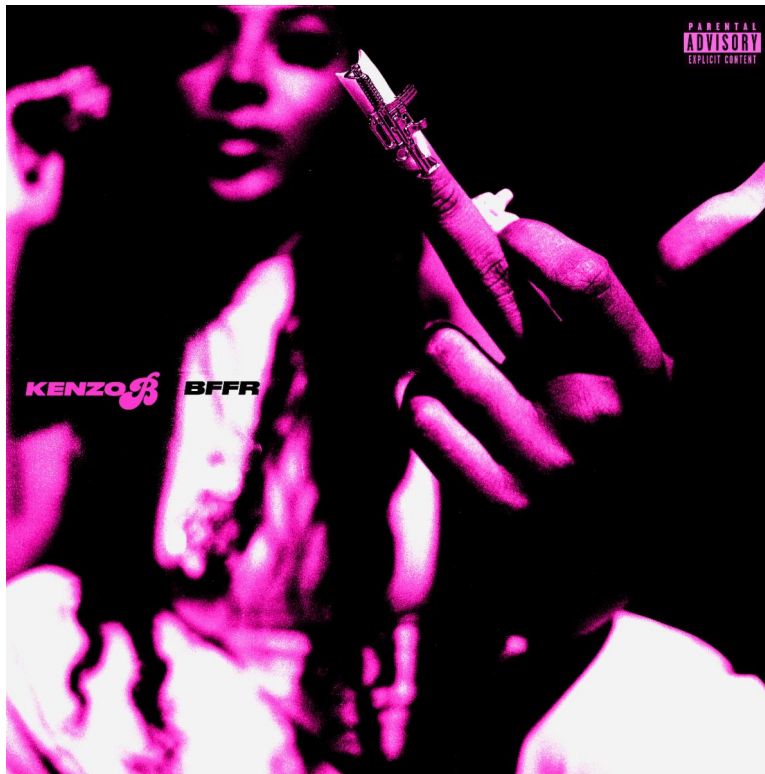


## KENZO B DROPS ENERGETIC NEW SINGLE “BFFR” ON COKE BOYS / WARNER RECORDS

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*"her songs have made her a distinctive figure in Bronx drill."* - **The FADER**

*"Kenzo B sets her cruise control way above the speed limit."* - **Pitchfork**

*"Kenzo B may be new to rap, but she has already earned the respect of industry peers"* - **VULTURE**

**June 2, 2023 (Los Angeles, CA)**— Today, **Kenzo B**, one of the leading voices in New York’s drill scene, releases her latest single, “**BFFR**.” Listen [HERE](#) via **Coke Boys/Warner Records**. The song is an uncontrollable ball of energy, further proof of how uncontainable the **Kenzo B** phenomenon is.

Though well-known as one of drill music’s most promising young voices, on “**BFFR**” **Kenzo** leaves behind that scene’s larger-than-life menace and maximalist beats for something lean, buoyant, and positively relentless. It would be easy to place “**BFFR**” in any number of lineages—you could say its tempo was ratcheted up by the exploding club rap scenes in the Tristate and elsewhere, or that its taunt of a hook makes it seem like it was beamed in from the late ‘80s—but the fact remains: even when stripped down to its core elements, **Kenzo**’s music is unmistakable. “*Don’t gotta be in the room,*” she raps toward the song’s end, “*my name could get it shaking.*”

“**BFFR**” arrives in the wake of her 2022 debut mixtape, *Top Dawg*, anchored by the single “[Hood Love Story](#).” To date, **Kenzo B** has attracted critical acclaim from [Pitchfork](#), [HotNewHipHop](#), [Vulture](#), [OkayPlayer](#), and [FADER](#). More recently, she dropped the scorching single “[DeadGame](#),” which warned of her willingness to get “*deeper than music.*” With “**BFFR**,” **Kenzo** reconfirms her status of one of the hottest MCs in New York—and on the planet.



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Credit - @fyeimages

#### **ABOUT KENZO B:**

For Kenzo B, rap is a family business, but it's also a cutthroat competition. The 18-year-old native of the Bronx, who has quickly become one of the most magnetic voices in New York's vibrant drill music scene, honed her skills at home, where she vied with her brother, Bando, to see who could write the better verse to any number of borrowed beats. This spirit of rivalry continued when Kenzo took on the world. Her vocal adaptability and dogged attention to detail—not to mention the charisma that practically drips off of her—have not only made her one of the most instantly inimitable MCs in drill but have allowed her to navigate the traditionally male-dominated genre with ease. While she was still in high school, Kenzo released songs like the Dick Dale-sampling “Bump It” and the critically acclaimed “The Realest,” which were equal parts menacing and free-spirited, marked by raw energy and tonal sophistication the likes of which often elude artists twice her age. As she gears up to release a flurry of new singles—including the piercing, furious “No Tweakin” and the scorching track “Sanctioned”—as well as her debut project on Warner Records, Kenzo has continued to hone her rapid-fire flows and expand her songwriting repertoire. That's all while remembering that, in an era where social media can pull listeners' attention in a thousand different directions, the best way to make yourself stand out in rap is still to go harder than everyone else around you.

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