



PRINCESS BIO

Legendary UK artist Princess whose discography includes the multi-million seller Say I'm Your Number One and whose debut album 'Princess' went gold is enjoying a "Coming Forward" in her own words.

Princess' true foray into music was encouraged by her Jamaican born brother Don, who was visiting during his summer vacation from the American International School of Dusseldorf, Germany. He lived with their dad, James Lloyd, who was a fairly well known singer in Germany. Princess says "I was interested in pursuing the Law as a career and began that journey. During my first year of college I got my first opportunity to sing backing vocals on a Punk Rock track. The die was cast I was hooked". Princess toured as a backing vocalist as well as doing sessions in the subsequent years before her first real break came.

Desiree PKA Princess grew up listening to a wide variety of music that represented UK radio's diverse programming. Among her many influences are Aretha Franklin, Stevie Wonder, The O'Jays, The Temptations, Michael & The Jackson 5, Gladys Knight & The Pips, Chaka Khan, Isaac Hayes, Luther Vandross, Joni Mitchell, The Beatles, Weather Report, Lonnie Liston Smith, Bob Marley and The Wailers, Dennis Brown, Miles Davis, Grover Washington Jr. and many more too numerous to mention. "I was able to vocally mimic these artists and many a lunch hour found me entertaining my friends with latest rendition of a new Jackson Five hit".

Whilst compeering a fashion show that Don had co organized she was noted by a young producer who worked for Pete Waterman. He discovered that she sang and employed her to do a background session. They lost contact and it was a year later that the team of Stock, Aitken an Waterman tracked her down and asked her to do a session with another vocalist, who was sent home and Princess did all the parts. Don loved the set up at the studio and acting as her representative, waited 2/12 hours to speak to Pete. The ensuing agreement led to the recording of Say I'm Your Number One (1985) and her being given the artist name of Princess by Don. "I recall I was extremely resistant to being called that publicly, being a black girl living in the UK. I didn't want the hassle and the comments that I felt sure would come, but Don reassured me by suggesting that all I had to do was "be myself". Say I'm Your Number One went on to be a multi-million seller and the self-titled first album 'Princess', went gold. This success led Stock, Aitken and Waterman out of impending bankruptcy to become the most successful pop producers in the UK.

Her discography boasts number 1's and top ten to top thirty chart positions worldwide and gold awards.

NZ #1, Germany #2, Australia #5, UK #7, SA #1, US R&B 25, Ampex Gold Award.

Princess has worked with many notable musicians over the years whilst recording in the US, including Roy Ayers with whom she did a 3 week stint at Ronnie Scott's the UK equivalent of NY's Blue Note, Ballard & Magness & Siedah Garrett (Man In The Mirror producers and writer), Paul Jackson Jr. (Michael Jackson's guitarist). She recorded her own version of the soul classic, The Sweeter He Is, written by Isaac Hayes and David Porter and was dubbed "Hot Chocolate" by Mr. Hayes after they met on his Kiss FM morning show.

The re-emergence of an artist who has been in the music business and seen the style of music change as frequently as it has in the past 20 years, is extremely hard to justify to the 'nay-sayers'. Fortunately, Princess has absorbed the changes and birthed and a new style of music has emerged which includes and incorporates the different genres of Reggae, Hip Hop, Dance Hall, Afro-POP, Reggae/Reggaeton and EDM. The influences of Jazz and R&B can be heard in the body of work that is her new album. The sound has been named D.A.R.E. Groove.

Princess has weathered the passage of time and personal tragedies and feels that in celebration of that survival... "I must sing my Songs ... I have things to sing about, something to say ...

The label ODGM and Princess decided to do a trilogy of music to celebrate her return to the music scene. The Emergence, The Passion, The One was conceived. The Emergence was released in 2014 and comprised mostly love songs set to a dance beat.

Princess's new album, The Passion, is completed and is being released in two parts. A new single "So far From My Baby" was released specially for the fans who had asked for new music. They responded extremely well with rave reviews. Now a new EP is being released before the end of February, 2019 as part 1 of The Passion.

In 2017 Don created/produced and directed The International Reggae Train TV show with International Grammy winning artist Shaggy as the headline performer. The show also boasted as host, Native Wayne Jobson, Grammy winning producer to Maroon 5 and Gwen Stefani. Princess made a cameo appearance and is also a part owner of the show. She was instrumental as an advisor in TIRT's inception and execution as well as an officer of the company that owns the show.

Princess' band The Crown Jewels was also formed in 2017 and is the house band for TIRT. They played the Show's theme song for the show "Time to Ride on The Reggae Train". The decision was made to sign the band to ODGM and their first

single "Sunshine Girl" was released in August of 2018. The song was penned by her father James Lloyd, produced by The Original DonMan. This is the first collaboration with her father who is a well-known singer in Europe.

"I'm glad to say, that I've paid enough dues to have some control over what I say, and how it's said also being co-owner of ODGM, kinda helps"! "I'm collaborating with other creative minds and artists who understand what a gift Music is, how it contributes to the quality of life ... and how it allows us to leave a sonic footprint in the sands of time"