



RAYANE

INTRODUCTION

RAYNE is a South African pop artist who fuses catchy hooks with inventive pop production, crafting modern stories that explore the human experience through sharp, witty lyricism.

MUSICAL STYLE & INFLUENCES

With a deep appreciation for both pop music and artistic expression, **RAYNE** approaches his craft in a manner reminiscent of Andy Warhol's philosophy—elevating popular culture through creative experimentation. By pairing infectious hooks with unconventional ideas and emotionally complex themes, he creates music that balances accessibility with artistic depth. His smooth yet powerful vocals sit atop bold, inventive production, serving as a vehicle for the stories at the heart of each song.

Drawing inspiration from artists such as Lady Gaga, DPR Ian, Hayley Williams, Billie Eilish, Michael Jackson, **AURORA**, and **ATEEZ**, **RAYNE** crafts commercially minded pop music that retains a sense of drama, theatricality, and emotional substance.

STORY & BACKGROUND

RAYNE's passion for music began at an early age, where he regularly participated in and won school singing competitions, laying the foundation for a lifelong dedication to performance. Growing up with a diverse range of musical influences, he developed an appreciation for both mainstream pop music and artistic experimentation—an approach that continues to define his work today.

During his high school years, RAYNE discovered a love for theatre and fashion, both of which would become integral parts of his artistic identity. Drawn to storytelling in all its forms, he began writing original music as a teenager and completed a songwriting course under Douw Steyn and Joshua Oosthuizen at the age of fifteen. What started as a deeply personal outlet soon evolved into a creative calling. Through songwriting, RAYNE found a way to externalise his inner world, processing experiences, emotions, and thoughts that often felt difficult to express in conversation. Over time, his music became more than a form of self-expression—it became a means of connection, creating space for shared experiences and helping listeners feel seen, understood, and less alone.

That same year, RAYNE signed his first professional performance contract with The Barnyard Theatre, becoming the youngest performer in the company's history. While performing for live audiences strengthened his confidence as an entertainer, it also reinforced his desire to share his own voice and perspective. Performing cover songs taught him the power of live performance, but he found himself longing for a deeper connection with audiences—one built not only on performance, but on authenticity, vulnerability, and personal storytelling. This realisation further cemented his ambition to pursue a career as an original recording artist.

His background in theatre and fashion continues to influence every aspect of his creative work. RAYNE views artistic expression as a holistic experience, where every visual and performative element contributes to the story being told. Whether through stage design, styling, photography, music videos, interviews, or live performances, he approaches each detail with intentionality, believing that every creative choice has the potential to communicate meaning and deepen the audience's connection to the art.

Outside of music, RAYNE is an accomplished figure skater, having earned Provincial Colours and competed actively within the sport. The discipline, creativity, and performance skills cultivated through skating have further shaped his approach to live entertainment and

artistic expression. In 2023, he served as Provincial Choreographer for the Gauteng North Figure Skating Association (GNFSA), combining his passion for movement, performance, and storytelling.

RAYNE has also been involved in various charitable and community initiatives, including performances for organisations such as CANSA and Martin Bester's 'Wollies' Animal Project. At the heart of his work is a desire to foster connection and community through music. Inspired by the artists who helped him feel understood during his own formative years, he hopes to create music that offers listeners the same sense of belonging, comfort, and shared humanity.



CAREER

RECOGNITION & CAREER MILESTONES

Over the past six years, RAYNE has steadily established himself as one of South Africa's most dynamic independent pop performers. Combining powerful vocals, theatrical storytelling, and an unmistakable stage presence, he has performed to audiences across South Africa and internationally, including appearances in Mauritius and Zambia. His live career has seen him perform at renowned venues and events such as the Lyric Theatre, Sun Arena at Time Square, the Trianon Convention Centre, Weiveld, A-Day, and numerous other festivals, entertaining audiences of up to 5,000 people. Along the way, he has shared stages with some of South Africa's most respected artists, including The Parlotones, Kurt Darren, Elandré, Juanita du Plessis, Bok van Blerk, and Francois van Coke.

His growing impact as both a recording artist and live performer has been recognised through multiple Afri-Indie Music Awards. In 2022, he received awards for Best Newcomer, Best Music Video, and Best Live Performer. The following year, he earned a further three awards for Best Music Video, Best Live Solo Act, and Best Dance/EDM Single, cementing his reputation as a multifaceted creative force.

His work has received widespread media attention across television, radio, print, digital publications, podcasts, and streaming platforms. He has appeared on programmes including Die Groot Ontbyt, Let's Talk Showbiz, Musiek Paniek, KykNet Nou, and Doodgewone Jo, while publications such as The Citizen, Huisgenoot, Netwerk24, Media24, The Record, and the Celeb Savant Podcast have featured his work and artistic journey.

RAYNE's music has also gained significant traction across radio and streaming services. Multiple releases have charted within the Top 20 on radio stations across South Africa, while his debut single reached the number-one position on seven separate charts. His catalogue has accumulated more than 1.75 million Spotify streams, has been saved to over 31,000 playlists, and is actively streamed in more than 80 countries worldwide, with listeners spanning 145 countries in total. His strongest international audiences include the United States, Germany, Canada, the United Kingdom, and Australia, highlighting the global resonance of his music and storytelling.

His work has been featured on prominent editorial playlists including Spotify's New Music Friday South Africa, New Music Friday Belgium, SA Rock, and Dance Top 50 Belgo Sounds, as well as Apple Music's New in Pop and New Music Daily. His award-winning music videos have accumulated more than 110,000 views on YouTube, further demonstrating the growing reach of both his music and visual artistry.

A firm believer in artistic ownership, RAYNE remains deeply involved in every aspect of his creative output. From songwriting and performance to directing, choreography, visual

concepts, and creative production, he takes an active role in shaping the artistic identity behind each release. To date, he has directed, choreographed, conceptualised, and self-produced all of his music videos, several of which have gone on to receive industry recognition and awards.

His 2025 single "Savage Love" marked another important milestone, debuting on the KFM Top 40 at number 26 before climbing to number 6 and remaining on the chart for nine consecutive weeks. Produced in collaboration with European producer Renato Marquez, the release brought together David Gresham Records and TousEnsemble Publishing, further expanding RAYNE's international reach and creative network.

Whether on stage or in the studio, RAYNE continues to build a reputation for creating immersive, emotionally charged pop experiences that blur the line between music, performance, and visual storytelling. Through a combination of artistic ambition, creative independence, and a commitment to authentic connection, he continues to cultivate a growing audience both in South Africa and around the world.

CURRENT CHAPTER

RAYNE's latest body of work marks the beginning of a new chapter in his artistic journey. Released on 1 May 2025, his debut EP, PRELUDE, serves as both an introduction and a statement of intent. Written during the formative years of his career, the project captures an artist in the process of discovering his voice while laying the foundation for what is still to come.

Blending elements of pop, electronic music, and dance-pop, PRELUDE explores themes of self-discovery, mental health, resilience, and personal growth. Across six tracks, RAYNE navigates the tension between escapism and introspection, vulnerability and strength, culminating in Warrior—a deeply personal anthem of perseverance and self-belief that encapsulates the spirit of the project. While PRELUDE reflects an earlier chapter of his

creative development, it remains an important milestone: the first full expression of the artistic vision that continues to evolve today.

That evolution continues with the release of *Love is for Suckers* on 19 June. Written by RAYNE and produced by acclaimed South African producer Daniel Baron of Hit Kitchen Studios, the single showcases another side of his songwriting. Wrapped in nostalgic doo-wop influences and romantic pop sensibilities, the song presents a playful yet deeply cynical examination of love, heartbreak, and emotional vulnerability.

At the heart of *Love is for Suckers* lies a deliberate contradiction. Its warm, romantic production evokes the idealism and fantasy often associated with love, while the lyrics challenge those very notions, exploring the frustration, confusion, and emotional risks that accompany genuine connection. The result is a song that embraces irony without losing sight of its humanity. Beneath its scepticism lies a quieter belief: that despite the pain love can bring, the experience of loving and being loved remains one of life's most meaningful pursuits.

Together, these releases reflect the direction RAYNE is currently pursuing as an artist—one rooted in vulnerability, emotional honesty, and authentic connection. Through music that explores the complexities of the human experience, he hopes to create a sense of community among listeners, encouraging them to embrace uncertainty, find comfort in shared experiences, and recognise that life's most meaningful moments often exist in the spaces between certainty and doubt.

As he continues to evolve as a songwriter, performer, and creative director, RAYNE remains committed to building immersive artistic experiences that foster connection, challenge expectations, and celebrate the complexity of the human experience. With new music, visuals, and live performances on the horizon, *PRELUDE* marks not a destination, but the beginning of a much larger story.