

Soulful Crooner J. Poww Resuscitates R&B with Babyface “Whip Appeal” Cover Drops New Album “I Did It My Way”



February, the month of love, is providing the perfect backdrop for soulful R&B romancer J. Poww's scorching new album release, *I Did It My Way* on Power Moves Records. A sizzling collection of 10 soul-drenched covers, Poww is resuscitating R&B, infusing his seductive seasoning to an incredible tapestry of legendary songs. With "I Did It My Way," the Detroit sensation reignites our most cherished musical

memories, offering a lyrical library that includes Babyface's "Whip Appeal," Freddie Jackson's "Rock Me Tonight," Christopher Cross's "Sailing," and Bobby Caldwell's "What You Won't Do For Love."

Poww is no newcomer to the game and more than equipped to tackle such a catalogue. He was the lead singer and songwriter for his group U.N.V. on Madonna's Maverick label. As the label's first signed artists, they seared the '90's scene with top hits, including the #1 Billboard chart topper, "Something's Goin On," and "Straight from My Heart."

With *I Did It My Way* J. Poww pays sweet and reverent homage to a sentimental treasure chest of R&B favorites. Assisting him in this momentous endeavor are Grammy Award-winning producer Christopher Bivins, aka Buddafly Wolf, heralded for his work with Chris Brown, Tank, and Kehlani, with engineering by Grammy Award-winning Jezreel Santos, whose projects include soulful crooners Kem, Gregory Porter, and Mali Music. Derek Dollah Jones of Huxl Republic Films directed the "Whip Appeal" video project. Together, the team elevated *I Did It My Way* beyond basic covers, adding new school production sensibilities.

"So many of us reminisce fondly about the '90's. The music from back then was the soundtrack to many of our lives. I'm honored that UNV had a prized moment in that history. With *I Did It My Way*, I wanted to return R&B lovers to the flavor of those days but add a modern vibe to it. With this project, literally every single track was already a hit, many Grammy nominated or Grammy winning. But my intention was to also engage a new generation of listeners and invite them to put some respect on the music that more than likely got them here, lol," expressed J. Poww.

"Take, for instance, Babyface's recent red-carpet mishap at the Grammy's. The younger generation often doesn't realize the musical legacies that were laid before them. I am honored that

each original artist on my project, including Babyface, gave me their nod of approval on each song I covered!"



I Did It My Way is a luxurious selection of songs and videos, offering the opportunity to make every month a month of love. In addition to Babyface's "Whip Appeal," "Rock Me Tonight," "Sailing," and "What You Won't Do For Love," the classic container also includes UNV's own "Somethings Goin On Again," "Sunshine," "I Been Searching," "It Never Rains in Southern California," "Just Not The Same Anymore," "Millions Didn't Make It," and "You Can't Stop the Rain."