

LLOYD

Multi-platinum R&B singer-songwriter Lloyd made a spectacular comeback — after a five year hiatus — with 2016's *Tru - EP*, helmed by his heartfelt RIAA Certified Platinum single of the same name, which *Billboard* called "the most introspective and honest material he's ever presented." The single charted Top 20 on urban radio and has more than 100 million cumulative streams, while the official music video is currently sitting atop over 100 million views on YouTube.

Lloyd first saw huge success with 2007's *Street Love*. The Certified Gold sophomore album debuted at No. 2 on the Billboard 200 Chart, propelled by the massive hits "You" and "Get It Shawty." Over the past decade-plus, Lloyd's voice has graced countless chart-topping smashes, including "Southside" (feat. Ashanti) and Young Money's "BedRock," among others.


Lloyd released his highly anticipated *TRU - LP* mid-2018, anchored by the sultry first single "Caramel." It was immediately praised by *The FADER* as "a rocky uptempo jam laced with plenty of harmony and Lloyd's signature baby-soft vocals." Shortly after, Lloyd hit the road for the Billboard-nominated *Millennium Tour*, billed alongside other early-2000s favorites.


The multitalented artist has also graced television screens with the season three premiere episode of TVOne's *Unsung*. He also appears in the network's original biopic, *The Bobby Debarge Story*. Though a second Millennium Tour run was cut short amid the pandemic, Lloyd kept busy with two releases: "Slow Wine Bass Line" with the legendary Teddy Riley, and "They Don't Care," a powerful response to current events. Now, he's back in the studio preparing for the release of his next project and looks forward to sharing it with the world soon.


INSTAGRAM: @CURLYHEADEDBLACKBOY

TWITTER: @LLOYD_YG


SOCIAL

 378K+ FOLLOWERS

 737K+ FOLLOWERS

 2.3M FOLLOWERS

 2.4M FOLLOWERS

 1.12M SUBSCRIBERS



"They Don't Care"

EMPIRE'S VOICES FOR CHANGE



"Slow Wine Bass Line"

FEAT. TEDDY RILEY



"Tru"

177M+ VIEWS



FOR BOOKING, CONTACT
booking@dayafterdaymusic.com