

## FRESCO TREY EMBRACES THE POWER OF PIVOTING ON NEW *DETOUR* EP

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*“... a chill, short and sweet tune blessed with Trey’s typical swagger and charisma”*  
– LA Weekly

*“Trey is one of the most exciting new artists in hip-hop”*  
– IMPRINT

**November 10, 2023 (Los Angeles, CA)**– Memphis upstart **Fresco Trey** is well on his way to transitioning from a local star to global success story thanks to his expressive lyricism. Continuing his red-hot momentum, today, the buzzing rap phenom shares a new EP titled *Detour*. Listen [HERE](#) via **Warner Records**.

On his latest offering, **Trey** cuts out loneliness and desperation, turning a new leaf and applying change in all aspects of his life. *Detour* is a seven song observation of him looking inward, on an individual level. As he reflects on his come-up, Trey’s internal compass has guided him down a path of self-discovery.

More than anything, there’s a new change in direction for **Fresco Trey**. *“To me, life is full of ‘Detour’ and not all detours are bad,”* he explains. *“Everyone thought I was going to play ball, I detoured. This project is a representation of me on a detour again – from making sad music to happy music. We must learn to embrace the detours with enthusiasm and optimism.”*

Traversing previous lanes, **Trey** embraces the power of pivoting on *Detour* with an enhanced sense of intuition. The EP opens up with **“Shooting Star,”** which pins the multihyphenate’s velvety vocals against inspirational motifs. Next up is the empowering **“Bad Bitches.”** Then, Trey showcases a more upbeat, vulnerable side to his musicality on **“I Like”** The *Rolling Stone* approved **“Not No Mo”** channels a fluid feel that compliments his drawn-out vocals. From there, Trey explores the complexity of his feelings towards a love interest by collaborating with his contemporaries. **“Passenger Princess”** calls on labelmate **NLE Choppa** while the pop-tinged **“Got U”** recruits charlieonnafriday. The closing track, **“As Long As U With Më** slows down the pace and bookends

his sonic journey perfectly.

As **Trey** continues to carve out a lane for his relatable songwriting that carries a true-to-life feel, his impact on culture branches beyond the music. Over the years, his non-profit organization, the Memphis Kings Youth, has played a fundamental role in empowering change across his hometown. For more information, please click [here](#).

Check out *Detour* above and stay tuned for more from **Fresco Trey** soon.

**Detour Tracklisting:**

1. Shooting Star
2. Bad Bitches
3. I Like
4. Not No Mo
5. Passenger Princess feat. NLE Choppa
6. Got U feat. charlieonnafriday
7. As Long As U With Me



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Credit - Brian Ziff

**ABOUT FRESKO TREY:**

For Fresco Trey, connection has always been more important than clout. Powered by gentle melodies and vulnerable emotions, his songs swirl together romance, paranoia, and reflections on his come-up into blurry-eyed anthems for an introspective generation. Floating over moody keys, the Memphis-raised singer, rapper, and songwriter consistently showcases dynamic energy, most recently on his *Heartbreak Diaries 2* EP, the May 2022 sequel to his major-label debut and first installment titled *Heartbreak Diaries* a showcase for his dynamic melodies, including the Lil Tjay-assisted single “[Feel Good](#).” The sequel boasted the runaway smash “[Need You](#)” as the EP went on to amass more than 20 million global streams across platforms. In '22, Trey has demonstrated his range with vibrant and reflective singles like “[Enjoy It](#),” “[Person I Came From](#),” and “[Key to My Heart](#).” Quickly emerging as one of rap’s great melody-makers with an uncanny talent for marrying otherworldly pop with hard-hitting production and inward-looking lyrics, Trey has garnered acclaim from *Billboard*, *XXL*, *Lyrical Lemonade*, *HotNewHipHop*, *HipHopDX*, and more.

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