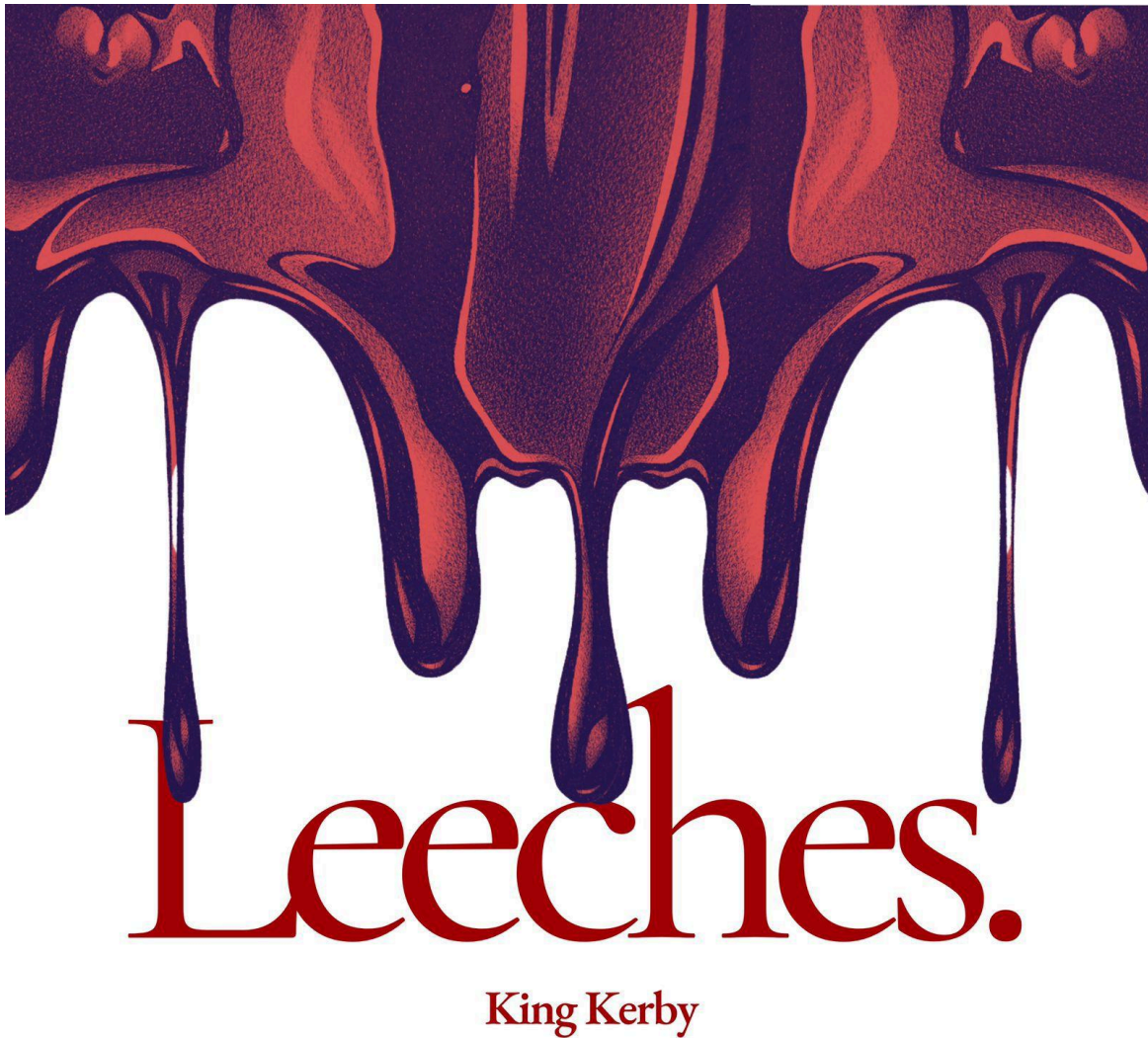




FOR IMMEDIATE RELEASE:

**KING KERBY SHARES “LEECHES” MUSIC
VIDEO OFF ‘SABA DELUXE’ THIS FRIDAY
24.5.24**



FIND KING KERBY IMAGES [HERE](#)



(Nairobi, East Africa – 23.5.24) – Altè Rap muse King Kerby is gearing for another scintillating music drop this Friday. The cut “Leeches” music visual off his upcoming ‘Saba Deluxe’ LP will be unveiled this Friday 24/5.

Tapping Kenyan video director Mwau Matilu popularly known as [THE RETROGOD](#) as the visuals director, the music visuals are an immersion into detox according to Tilu. “The vision I had was to show introspection” he admits. “I also wanted to bring in an idea of detoxing, hence some of the workout scenes. We made a video focused on just Kerby, alone in the video, a mix of wide picturesque shots and tight close-ups to bring solitude and loneliness. This was to match the lyrics of the song.”

THE RETROGOD

Watch the previous music video by [King Kerby - “What You Want” Ft. Rachael Kendi](#) directed by [THE RETROGOD](#).

Tilu has been one of Nairobi’s ascending visual purveyors and raconteurs associated with hypnotic colors, bespoke creativity, and pushing the boundaries in visual storytelling.

The record “Leeches” is produced by South African beatsmith Zino D. Zino is revered for his eclectic production style, hailed for producing rapper Nasty C’s smash hit “SMA” featuring Rowlene. King Kerby showcases his diversity with the sonic choice he adopts for this particular record.

According to King Kerby A&R Philip Koth who is acclimated for his astounding work with Nairobi drill faction Buruklyn Boyz, he champions Kerby’s brazen style and ambition to try new sounds.

“The song is a funk-influenced tropical house anthem, but there are tonal shifts that seem designed to showcase King Kerby’s range as a singer and a rapper”

PHILIP KOTH

He adds that “the record employs strings swirling around his stop-and-go flow that will have you reflecting on how people can use you for their own benefit”

Additional production comes from frequent collaborator LD Beats who has been a pertinent force in the production of the entire album, and a conductor in orchestrating King Kerby’s contemporary ear-worm-esque sound.



King Kerby pays homage with the record's production that captures the atmospheric House Music soundscape synonymous with producer and Grammy Award winner KAYTRANADA.

"The album is an audiovisual journal of how life has been. The sights, sounds, smells and experiences all together. The scenery and environment was perfect, so was the musical palette. The song was inspired by a lot of what I was currently listening to. I'm a huge Kaytranada fan, I really wanted to explore different bounces and drum patterns. I would play some of my favorite songs and then we'd pick a tempo and create around it. The words came naturally to me and the feeling was also natural. I've experienced friendships where I felt that people were leeching on me"

KING KERBY

Created in Cape Town, the creative process featured everyday life in Cape Town while bouncing around Air BnB's to complete the project. King Kerby shot numerous music visuals to accompany the music effectively. With the scenic Camps Bay in Cape Town as his muse, King Kerby was able to express himself fully without prejudice or creative bloc - creating an offering

that can manifest in safe spaces, connecting people over intentional music from personal chronicles.

Following a sharpened execution of lyricism, music dynamism, alignment, and centered approach - Listen to the record and watch the visuals below.

Private Listen [HERE](#)
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Find attached EPK [HERE](#)

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