

TOIAN DEBUTS CUFFING SEASON ANTHEM “DRIVING ME CRAZY”

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September 24, 2021 (Los Angeles, CA) – The Miami-based, Jamaica-born dancehall-pop artist **Toian** bursts out with a sensual single and video debut, “**Driving Me Crazy**,” on **Warner Records**. A fiery first offering from the Caribbean fairy fusing sultry, lovestruck R&B with swirling pop, “**Driving Me Crazy**” increases the heat as summer draws to a close and “cuffing season” begins. Full of colorful looks and memorable choreography, the visual takes the track’s boldness one step further. Listen to “**Driving Me Crazy**” [HERE](#) and watch the video [HERE](#).

After spending some time focusing on genre-bending collaborations, “**Driving Me Crazy**” finds **Toian** returning to her solo work with a sound and a voice more refined than ever before. On the single, **Toian** channels dejection into flirtatious lyrics, playfully taking back the reins in a relationship. “*I can tell you know what you’re doing,*” she sings. “*Come put your key in my ignition / Hundred twenty miles and we ain’t planning to slow down.*” Throughout the track, she meditates on fast-paced romance and late-night encounters in an ode to a lover who knows how to push her buttons. The video captures this carefree, vivacious energy, flitting between steamier scenes with her loverboy, played by singer/songwriter **Masego**, and **Toian** dancing with her friends. Self-assured, the clip echoes the smooth infectiousness of the song.

“Toian’s pen game is what shined to me when I first met her, then us getting along so fast made it easy to create music. I wish her artist journey the best, and that when people hear her story, it resonates like it did with me,” said **Masego**.

“the rising star is the definition of a storyteller, with the ability to sing, songwrite, produce, and overall create.” — **FLAUNT Magazine**



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CREDIT: AMBER AISHA

ABOUT TOIAN:

Toian's a storyteller who's already a fixture on the international scene, making a mark in the Caribbean, and United States. The Miami-based, Jamaica-born singer, songwriter, and producer meditates on heartbreak, dysfunction, and the process of moving forward, though her focus has always been on the emotions and narratives of her songs first. From singing tales of fatalistic romance to detailing her journey towards perseverance and positivity, Toian wants to speak to her listeners directly, especially young women who face the same challenges she has, to develop a more intimate relationship with them.

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