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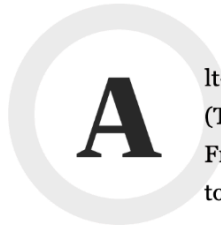
EXCLUSIVE 09/20/2024

TDE, Warner Records Sign Alt-Pop Singer Alemeda

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BY HERAN MAMO

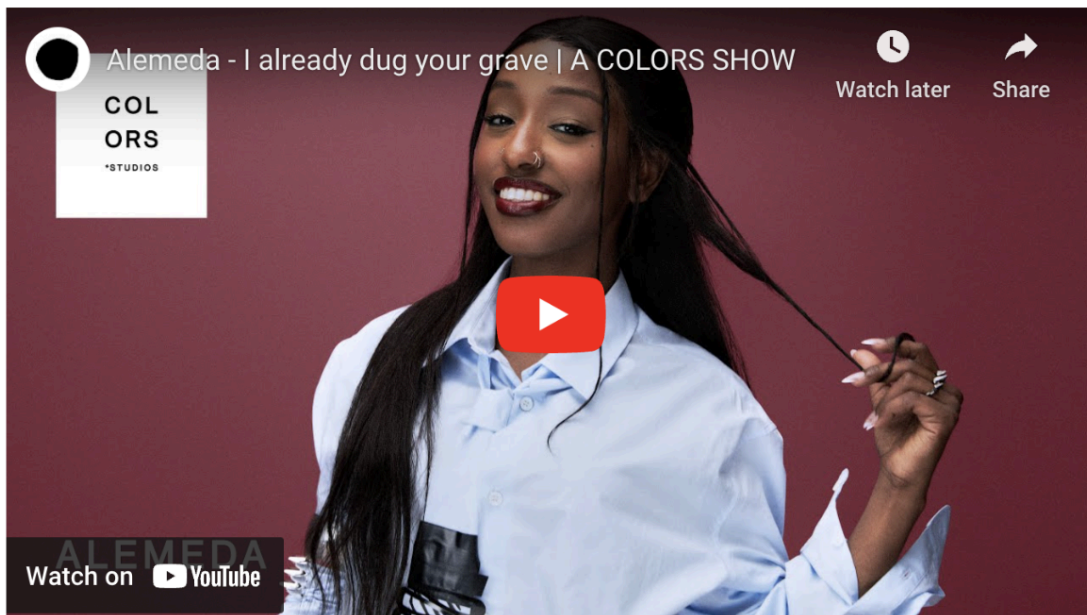




It-pop singer Alemeda has signed with Top Dawg Entertainment (TDE) and Warner Records, *Billboard* can exclusively announce Friday (Sept. 20). She becomes the third female act to be signed to TDE, following [SZA](#) and [Doechii](#).

“TDE placed trust and time in me to find my sound and develop as an artist at my own pace. I think to be signed to them means to be more than just an artist but to be a pivotal part of Black art and culture,” Alemeda said in a statement. “I’m honored to be the third woman ever signed to this historic roster of talented culture pavers. Warner also has a great understanding of who I am as an artist, and their historic success in the rock and pop genres makes me confident in our future together. I feel they were the right team to support my growth as an artist and I am excited for what is to come working with them alongside TDE.”

The news coincides with the release of the Ethiopian-Sudanese artist’s debut EP, *FK IT*. The 8-track project includes previously released singles like her viral 2021 debut [“Gonna Bleach My Eyebrows,”](#) [“Guy’s Girl”](#) and [“I hate your face.”](#) She also performed her latest single “I already dug your grave” on popular German performance series platform COLORSxSTUDIOS earlier this month. “This EP is the truest expression of who I am right now,” she adds. “It’s about letting go of what doesn’t serve me and embracing the chaos and beauty of being real, unapologetically.”



“One late night in December 2019, a few months before the pandemic, I was stuck in a rabbit hole scrolling Instagram when I happened to stumble across Alameda. She was going by Rahema Alameda at the time and was doing a cool little bop with the brightest smile to a song of hers that she hadn’t released. I immediately felt she was gonna be great,” said TDE co-president **Anthony “Moosa” Tiffith** in a statement. “After reaching out to her, I learned that she hadn’t put out any music yet or even recorded in a studio before, so I flew her out to Los Angeles to give her that opportunity. When she told me about her strict upbringing and how she moved from Ethiopia to Arizona, I knew she had a story to tell.”

Tiffith continues: “She’s been here for the last four years, staying focused as a student of music and developing her sound. For most managers that must sound like a long time, but artist development is the most important thing to me. It’s a blessing to work with an artist like Alemeda who shares that vision and is willing to do the work. I’m happy and beyond excited to announce her to Top Dawg Entertainment, and equally enthusiastic for our partnership with Warner!”

Warner is also excited to work alongside TDE for Alemeda. “She’s an electrifying artist with a unique voice and vision, and *FK IT* is just the beginning of what will be an extraordinary journey. Her ability to channel her personal experiences into raw, boundary-pushing music makes her a perfect fit for our roster,” said Warner Records co-chairman/CEO Aaron Bay-Schuck in a statement.

He adds, “[Warner Records co-chairman/COO] **Tom Corson**, [Warner Records executive vp/head of A&R] **Karen Kwak** and our entire team is thrilled to be joining forces with Top Dawg Entertainment to bring Alemeda’s innovative artistry to an even wider audience. Collaborating with TDE’s exceptional team only amplifies our excitement for this groundbreaking partnership.”

