



Who am I?

# RAYNE

“I DON'T DREAM OF SUCCESS...I WORK FOR IT”



# INTRODUCTION

RAYNE is a South African Singer, Songwriter, Actor, Choreographer and Dancer. Born on 23 April 1998, in Johannesburg.

## EARLY YEARS

RAYNE discovered his love for music at an early age and won many competitions including his primary and high school's 'Idol' competitions. His musical palette has always been very diverse and has shaped his unique style and sound.

## MUSICAL INFLUENCES

He draws inspiration from artists like Lady Gaga, DPR Ian, Rina Sawayama, Billie Eilish, Michael Jackson, AURORA, Stray Kids and a few other K-Pop groups. His songs aim to be commercial yet still retain a dramatic and meaningful undertone, paying homage to some of his greatest musical influences and heroes.

## EDUCATIONAL BACKGROUND

RAYNE passed his Matric Exams with 6 distinctions at Eldoraigh High School in 2016. He taught himself to play piano and loves to use his keytar in his live performances. He completed a song writing course with Son Studio's Douw Steyn and Joshua Oosthuizen and has written all his own songs with more than 20 demos waiting to be finalized and recorded. RAYNE has also received his Gauteng North Provincial Colours for Figure Skating.

## EMERGENCE INTO THE MUSIC SCENE


Performing professionally for the last nine years, RAYNE has toured both around the country and abroad performing sold-out shows of up to 5,000 people at venues including the Lyric Theatre, Sun Arena @ Time's Square, Weiveld and various other festivals. Recently, he has started writing, directing and producing new shows at various Theatres, including a production that was featured at the various Barnyard Theatres.

In 2022 RAYNE was honoured with 3 Afri-Indie Music Awards

- Best Newcomer
- Best Music Video (which he conceptualized, directed and starred in)
- Best Live Performer

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- Best Music Video
- Best Live Solo Act
- Best Dance/EDM Single



RAYNE has directed, choreographed and self-produced all of his releases thus far, and prides himself on being involved in all facets of the creative process.

RAYNE has featured and performed on numerous television shows:

- Die Groot Ontbyt
- Let's Talk Showbiz
- Musiek Paniek
- KykNet Nou
- Doodgewone Jo

He has also been playlisted and appeared on a variety of radio stations, including:

- Pretoria FM
- GrootFM
- RSG
- Lekker FM
- Bay FM

Multiple of his releases charted on the top 20 of various radio stations. His debut single reached #1 on seven different charts. All of his music videos thus far have won awards for Best Music Video.

RAYNE is known for his electrifying live performances, exhibiting powerful vocals and a show-stopping stage presence which guarantees to wow his audiences.

## **PHILANTHROPY**

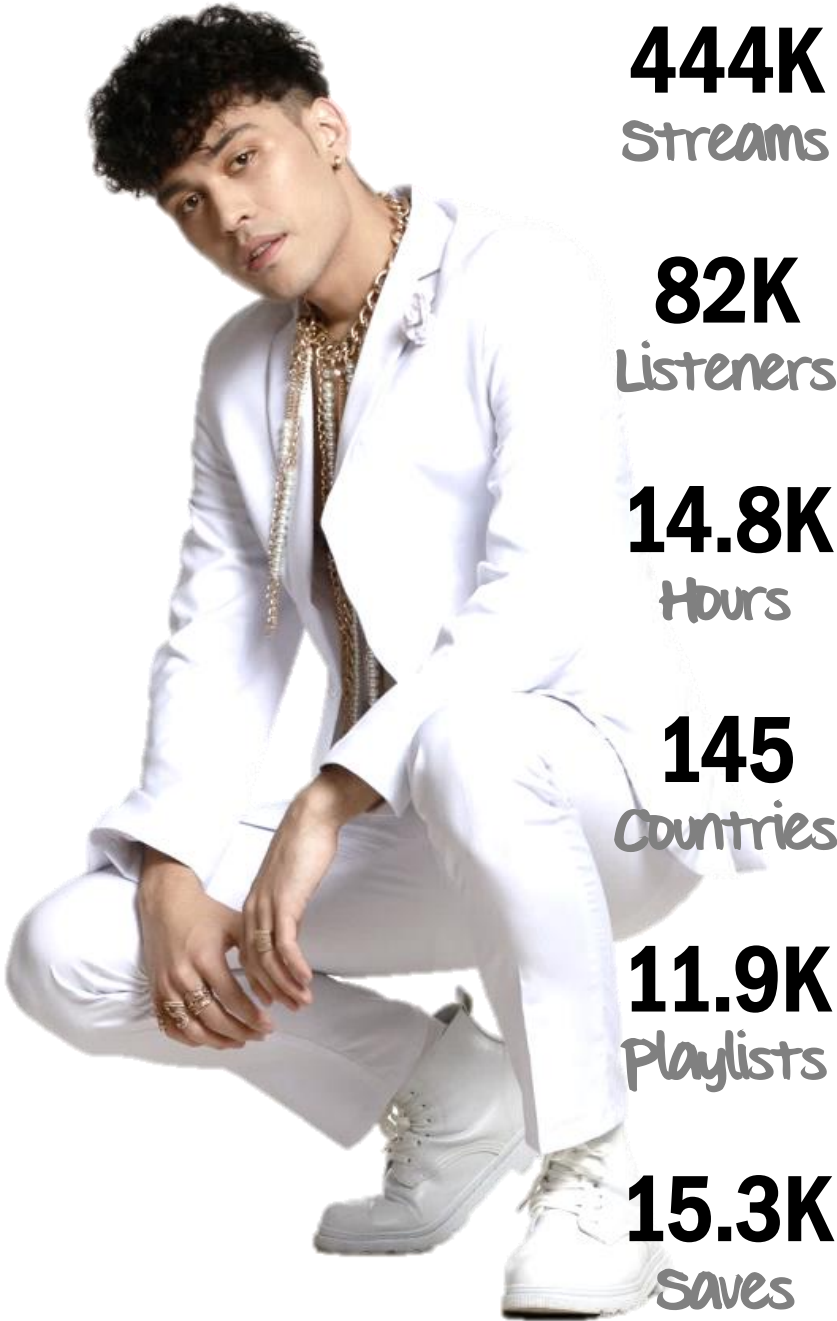
In 2023 RAYNE got selected as provincial choreographer for the GNFSA (Gauteng North Figure Skating Association) and has been actively involved in the sport since. Every Wednesday morning he spends time with special needs children at the Ice Rink. He has also done performances for CANSA and Martin Bester's 'Wollies' Dog Charity Show. Beyond his musical prowess, RAYNE is a fervent advocate for social causes, using his platform to raise awareness around issues like mental health and self-acceptance. His involvement in various charitable initiatives reflects his commitment to making a positive impact through the universal language of music.

## **FUTURE ENDEAVORS**

RAYNE has had the honour of having Lydia Winchester as his PR Manager, and is grateful to have a very close relationship with her. As he continues to evolve as an artist, fans eagerly anticipate his upcoming projects. With a career marked by authenticity and boundless creativity paired with a voice that resonates with young and old as well as all ethnic groups, his journey in the music industry promises to be one of enduring impact and artistic exploration.

RAYNE's focus is now set on greater horizons and after a successful 2023 hopes to put together a creative team to take his career to the next level and therefore would be honoured if you would consider to meet with him.

# SPOTIFY STATS



**444K**

Streams

**82K**

Listeners

**14.8K**

Hours

**145**

Countries

**11.9K**

Playlists

**15.3K**

Saves

RAYNE's music is available on all digital streaming platforms







# SOCIAL MEDIA LINKS



[Spotify](#)



[Instagram](#)

@rayne.music



[Facebook](#)

@rayne



[TikTok](#)

@rayne.music



YouTube

[Laat dit reën](#)

[Skaduwees](#)

## CONTACT



[www.raynemusic.co.za](http://www.raynemusic.co.za)

[info@raynemusic.co.za](mailto:info@raynemusic.co.za)