

## **Floewe**

Fikile Dhladhla

### **Introduction**

Floewe is expressive, emotionally honest, optimistic, inspirational; a singer-songwriter who celebrates her talent and uses the spotlight to advocate for awareness of social issues, especially those affecting women. Intuitive and emotive, she has the special quality of making her audience feel what she feels when she sings.

Bringing together Soul, RnB and Jazz, Floewe is deeply rooted in African music, inflected with the township sounds she grew up on. Fluently switching between siSwati and English, her joy in her music is palpable. She is genuine, unafraid to be vulnerable, free-spirited. When she sings, life is real, love is real, failing is real, winning is real.

### **Artist Statement**

Floewe is a conscious, passionate artist who wants her songs to be celebrated for the thought-provoking and inspirational messages she creates.

She feels that women need more representation, need to tell their own stories and be non-apologetic about it. She says of women: “we go through a lot and our voices are not heard enough, and half the time we are afraid to speak about how we are subjected to a lot of things but we decide to be silent about them.”

She addressed gender-based violence in her first album, asking herself what would become of a society that allowed gender-based violence to continue. Yet, there is always hope in her messages:

“Gender-based violence really spoke to me as a woman because we have always been regarded as weaker. Yet, if you look at women today - in the corporate sector, in all these male-dominated industries - we thrive, we shine. I feel the coin has flipped and I personally feel that we need to celebrate this more, through our music. That’s what really encourages me and inspires me to sing.”

### **Music**

Floewe’s singing is exciting and breath-taking. Blessed with a phenomenal voice and noted for her captivating vocal improvisations, this gifted singer-songwriter has a unique ability to touch the heart with her emotional authenticity.

Although most often described as an Afro-Soul singer, Floewe blends genres, incorporating Jazz, and, with her latest album, elements of Urban, RnB and a touch of Latin – all firmly grounded in African beats.

Singing in siSwati, English and a mix of both, she enjoys the versatility of sounds that the different languages afford her.

She sings about everyday life, what she observes: “Nobody’s perfect. You can never get everything right and we need to accept that, but we don’t have to go through stuff on our own. Even now, when I write songs, I’m still speaking messages of hope to myself!”

While her debut album ‘Mayibuye’ was young and unafraid, her latest album is a more sophisticated affair; more conscious, humanitarian and emotive, exploring societal issues with warm, smooth vocals cocooned in silky melodies.

### **Back story:**

Floewe was raised by her grandmother, a retired teacher, in an urban township until she was 11, and then went to live with her father. An independent woman and entrepreneur, her grandmother had a big influence on Floewe. She was also a church chorister and encouraged Floewe to sing from a very young age. As a child, Floewe always dreamed big: “I would get my friends to make microphones out of sticks and be my back-up singers! I would imagine myself singing for big, big audiences.” She wrote songs in school, but it was only when she won a trophy for her school at the age of 16 that Floewe gained confidence in her ability to become a singer.

### **Causes**

With a music career that spans over a decade, Floewe has used the spotlight to address societal issues such as gender-based violence and women’s empowerment. She has partnered with New Life on ‘Donate a Pad’ campaign to schools, assisting young girls who cannot afford sanitary pads to stay in school. Floewe is also very interested in the preservation of indigenous instruments and their history.

### **Highlights and Achievements:**

#### **Performances**

Headlined the Standard Bank Lujun Food & Lifestyle Festival in 2018

Headlined the MTN Bushfire Music Festival, in collaboration with the all-female Grammy Award-winning African-American a cappella group Sweet Honey in the Rock, 2017

Headlined the AZGO Festival in Moçambique, 2014

#### **Accolades**

Winner, Afro-Soul Artist of the Year, National Arts and Culture Awards 2015

Winner, Album of the Year, NACA Awards 2015

Nominated for Female Artist of the Year, MTN SWAMA Awards 2017

#### **Albums and airplay**

She dropped her 12-track debut album, titled 'Mayibuye' (the title-track), a body defining her musical journey, in 2014. The tracks 'Lomatsemba' and 'Moya' topped local charts and received airplay at South African radio stations such as Khaya FM and Rise FM.

### **Collaborations**

Various artists in Africa and abroad have also featured Floewe in 5 albums. She has worked with renowned international artists, such as Afro-jazz singer Siphokazi Mazaqana (RSA), Selaelo Selota (RSA), pianist Yonela Mnana (RSA), and Hip-Hop artist Toni Blackman (USA).

### **What to watch out for now**

Her latest single 'Ungakhali' is out ! Catch it on Spotify, Apple Music, Amazon, and Qobuz!

Floewe is releasing a new album in 30 April 2021. Incorporating RnB, Urban Afro and a touch of Afro-Latin, this emotive album has a more mature, sophisticated sound and marks Floewe's next big step in her musical journey. Watch out for it on all digital platforms: Deezer, CD Baby, Amazon, Play Store, iTunes, Spotify, and more!

### **Contacts**

Mosoul Media:

email: [bookings@mosoulmedia.com](mailto:bookings@mosoulmedia.com),

Tel: +268 7602 1920

Facebook: Miss Floewe

Twitter: @MissFloewe

Instagram: missfloewe

<https://youtu.be/CgmF5ctL874>