# NIGERIAN HITMAKER PHEELZ DROPS "JOY" (FUL) MUSIC VIDEO SHOT ON THE STREETS OF LAGOS FEATURING OLAMIDE

# WATCH HERE FEATURED ON PHEELZ GOOD (TRIIBE TAPE) EP LISTEN HERE



January 26, 2024 (Los Angeles, CA) — Setting the stage for an unforgettable season of upcoming releases with the biggest names in music, the award-winning, highly-celebrated Nigerian music star, producer, and multi-instrumentalist <a href="Pheelz">Pheelz</a> proudly presents an uplifting and vibrant music video for his single "JOY" [feat. Olamide] out today via Warner Records. Watch <a href="HERE">HERE</a>. The song graces the tracklisting of his 2023 *Pheelz Good (Triibe Tape)* available now. Listen <a href="HERE">HERE</a>.

Directed by Ahmed Mosh, the visual follows **Pheelz** and Olamide around the streets of Lagos, Nigeria. The video is immersed in African culture and its people, featuring neighbors dancing, local shops and eateries, authentic clothes and customs as energy surges through the city in a moment of communal and collective celebration. Jewelry shines, smiles beam, and happiness spreads like wildfire. It captures the spirit of the chantable chorus, "joy joy joy!" It also showcases the chemistry between these two global powerhouses front-and-center!

Capping off a busy 2023, *Pheelz Good (Triibe Tape)* has only magnified his impact around the world. Beyond generating over 10.4 million streams, it has earned widespread critical acclaim. OkayAfrica raved, "This EP stands as a testament to **Pheelz's** remarkable skills as a producer and multi-instrumentalist," going on to praise, "Pheelz's musicality takes center stage, blending genres such as Afropop, R&B, and hip-hop, all complemented by his velvety vocals." Meanwhile, The Guardian Nigeria predicted, "This release sets the stage for exciting collaborations in the future, showcasing their ability to create magic together."

Underpinned by **Pheelz**' signature world class production, which mixes sunny Afropop with a smooth R&B bounce and his velvety vocals to create stellar earworm melodies. Positivity is a strong theme that runs through the project, which includes 'Riddim & Blues', 'JELO' featuring fellow Afrobeats sensation and producer <u>Young Jonn</u> — which has more than 10.4 million streams and 2.7 million YouTube views since its release — and a brand new Afro House remix of the song with a mash-up from the Netherlands based DJ/producer <u>Henry X</u> & Nigerian producer Lexyz. Full tracklisting below.

The stand-out talent has made the most of every opportunity that has come his way since the breakout virality of 'Finesse', which established him as one of Nigeria's most gifted producers and songwriters, as well as an international star on the rise, clocking more than 289 million streams, and 97 million YouTube views. **Pheelz** was the first Afrobeats artist to Perform at *the BET Awards Pre-Show*, where he earned a 2022 nomination for *Best New International Act*. He was also one of the most nominated talents as both an artist and producer at this year's *The Headies Awards*.

# TRACKLISTING:

- 1. JOY [feat. Olamide]
- 2. JELO [feat.Young Jonn]
- 3. Riddim & Blues
- 4. JELO [feat. Young Jonn] (Henry X & Lexyz Remix)



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Credit - Williams Peters

## **ABOUT PHEELZ:**

Pheelz writes with passion and sings from his soul. Over the past few years, the Lagos artist has made songs that blur the boundaries between Afrobeats, R&B, and mainstream pop—using intense emotion and vibrant melody as a force that bridges diverse sounds and styles. Songs like "Finesse," featuring fellow Nigerian star BNXN, have started to resonate—bringing Pheelz' boundary-pushing music and earnest, heartwarming emotion to the top of the charts in the UK and his home country. In a sense, it's a moment that Pheelz has been working toward since he was a kid. Pheelz, born Phillip Kayode Moses in 1994, grew up singing and playing keyboards in the church run by his father, who is a pastor in Lagos. He soon began producing and he landed his first hit at 16—"First of all" by Olamide, a woozy, electronic hip-hop jam. Since then, Pheelz has become one of Nigeria's most in-demand producers, working on records for stars like M.I, Mr. Eazi, and more. In 2020, he won Producer of the Year at The Headies—Nigeria's hip-hop awards—and in 2021, he released his breezy Hear Me Out EP, which earned millions of streams and brought his emotional pop to even more listeners around the world. Even so, the success of "Finesse" has changed everything for Pheelz, except his mission to put all of himself into his songs. He's sure that this is just the beginning of a meteoric rise now that he's inked a deal with Warner Records. "I've been plotting for years. I was ready," he says. "I am ready."

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