

Curry

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EPK



Cuppy

Cuppy, who was born Florence Ifeoluwa Otedola in 1992, grew up in Lagos. Moving to London at 13, while attending boarding school, Cuppy's parents gifted the precocious teenager an iPod. She filled it with Nigerian music so she could always keep a part of home. Cuppy learnt how to DJ purely from observation.

She has been chasing her calling ever since. She does this on the decks as a DJ, in boardrooms as a music businesswoman and even behind the mic as a producer and vocalist.

In 2014, Cuppy graduated with a degree in business and economics from King's College London. She had already started DJing as a teenager and built a reputation as one of the foremost DJs in Africa when, also in 2014, Cuppy was selected as a DJ at the MTV Africa Music Awards.

That was followed by her first compilation, The House of Cuppy, where she produced EDM-esque remixes of songs by leading afropop artists. Soon came The House of Cuppy II, which took on a more afro-house slant. Endearing her pan-African brand to the continent beyond Nigeria, Cuppy went on the Cuppy Takes Africa Tour a year later. The tour was filmed and a documentary series of the same name aired on Fox Life.

Cuppy balanced the club and curricula effortlessly and earned a Music Business Masters Degree from New York University while interning at Jay-Z's Roc Nation imprint in 2015. That year, she appeared as the resident DJ on MTV2's Uncommon Sense with Charlamagne tha God. She co-produced songs like 'Green Light' with artist and producer Tekno. In 2018, she collaborated with Kwesi Arthur on 'Abena' and the sweet single, 'Gelato', featuring Zlatan Ibile was released in 2019.

Her excellence transcends music. Cuppy is a Global Citizen and Save the Children ambassador and the welfare of young people is close to her heart. She started The Cuppy Foundation in 2018 and the Foundation's Cuppy Gold Gala raised \$17 million to help displaced children across Nigeria. In 2020, Cuppy was inducted into the Forbes Magazine's 30 under 30 class. In 2021 she will be attending the prestigious Oxford University to study a Masters of Science in African Studies.

A philanthropist and a stylist, this pink-haired muso believes it's important for young people to go on the wild side and step out of the cages of their comfort.

MUSIC RELEASES

- Original Copy (Album) - 2020
- Gelato (Cuppy Ft Zlatan) - 2019
- Abena (Cuppy Ft Kwesi Arthur, Shaydee & Ceeza Milli) - 2019
- Werk (Cuppy Ft Skuki) - 2018
- Currency (Cuppy Ft .L.A.X.) - 2018
- Vybe (Cuppy Ft Sarkodie) - 2018
- Green Light (Cuppy & Tekno) - 2017

CONTRIBUTIONS

- Host - Apple Music Radio "Africa Now" - 2020
- Host - Cactus On The Roof Party Series - 2017 - Present
- Ambassador - Pepsi - 2017 - Present
- Ambassador - Tiger Beer - 2019 - Present
- 'IT GIRL' Ambassador - Maybelline - 2019
- Ambassador - Samsung - 2019
- Host - BET Awards Red Carpet - 2019
- Ambassador - Save The Children - 2019
- Ambassador - Global Citizen - 2019
- Founder - Cuppy Foundation - 2018
- Winner - New York University Artistic Alumni Achievement Award - 2017
- Appearance - Fox Africa TV Show "Cuppy Takes Africa" - 2016
- Ambassador - Nigerian Ministry of Tourism and Culture - 2015

NOTEABLE PERFORMANCES

- Wingstop Birmingham Opening - August 2021
- Lux Afrique Polo Day - July 2021
- DLT Brunch - July 2021
- Music for Mustard Seed, Virtual - May 2021
- North Eastern University, Virtual - Feb 2021
- Cuppy Foundation Gold Dust Conference - Feb 2021
- Pepsi Turn Up Friday; DSTV - Dec 2020
- Shein Live Set; Virtual - Nov 2020
- Serato Fest; Virtual - Oct 2020
- First On Soundcloud; Virtual - Sept 2020
- Celebrating Freedom, 300 Ent; Virtual - June 2020
- Shein Live Set; Virtual - June 2020
- Roots Africa Day; Virtual - May 2020
- Pretty Little Thing Live Set; Virtual - Apr 2020
- Trillerfest; Virtual - Apr 2020
- Global Citizen & World Health Organization, Together At Home; Virtual - Mar 2020
- Netflix, Queen Sono Premiere; Johannesburg, South Africa - Mar 2020
- Soweto NYE; Johannesburg, South Africa - Jan 2020
- Flytime Festival, Megan Thee Stallion; Lagos, Nigeria - Dec 2019
- Cardi B, Livespot Festival; Lagos, Nigeria - Dec 2019
- White; Dubai, UAE - Nov 2019
- Felabration Concert; Lagos, Nigeria - Oct 2019
- Global Citizen Anniversary; New York, US - Sept 2019
- Rampage, Notting Hill Carnival; London, UK - Aug 2019
- Toyroom Club; Mykonos, Greece - Aug 2019
- Bvlgari Cinemania Pop Up; Selfridges; London, UK - July 2019
- BET Awards Nominees Party; Los Angeles, US - July 2019
- Strawberries & Cream Festival; London, UK - Jun 2019
- Birmingham Pride Festival; Birmingham, UK - May 2019
- L'arc Club; Paris, France - Jan 2019
- Britain's Got More Talent; London, UK - Jun 2018
- P&G Global Citizen Launch; Brussels, Belgium - Jun 2018
- Amref Health Africa, Art Ball; New York, US - Apr 2018
- Presidential Inauguration Ball for Ghanaian President - Jan 2017
- Elton John Aids Foundation Gala; London, UK - Dec 2016
- SXSW Festival; Austin, Texas - Mar 2016
- Presidential Inauguration Ball for Nigerian President - May 2015



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7.6M



3.5M



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