

HEATING THINGS UP AHEAD OF ALEMEDA'S NEW EP *BUT
WHAT THE HELL DO I KNOW*
OUT NOVEMBER 7

ALEMEDA AND DOECHII THROW DOWN WITH NEW TRACK
"BEAT A BITCH UP"

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"Alemeda writes quippy rock bangers that her breathy voice makes sound deceptively gentle." -
Rolling Stone

"Alemeda: the alt-pop maverick putting East Africa on the map" - *NME*

"...pop-punk heart, Willow's R&B experimentation, Kelela's emotional depth and Olivia Rodrigo's
whip-smart criticism." - *Chicago Sun Times (from Lollapalooza 2025)*

October 10, 2025 (Los Angeles, CA) — Today, **Alemeda** releases "**Beat A Bitch Up**," bringing TDE labelmate **Doechii** into the fray for a fearless, high-voltage collaboration. Written entirely by **Alemeda** and **Doechii**, the two trade verses about the lengths they'll go to for the people they love - transforming protection into aggression, care into confrontation. It's an exploration of bonds that transcend romance, where platonic love becomes just as fierce and uncompromising as any other... because loyalty isn't cute, its lethal. Listen [HERE](#).

On the track, **Alemeda** shares "'**Beat A B!tch Up**" is about caring so deeply for someone that you'd do anything for them, even if they wouldn't do the same for you. Obviously, the title is not literal, it's more about how far I'd go to show up for people, even when it hurts me."

The music video, directed by **Omar Jones** (Doechii & JT - *Alter Ego*), was shot in San Pedro harbor and follows **Alemeda** and **Doechii** aboard a ship, running the show with an all-female band in tow. It's a world where women call the shots - and they look absolutely lethal doing it. Watch [HERE](#).

About the video, **Alemeda** shares "Filming the video was such an incredible experience. I'd never been on the back of a jet ski before (I was low key scared 'cause I can't swim) but I wanted to push myself to get the best shots possible. We even had a trained cat on set, per my request. **Doechii** looked stunning and brought such powerful energy - she gave me amazing direction throughout. And I am obsessed with the firework scene."

The single is the latest track from **Alemeda's** upcoming project, ***But What The Hell Do I Know*** (Nov 7, out via Top Dawg Entertainment/Warner Records) - a fearless collision of pop-punk energy, introspective lyricism, and genre-defying ambition. Growing up as the eldest daughter in an East African family, split between Ethiopia and Arizona, **Alemeda** learned loyalty, love, and life lessons the hard way - channeling all of it into her music. With **Doechii** and **Rachel Chinouriri** in her corner, literally and sonically, she transforms personal truths into anthems that punch, provoke, and resonate.

***But What The Hell Do I Know* Track list:**

1. 1-800-F**K-YOU
2. Beat A B!tch Up ft. Doechii
3. Chameleon ft. Rachel Chinouriri
4. Happy With You
5. I'm Over It
6. Losing Myself
7. Stupid Little Bitch

Pre-order *But What The Hell Do I Know* [HERE](#)



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Credit - Brianna Warren

ABOUT ALEMEDA:

Calling on her pop, rock, and indie sensibilities, this self-proclaimed "cat mom" creates music as a

form of self-expression and empowerment. She first turned heads with her 2021 UK garage single "Gonna Bleach My Eyebrows," which has over 14 million streams. Her 2024 debut EP *FK IT*, blends rock, lo-fi indie, and unflinching storytelling solidifying Alemeda as one of the most fearless artists in music. Known for her candid lyricism and creative production, Alemeda has earned critical acclaim and opening slots for Halsey and Rachel Chinouriri. As noted by Complex, "As a Black woman who proudly embraces alternative sensibilities, she's challenging stereotypes and creating space for more diverse representations in rock and alternative music... Alemeda is a rock star on the rise."

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