

Kreayshawn Signs With Columbia Records



(June 8, 2011 – New York, NY) East Oakland native, visual artist, swag assassin, and undercat Kreayshawn (Kray-shawn) has officially signed with Columbia Records, a division of Sony Music Entertainment. The 21 year-old will release “Gucci Gucci” via digital retailers on Tuesday, June 14th and prepare her forthcoming full-length debut album, due later this year.

Described by GQ Magazine as a “loveable oddball,” Kreayshawn says of the new partnership, “I’m excited to work with my new Columbia family. They understand my vision and are going to let me continue everything I’ve been doing. My hope is to inspire others to be young, wild, and free.”

Released in mid-May, Kreayshawn’s song “Gucci Gucci” became an instant viral hit, garnering over 200,000 views within the first 48 hours and over 2 million views just two weeks later. Within days of its premiere on The FADER.com, the song gained support from radio stations nationwide and publications worldwide such as MTV, LA Weekly, The Guardian, and Dazed & Confused Magazine. Over cat meows, a deep warbling dubstep bassline and eerie, whistling synths, Kreayshawn advocates individualism in lieu of brand name obsession. With a hook so catchy that even disbelievers hate themselves for loving it, Kreayshawn declares, “Gucci Gucci, Louis Louis, Fendi Fendi, Prada / the basic bitches wear that shit so I don’t even bother.” The video features her wearing glittery, oversized pink mouse ears as a headband and rapping in front of designer boutiques on Rodeo Drive in Beverly Hills with fellow White Girl Mob member, stylist and DJ L1L D3BB13.

Kreayshawn first made a name for herself directing videos for

fellow Bay Area native Lil B, DB The General, and Soulja Boy. While Kreayshawn hopes to lead the future generation of Girl Gang, she's currently prepping her forthcoming album, as "Gucci Gucci" makes its way to video and radio rotations and digital retailers worldwide.

[youtube]6WJFjXtHcy4[/youtube]

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