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BLACK HISTORY MONTH

ALEMEDA: TOP DAWG'S POP-PUNK REBEL

Though she's on the label that has produced megastar **Grammy**-winners **Kendrick Lamar**, **SZA** and, most recently, acclaimed hip-hop chameleon **Doechii**, **TDE's Alemeda** is in a lane all her own.

The 25-year-old Phoenix native is neither an R&B starlet nor a bar-wielding rapper. Instead, she plies alternative pop-rock that would be at home on a playlist with the likes of **Fall Out Boy**, **Avril Lavigne** and **My Chemical Romance**. But the singer-songwriter—born **Rahema Shifa Alameda** in Ethiopia, and whose ancestry is Ethiopian Sudanese—brings an entirely fresh perspective to the form she's loved since she was, as she described herself to *Galore*, "a **Disney** pop-punk kid."

Her 2024 single "Don't Call Me" is an infectious kiss-off (note the soft-to-loud guitar jump). In the video, our heartbroken, vindictive heroine kidnaps an ex, locks him in a car trunk, douses it with gasoline and seems ready to set him on fire before the clip goes black.

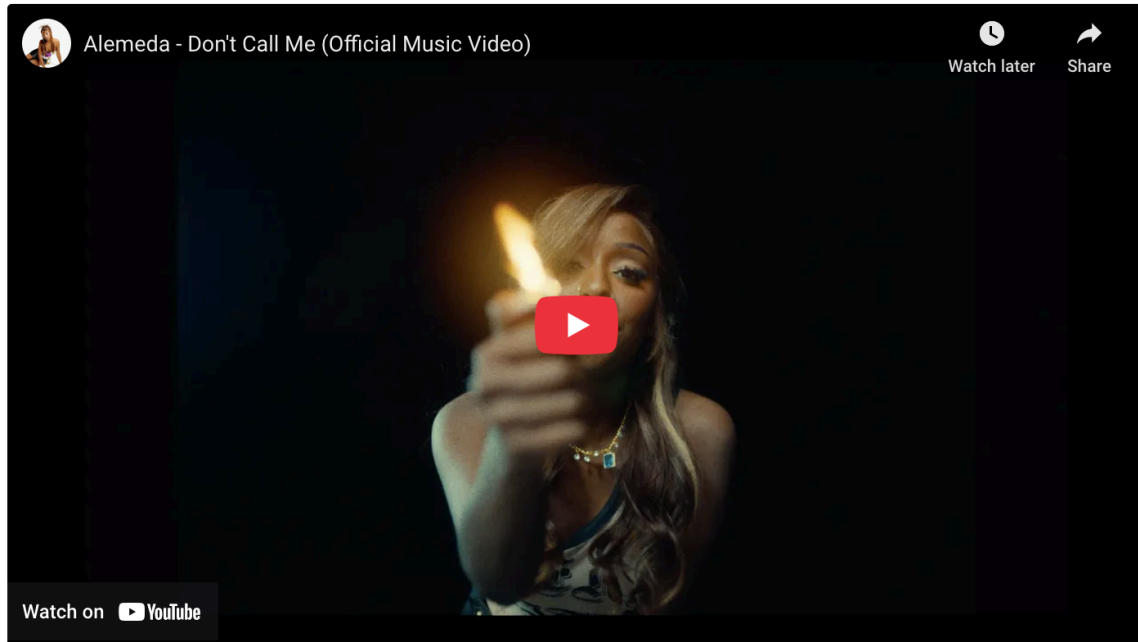
Alemeda's rock-star ambitions got her kicked out of the house at 17 by her devout Muslim mother. The same kid who covertly listened to pop radio on her bedroom clock radio now faces the Herculean task of making noise in a genre that has not always been hospitable to Black artists, especially Black women.

"When [TDE] reached out to me, I was like: 'Oh, you guys have SZA, that's fire!'" Alemeda said in a *2024 New Music Express* interview. "You guys respect and represent Black women! I think that's what it was; the fact that everybody was a dark-skinned person and was being fully appreciated. They don't control anything when it comes to [music] and just let me take the reins."



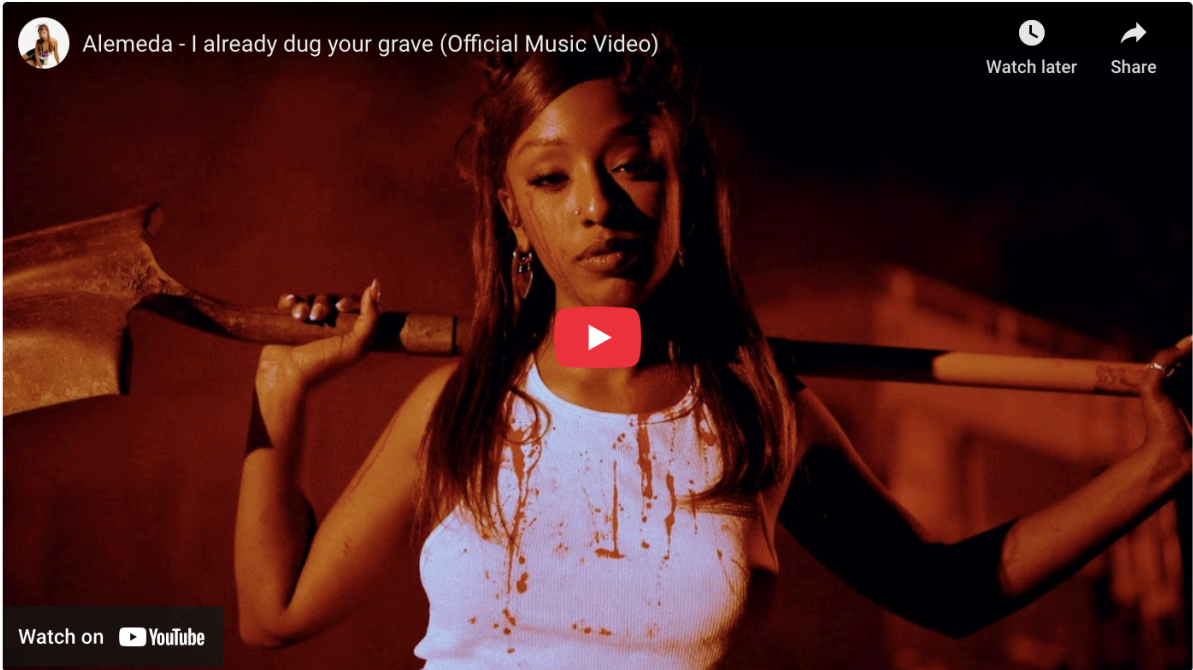
Top Dawg and team have taken a characteristically patient approach to Alemeda's musical evolution, releasing her eight-song debut, *FK IT*, in 2024 in partnership with **Warner**. In February, it was announced she'd be going on tour with pop iconoclast **Halsey**.


What's next? That remains to be seen. But given Alemeda's no-holds-barred approach and her label's track record, we expect the volume to go up.



Alemeda - I already dug your grave (Official Music Video)

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FK IT

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