



LOJAY

EPK

BIO

Born and raised in Lagos, LOJAY is the fast-rising singer, songwriter and producer who has become an Afro Fusion mainstay thanks to his unique tone and lyrical delivery.

With a musical style largely indicative of his Yoruba roots and the voice to match, Lojay, born Lekan Osifeso Jr, began creating music as a means of escaping reality and suppressing anxiety. Music allowed him to create beautiful fantasies in his mind, exploring a concept of wellness not just for himself but for his listeners.

In 2016 he released his first solo project “Midnight Vibes” which was a curious collection of his promising ability as a singer. His first official hit came in 2019 with “Ariel” which he worked on with Grammy Award winning producer, Telz. The song portrayed Lojay’s sound in its true element and officially introduced his musical style.

In 2021, Lojay teamed up with the reigning king of Afrobeats production, Sarz, releasing a joint EP ‘LV N ATTN’.

On 4th June 2021 released a joint studio EP with Sarz titled, “LV N ATTN” an alteration of the phrase “Love and Attention”. On the 5—track EP, Lojay flourishes on several sounds like Electro, Dancehall, RnB, and Amapiano all properly and skillfully blended with the Afrobeats genre of music.

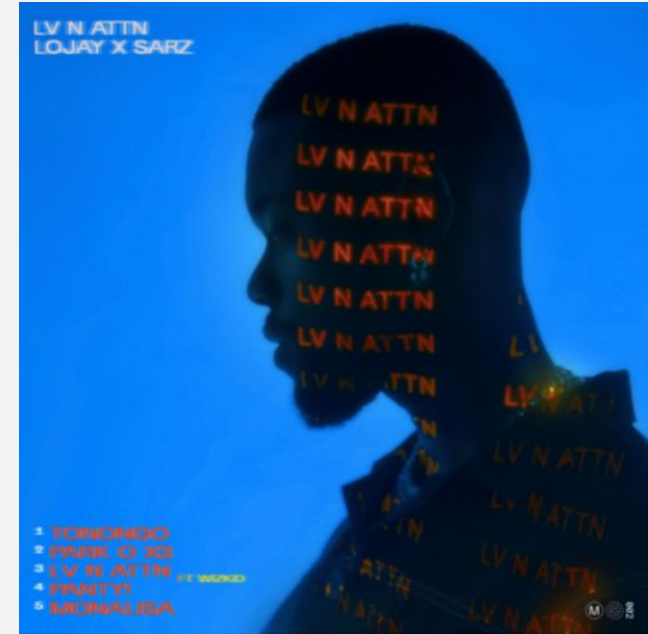
The EP created with a dark & moody palette that excels on the depth of Lojay’s emotive songwriting & Sarz’s ear-piercing production hit the No1. top album on the Apple Music charts.

[Tolongo](#), the first song off the EP debuted in **MONTH** and quickly became a smash hit that was received Globally, charting in Ghana, **Liberia, Uganda, Benin and Cameroon.**

The last song on the EP “Monalisa” became the biggest track off the project and to further mark its success, Lojay dropped [the video](#) to smash hit which has gathered over 10million views.

LV N ATTN boasts of only one feature by Africa’s biggest Artist, Wizkid.

THE EP - LV n ATTN



Lojay earns his breakout moment with effortless command, a benchmark performance fitting for his introduction to a wide audience. - **Native Magazine**

"Tonongo," one of the stronger afrobeats singles of 2021, came out back in May courtesy of Lojay and producer Sarz. The subtly sultry song primed the singer's riveting debut EP, LVN ATT'N. - **Okay Africa**

SARZ AND LOJAY: The Production innovator and his latest collaborator - Culture Custodian

His sound is a perfect mixture of seductive melodies and vocals that leave the listener craving for more. He has mastered the art of expressing genuine everyday feelings by using catchy phrases and concepts that strike a chord with his audience - **rain.**

His voice is commanding yet subtle. It is demanding yet patient. Little surprise it had many wondering the identity of the artist behind the voice. And when Lojay graced the screen it was majestic. He displayed a style and mastery in front of the camera that suggests he has always been ready for the big stage. In the space of months. Lojay went from relative obscurity to stardom that earned him two top 20 songs on the TurnTable Top 50, numerous fans, and a dream performance at O2 Arena in London. - **Turntable Charts**

Lojay's stance is far from a diatribe against the concept of genres. Instead, it is reflective of self-assuredness that comes from years of self-discovery and rediscovery. - **Nataal**





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