

IV4 DROPS HUSTLER ANTHEM “WORK 2 HARD”

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November 20, 2020 (Los Angeles, CA) – Today, Los Angeles-based singer/songwriter **IV4** releases the ultimate hustler’s anthem “**Work 2 Hard**,” out now on **The Wasted Youth/Warner Records**. With a focus on money, power, and respect, the track is a versatile shift in direction for the rising artist. “Work 2 Hard,” which arrives alongside a thrilling video, serves as the second single from the artist. Get it [HERE](#).

The 24-year-old artist’s direct lyrics on “Work 2 Hard” sound like a call-to-action, convincing us to hold tight to what we’ve earned. “*I worked too hard to get this guap, guap, guap, guap,*” IV4 reiterates over a chiming trap beat, made menacing by its low-pitched, devastating conclusion. In the video, directed by Austin McCracken, IV4 stars as an enchanting witch riding on her

broomstick through a fiery city. The subtly subversive songwriting and grandiose video seem designed to inspire anyone on their grind. Watch it [HERE](#).

“Work 2 Hard” is IV4’s second release since signing to Warner Records in October 2019. The new single follows up the dreamy, R&B explored “[Swimming](#)” featuring Trippie Redd, which has netted over 1 million [YouTube views](#). IV4 was discovered in 2018 after posting her first song, “[Because of Me](#),” produced by Smash David and SkipOnDaBeat, on social media and earning thousands of views.

Since then, IV4 moved from Harlem to Los Angeles to jumpstart her music career. In addition to her talents as a singer and songwriter, IV4 has also been tapped to be the face of major fashion campaigns. All signs point to 2020 being a breakout year for IV4 as she continues to bring her stormy emotions, unmistakable sense of cool, and unforgettable visuals to the world.



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ABOUT IV4

IV4 has a name for her exquisitely soulful, artful, and free-flowing genre of one: “alternative contemporary,” and that fits. The St. Louis-born, Los Angeles-based singer, songwriter, and model is undeniably of this ever-changing time, but she’s also always a couple steps to the side of the flow. Part of that is the way she flirts with pop, sidles up to R&B, and links arms with hip-hop, combining those familiar feels into a fresh take on the modern soundscape. Part of it is in the way she draws raw vulnerability and expression from the various flavors of rock she grew up on. But mostly, it’s that IV4 is a holistic artist whose entire presence—aural, visual, and beyond—is rich with emotional hues. Over production that both booms and soothes, she lays down a seductive

serenade that homes in on love's intricacies. Armed with hundreds of journals filled with poems and lyrics, and backed by the Blank Square Productions team, IV4 has shared a string of songs that puts the elasticity of her vocals and vibe on full display, from lustful 2018 breakthrough "Because of Me" (produced by Smash David and SkipOnDaBeat), to last year's trap&B bop "Shameless," to 2020's dreamy, Trippie Redd-assisted "Swimming." Swerves were a theme in her life since day one—she and her family were often on the move when she was a child—but so were hard work and creative expression. As a result, IV4 never stays in one pocket for long, and that's exactly why we won't look away from her for a second.

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