

With sky high vocal range, worldwide appeal, and striking swagger, Sofía Reyes not only catapulted to the forefront of Latin culture, but also ignited a mainstream breakthrough in 2018. She set the stage with 2017’s full-length debut LOUDER! and its unbreakable string of hit singles. Maintaining this hot streak, "Llegaste Tú" [feat. Reykon] and “Muevelo” [feat. Wisin] each eclipsed 50 million Spotify streams as “Conmigo (Rest of Your Life)” and “Solo Yo” leapt past the 20-million-mark. Among many accolades, she earned a 2017 Latin GRAMMY® Award nod in the category of “Best New Artist” as Billboard touted her among its “Hot Latin Acts in Their 20s” feature. Now, she’s positioned for pop ubiquity as “1,2,3” takes over summer 2018.

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