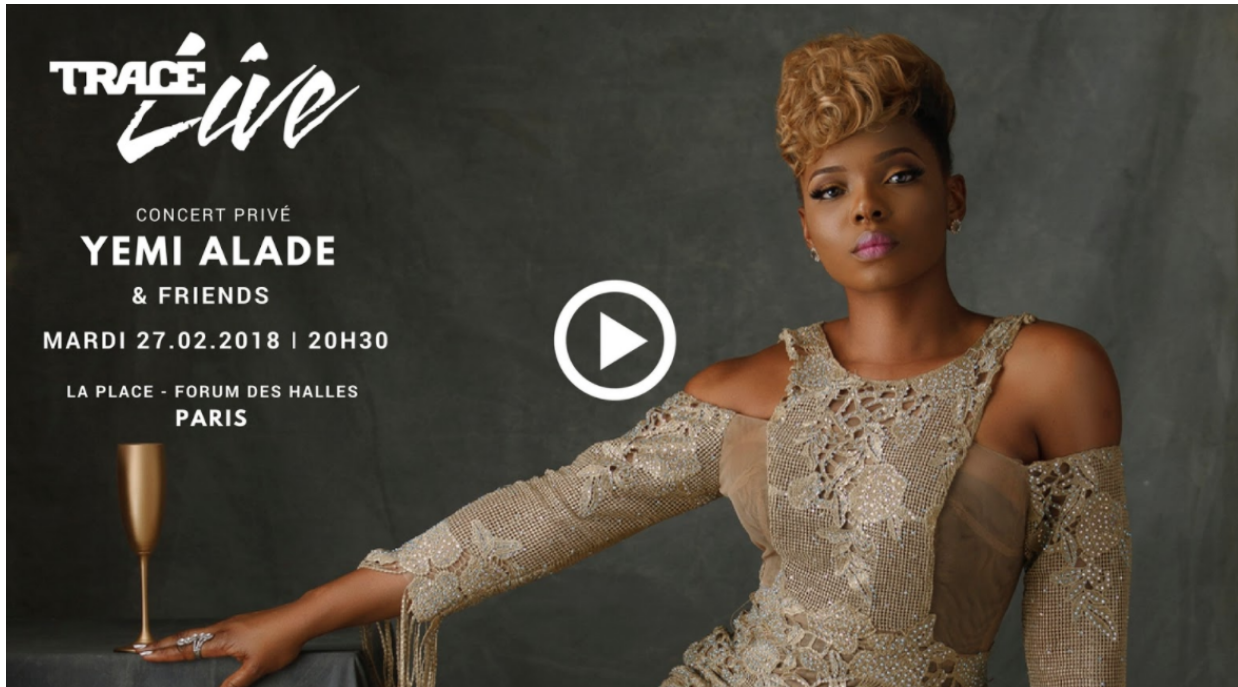


## MEETING WITH THE QUEEN OF THE AFROPOP MUSIC INVITATION TO THE PRIVATE CONCERT OF YEMI ALADE



**WHERE IS JOHNNY?** Great look, a strong sense of humor, an unbelievable hair creativity, a fashion style of her very own, **YEMI ALADE is an ambassadress of the best of Nigerian music.** Award for the Best Female Interpreter, Best International African Artist, the young singer has quickly turned into a worldwide and emblematic figure of Afro pop Music. The song *Johnny* - a joyful, melodious and heady declaration to a fiancé who slips through her fingers - made its way to the top of the charts in several African countries and also in the United Kingdom. In 2016 *Mama Africa: Diary of an African Woman*, was the 4th album most listened on iTunes World album. Then, in December 2017, Yemi released *Black Magic*, magic.

**THE QUEEN OF THE AFROPOP - YEMI ALADE resembles her music: hectic, cheeky and powerful. Influenced by hip hop, R'nB and Ragga. She smashes the established outline to reconcile all Afro trends and restore the essence of Naija Music** (Nigerian music). When she doesn't perform her rhythmic and cheerful chant, she praises the merits of Nigeria, *makes fun of our ignorance* of the African continent with perspicacity, advocates rationality when it comes to conflict between religions. **In turns called the Yoruba Igbo Girl** (referring to her double ethnic background) **or African Trendsetter**, YEMI is a committed woman. France-loving, the artist loves the Parisian scene.

**INVITATION TO A VERY PRIVATE CONCERT** - TRACE *Live* is a show filmed and live *-streamed*. The same format was organized last June with WYCLEF JEAN and his guests. **This Tuesday, February 27, 2018, it's YEMI ALADE & FRIENDS who will be in the spotlight.**

**ABOUT TRACE:** TRACE is the first brand and multi-media group 100% dedicated to Afro-urban music and entertainment. TRACE is present in more than 160 countries with more than 200 million fans.

**PRESS CONTACT:** Sophie VOUTEAU - svouteau@trace.tv - + 33 (0)1 77 68 05 22

**USEFUL INFORMATIONS:** Yemi Alade will be in Paris from 26.02.18 to 10.03.18. For any itw / meeting request, contact the TRACE Press Office. A (slight) snack is planned for all our guests. Thank you very much for reserving your place.