

**SAWEETIE AND JHENÉ AIKO DEBUT HOTLY-ANTICIPATED  
VIDEO FOR “BACK TO THE STREETS” ANTHEM**

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**SAWEETIE TO MAKE SPECIAL APPEARANCE ON *THE WENDY  
WILLIAMS SHOW* NOVEMBER 25TH**



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***PRETTY B\*TCH* MUSIC COMING SOON!**

**November 20, 2020 (Los Angeles, CA)** – Multi-platinum artist, queen of quarantine content, and global trendsetter, **Saweetie**, releases the video for her bold hit single “**Back to the Streets**” featuring GRAMMY®-nominated star **Jhené Aiko** on ICY/Warner Records. The Daniel Russell-directed visual finds Saweetie riding bikes through alleyways with friends and soon-to-be exes before lifting off to join Jhené on the set of a mystical photoshoot. It’s the 2020 girl power anthem the world’s been waiting for. In every scene, Saweetie reaffirms that she is—as she says in the song—the “best dressed” and the iciest boss. Get it [HERE](#).

On November 25, Saweetie will join *The Wendy Williams Show* on Fox to talk about the single and video for “Back To The Streets.” She’ll also discuss her forthcoming debut album ***Pretty B\*tch Music*** and more.

Co-produced by **Timbaland**, “Back to the Streets” is a breezy and bumping anthem with West Coast flavor. The shimmering piano, thumping drums, and deep bassline provide the perfect score for this anti “F” boy anthem. The nostalgic and fashion-forward video only underscores the track’s buoyant rhythms, cementing it as another Saweetie smash. Watch the video [HERE](#).

“Back to the Streets” is well on its way to attaining the sort of success Saweetie has become known for; back-to-back hits! The single debuted on *Billboard*’s Hot 100 chart, and it’s the #1 greatest gainer at radio this week. “Back to the Streets” comes on the heels of her gold-certified single “[Tap In](#),” which has generated 36 million video views and counting. Additionally, Saweetie is one of TikTok’s top artists with 12.5 million original videos featuring her music—a distinction backed by her half-billion YouTube views, and over 2 billion cumulative streams. She’s conquered quarantine WFH content, proving that every post can be viral. Along the way, Saweetie’s earned the praise of *Wall Street Journal*, *Pitchfork*, *Vogue*, *Rolling Stone*, *GQ*, *New York Times*, and more for her top-tier rhymes and irrepressible charisma.

While “Back to the Streets” quickly climbs the charts, the [Red Bulletin](#) cover star prepares for the release of her debut album, *Pretty B\*tch Music*. With production from **Danja**, **Lil John**, **Murda Beatz**, and more, *Pretty B\*tch Music* is the soundtrack to Saweetie’s inspiring movement, which encourages all women to define their own “pretty.” Her empowered meaning of B\*tch = Boss. Independent. Tough. CEO. Hyphy. “Back to the Streets” encompasses all of those attributes.



[DOWNLOAD PRESS PHOTO HERE \[CREDIT: BLAIR CALDWELL\]](#)

**ABOUT SAWEETIE:**

Flaunting nineties rhyme reverence, fashion-forward fire, and endless charisma, Saweetie—born Diamonté Harper—can go bar-for-bar with the best of ‘em, and fans and critics immediately recognized and responded to that. Within six months, she cracked 100 million cumulative streams, garnered a gold plaque, and earned the praise of *Billboard*, *The FADER*, and *Noisey* as *Los Angeles Times* pegged her as “one to watch.” Drawing on a passion for poetry and numerous years of rapping in the car, she turned her love for words into vivid verses during 2018 on the *High Maintenance* EP with her smash hit "ICY GRL" earning an RIAA platinum certification. What's more, 2019 saw the release of Saweetie's *ICY* EP, spawning double-platinum viral sensation "My Type" as well as a 2020 BET Awards nomination for "Best Female Hip Hop Artist."

As a businesswoman, she launched her sold-out ICY jewelry line and partnered with PrettyLittleThing for a 50-piece capsule collection. Meanwhile, everyone from David Guetta to Dua Lipa to Wiz Khalifa to G-Eazy has enlisted her for guest spots. A true fashionista, she has graced the cover of *Maxim* and *Wonderland*, in addition to appearing in *C.R. Fashion Book*, *Interview*, *Vogue*, and *Harper's Bazaar*.

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