording software and capturing his preternaturally brilliant voice. With an alchemical combination of club rhythms, sticky pop melodies, and a post-everything approach to maximal electronic music, he's already shown his brilliance to millions around the world. He's had multiple songs on TikTok go viral, including 2022's "Attachment," which has more than 70,000 creates across multiple sounds and catapulted him from a word-of-mouth prospect to an artist major labels were fighting over. Masked Gorilla founder Roger Gengo loved "Attachment" and signed Kanii to his label, and now the singer/songwriter is ready to continue refining his craft. Kanii has a keen pop sense that nuzzles its way into each of his songs. That can be traced back to his childhood and growing up in a house full of music. A rich tradition of vocal excellence seeped into Kanii's songwriting, updating the sounds of classic stars for the online era. Listening to his favorites, Kanii took the logical next step and asked himself: How can I do that? With Kanii's forthcoming Masked Records/Warner Records debut, he wants to show how he's grown as an artist in the past year. "I'm just better lyrically, melodically, and rhythmically than ever before. I'm just so excited with where I'm going," he says.

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For more information, please contact:

Yash Zadeh | Warner Records

Yashar.Zadeh@warnerrecords.com



Warner Records | 1633 Broadway, New York, NY 10019

[Unsubscribe laura.swanson@warnerrecords.com](mailto:laura.swanson@warnerrecords.com)

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