

*Amber*

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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. The following year she appeared as a cast member in Channel 4's reality TV show 'Highlife', focusing on the careers of British West Africans and became an ambassador for Lagos SDGs Youth Alliance. She also enrolled into the prestigious Oxford University where she is currently studying a Master's degree in African Studies. Cuppy went on to kick off 2022 as the brand-new host of BBC 1Xtra's Sunday Breakfast Show, every week from 7am-11am. She also became a Young Patron's ambassador for the prestigious modern art gallery, Tate Modern.

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

- Barcelona (Cuppy, Serge Ibaka, Ya Levis) - 2022
- Original Copy (Album) - 2020
- Gelato (Cuppy Ft Zlatan) - 2019
- Abena (Cuppy Ft Kwesi Arthur, Shaydee & Ceeza Mill) - 2019
- Werk (Cuppy ft Skuki) - 2018
- Currency (Cuppy Ft L.A.X.) - 2018
- Vybe (Cuppy ft Sarkodie) - 2018
- Green Light (Cuppy & Tekno) - 2017

# NOTEABLE PERFORMANCES

- Mercury Prize After Party - September 2022
- KSI x Adidas Fight Night After Party - August 2022
- Notting Hill Carnival Rampage Stage - August 2022
- Reading Festival - August 2022
- Wireless - July 2022
- Ministry of Sound - June 2022
- Glastonbury - June 2022
- Wales Goes Fast & Furious - June 2022
- Ladbible - June 2022
- Monaco Grand Prix - Red Bull Racing - June 2022
- Manchester United (Old Trafford) - May 2022
- Tatler Platinum Jubilee Party - May 2022
- This Is Oxford Festival - May 2022
- The International Arbitration Charity Ball - May 2022
- Oxford University LMH Ball - April 2022
- Limitless Live at Roundhouse - April 2022
- National Union of Students 100th anniversary - March 2022
- The London Reign - March 2022
- Global Citizen; Dubai, UAE - Dec 2021
- Enish Pink Party; Dubai, UAE - Dec 2021
- White Club; Dubai, UAE - Dec 2021
- Headie One: Edna Live at Wembley Arena London, UK - Nov 2021
- The Ned: The New Blxck Event; London, UK - Oct 2021
- Channel 4 "Black to Front" launch, London, UK - Sept 2021
- Flannels: Launch Event; London, UK - Sept 2021
- Strawberries & Creem Festival, Cambridge, UK - Sept 2021
- Wingstop Launch; Birmingham, UK Opening - Aug 2021
- Lux Afrique Polo Day - July 2021
- Cuppy Foundation Gold Dust Conference - Feb 2021
- Pepsi Turn Up Friday; Lagos, Nigeria - Dec 2020
- Serato Fest; Virtual - Sept 2020
- First On Soundcloud; Virtual - Sept 2020
- Celebrating Freedom, 300 Ent; Virtual - June 2020
- Global Citizen & W.H.O, Together At Home; Virtual - Mar 2020 Netflix,
- Queen Sono Premiere; Johannesburg, South Africa - Mar 2020 Soweto
- NYE; Johannesburg, South Africa - Jan 2020
- Megan The Stallion; Flytime Festival; Lagos, Nigeria - Dec 2019
- Cardi B: Livespot Festival; Lagos, Nigeria - Dec 2019
- Felabration Concert; Lagos, Nigeria - Oct 2019
- Global Citizen Anniversary; New York, US - Sept 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
- Birmingham
- Pride Festival; Birmingham, UK - May 2019
- L'arc Club; Paris, France - Jan 2019
- Britian's Got More Talent; London, UK - Jun 2018
- P&G Global Citizen Launch; Brussels, Belgium - Jun 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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## CONTRIBUTIONS

- Ambassador - Young Tate Patrons - 2022
- Ambassador - Google Pixel - 2021
- Appearance - Channel 4 "Highlife" - 2021
- Host - Apple Music Radio "Africa Now" - 2020
- Host - Cactus On The Roof Party Series - 2017 - Present
- Ambassador - Pepsi - 2017
- Ambassador - Tiger Beer - 2019
- '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

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