

NAÏKA LONG BIO:

Fast-rising global star Naïka is a genre-blending powerhouse whose music reflects the richness of her roots. Born to a Haitian mother and a French father, her connection to music runs deep. Spending her first couple of years in Guadeloupe, Naïka was immersed in sound, from her mother's Haitian lullabies to her father's guitar, shaping the eclectic artistry that defines her today.

Because of her father's work in renewable energy, Naïka's childhood spanned several continents—from the Caribbean and South Pacific to Kenya, France, and South Africa. Exposure to such vibrant cultures at a young age made her a true child of the world, profoundly influencing both her personal journey and artistic vision. At 16, a life-changing shift occurred when her father lost his job, prompting her family to settle in Miami. Although unexpected, this change allowed Naïka to finally pursue her long-held dream of building a music career in the U.S.

Determined to refine her craft, Naïka studied at Berklee College of Music before moving to Los Angeles, where she carved out her path as a true DIY independent artist. Her genre-defying sound—an intoxicating blend of pop, world music with hints of R&B —quickly resonated with audiences worldwide.

As an independent artist with three EPs—**Lost in Paradise, Pt. 1** (2020), **Lost in Paradise, Pt. 2** (2021), and **TRANSITIONS** (2022)—Naïka has built a global following of over **2 million** fans, surpassing **165 million** streams across platforms. Her breakout single “**Sauce**” gained international recognition after being featured in an **Apple commercial** and **FIFA** video game, while viral tracks like “**1+1**” and “**6:45**” further showcased her genre-blending sound. Her latest release, “**Layers**,” began as a TikTok video that went viral, inspiring fans worldwide to create their own versions. With no planned promo, she officially released the highly requested track as a raw gift to her fans, quickly reaching over **1M+ streams** on Spotify within its first month—cementing her not just as an artist on the rise, but as someone whose words truly resonate with a devoted audience that listens, connects, and responds with real passion.

Beyond her streaming success, Naïka has made a significant impact on stage, selling out a 23-show tour across the U.S. and Europe in 2023. She has performed at major festivals and venues, including **The Roxy** in Los Angeles, the **Spotlight Montreux Festival**, the **Montreal Jazz Festival**, the inaugural **Colors Festival in Paris**, **Soundstorm Festival** in Saudi Arabia, the **MOTB Festival** in Dubai and a sold out **Ora x Be-Indie Unzipped headline show** in Cairo. Additionally, she made history as the only international performer at the **MENA TikTok Awards** in 2025.

Naïka is not only a musical powerhouse but also a dynamic force in fashion and visual storytelling. Her bold and eclectic aesthetic has attracted collaborations with major luxury brands and established publications, including **Fendi, Christian Louboutin, Jean Paul Gaultier, Burberry, Maison Margiela, Jamalouki Magazine**, and **1309 Studios**. Notably, **Elle Arabia** spotlighted Naïka as their Radar Cover star with a dedicated 10-page spread in the June 2025 issue and her highly anticipated comeback music video will be released in collaboration with Jimmy Choo.

At the heart of Naïka's artistry is a **mission of unity and belonging**. Having lived in many places yet belonging to none, she seeks to create a space for others who share similar multicultural identities. By singing and writing in English, French, and Haitian Creole, she uses her platform to highlight themes of diversity, cultural fusion, and global connection. Furthermore, Naïka is deeply committed to giving back. She collaborates with several non-profit organizations dedicated to children's education and women's rights, and serves as an ambassador for **Fleur de Vie**, a Haitian NGO focused on advancing children's education. Her ultimate goal is to build a school in Haiti.