

# XAV A.

## Full Bio

(313 Words)

Xav A. (pronounced Zayv A) is a singer, songwriter and producer creating a vibrant, exciting fusion of R&B and Pop!

Xav's musical mission began after being featured on season 3 of NBC's a cappella competition show, The Sing-Off. After performing a rendition of "Ignition (Remix)" on the show, he was featured in major publications such as Rolling Stone and Yahoo! Entertainment alongside his group.

After the show, Xav began to harness his newfound jubilant persona to revive the brighter, happier side of R&B and Pop that is much more present in current artists like Bruno Mars and Pharrell Williams.

Xav has also partnered with Live.Me, which is one of the top 10 highest grossing social apps on Google Play and iTunes. During this partnership he performed an hour-long singing show every weeknight while interacting and laughing with fans. This garnered him over 20,000 followers on the app.

The music videos Xav creates truly capture the wild and crazy essence of his artistry. For example, in the video for his song "Old Milk," psychedelic cows and cereal dominate the screen. This music video was premiered on the R&B music website SoulBounce. The premiere was so successful that the article remained in their top trending stories for over one week next to articles about acts like Ella Mai and Raheem DeVaughn.

Fashion-wise, Xav's style is simple—brightly colored solid shirts, colorful patterned socks and solid-colored shoes dominate his wardrobe. The concept embodies the joy and innocence of a young boy, but on Xav's six-foot-two frame, there is also an air of freedom from the expectations placed on black men.

Xav elevated his fashion presence by releasing his own clothing line full of colorful and playful cartoon designs for all ages and genders!

Now based in New York City, Xav A. is continuing to spread his colorful look and sound all around.

**XAV A.**

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