

# STEPHON

## BAND STORY

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There are some artists who develop their artistry over time, and then there are those who are simply blessed with a gift that's there from the beginning. Stephon, the rapper from St. Louis, falls in the latter category. With a penetrating delivery and unforgettable hooks, each of the songs on his debut CD, My Life, makes a statement that this is a rapper with staying power; one with a unique view of the world around him—a storyteller bringing something new to the game.

Stephon captures the world around him—of school, parties, girls and more. As he puts it, "I write about events—certain girls, certain people, certain situations. Whatever I'm authentically feeling in a given moment—that's what gets written." Blessed with an eye for vivid detail, there is little that escapes Stephon's reach. His sensibility is a unique one, formed not only by rap, but by a love of Japanese music and jazz musicians like Paul Hardcastle. Stephon speaks of his jazz influence by saying, "Jazz definitely has had an influence. If you listen to it a certain way, you can hear the freedom to be whatever and whoever you want. That's how I feel when I'm rapping."

As a child, Stephon grew up listening to 2Pac, Snoop Dogg, Ludacris and Lil' Wayne. "Hearing 'California Love' and 'Ambition of a Ryda' inspired me to become a rapper," says Stephon. His father, a writer, encouraged Stephon, working with him in the studio and forming a label, Mythical Records, dedicated to taking Stephon's talent to the world.

Stephon's first single was "Young Boss," which brought him immediate notoriety at school. He recalls, "The girls looked at me differently when that came out," he says with a smile. "They thought it was a hot track." Since then he's continually expanded and grown as an artist, that is evident on the songs on his upcoming album, My Life. On tracks like "Swagga Walk," "Ryda Music (Just Thinking)," and "Up Yo Game," Stephon reveals himself a rapper with undeniable flow and sharp hooks—a rapper for his own generation. "Can't Get Wit Me" reveals an edgier, angry side of Stephon, which he explains: "It's about people are fake and disrespectful around other people. I see that in school. I see it everywhere in life."

Having already done over a dozen shows, Stephon is establishing himself as an A-level performer. "Performing live is a whole different energy," Stephon observes. "The shouting, the dancing...it's exhilarating and energetic like nothing else. I can't wait to do more shows."

Stephon has continued to move in his career and is now a DJ at The Wave Internet radio station making him one of the youngest internet DJs. He has also been listed as one of the top 20 artist of 2007 by WCH Radio.

Stephon is proving himself to be an artist with staying power—not getting up by tearing anyone down, but excelling through the strength of his talent. "I don't try to dog anyone," Stephon concludes. "I'm a rapper that's here to stay. I won't bring out one song and no one will hear from me again." And with the talent that's evident from his debut CD, My Life, it's a sure bet that the rap world will be soon hearing about Stephon—for a long time to come.

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Swagga Walk

Hip-Hop