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September 17, 2020

**19.68M Online**

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BUSINESS

## The Deals: Milk & Honey Sweet on 'Savage' Producer, Warner Records Signs 'The Voice UK' Breakout

By Chris Eggertsen  
9/17/2020



<https://www.billt>



Warner Records  
Donel

**Donel**, star of *The Voice UK*, has signed a recording deal with **Warner Records** and a publishing deal with **Sony/ATV**. Both agreements are joint ventures with **Max Gousse's Artistry Records**.

After appearing on *The Voice UK* at age 16, Donel was invited by **Prince Harry** to perform at **Queen Elizabeth II's** 92nd birthday at The Royal Albert Hall. He later wrote and released his debut single, "Bang Like a Drum," via Polydor Records. He currently boasts over 1 million followers combined on social media and has received over 16 million likes on TikTok.

Raised in Zimbabwe, Donel's music combines afrobeat with modern pop and R&B and weaves his native Ndebele language into his lyrics. He has already collaborated with **MNEK**, Guilty Beatz and **Pip Kembo**, among others, and also caught the attention of **Major Lazer** and Nigerian singer-songwriter **Mr Eazi**, who included Donel's single "Wish You Well" in his African incubator program emPAWA.

Donel is currently working on his debut EP and has a single planned for release later this year.