

H3riQ
EPK LAMBI





The Soulful Sound of H3riQ

H3riQ is a rising neo-soul artist known for his unique blend of soulful melodies and R&B rhythms. He was born and raised in Deïdo (Douala, Cameroon), where he developed a passion for music at an early age. Initially, H3riQ began his career as a rapper, but later discovered his vocal abilities and trained as a sound engineer to improve the quality of his music and to self-produce.

H3riQ's music draws heavily from his influences in neo-soul, blues, R&B, funk, and pop music. His lyrics often explore introspective themes of love, relationships, and self-discovery, accompanied by his soulful, emotive vocals. **He draws inspiration from a diverse range of musical icons such as Musiq Soulchild, Usher, D'Angelo, and Erykah Badu.**

In 2020, he released a series of demos under the name “**Neo Soul Makossa**”, where he is gradually becoming recognized for his original fusion of cultural influences, use of the **Duala language**, and incorporation of elements **from R&B, Hip Hop, jazz, Funk, and other genres.**

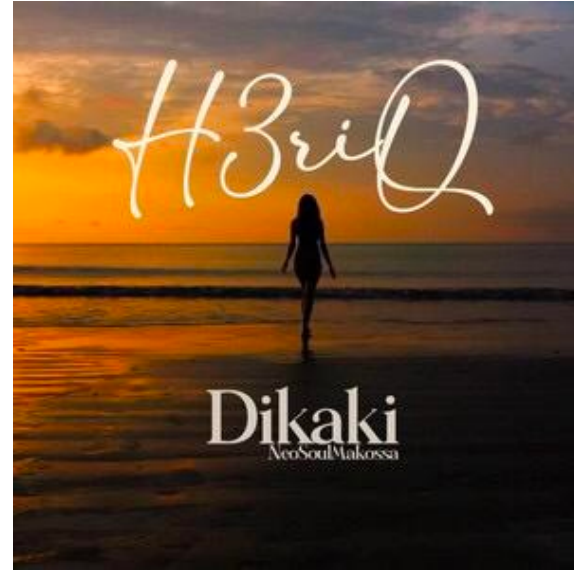
Aside from his musical career, **H3riQ is also an advocate for the culture and revitalization of the Duala language.** He uses his platform to raise awareness of the importance of promoting and transmitting vernacular languages to young people.

AN IMMERSION IN NEO-SOUL MAKOSSA



JOMBA

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Dikaki

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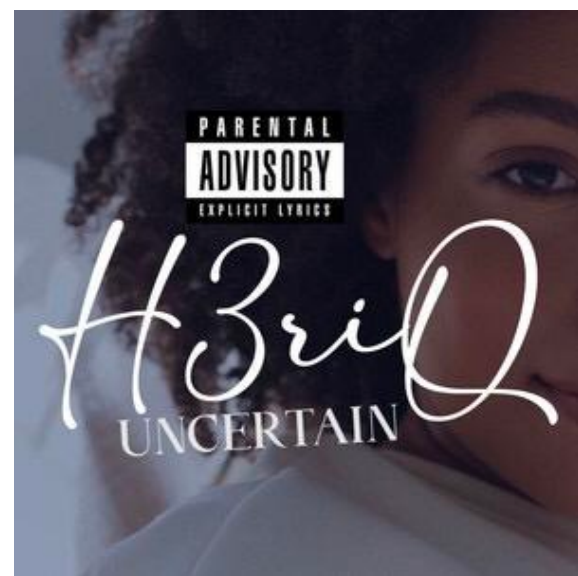
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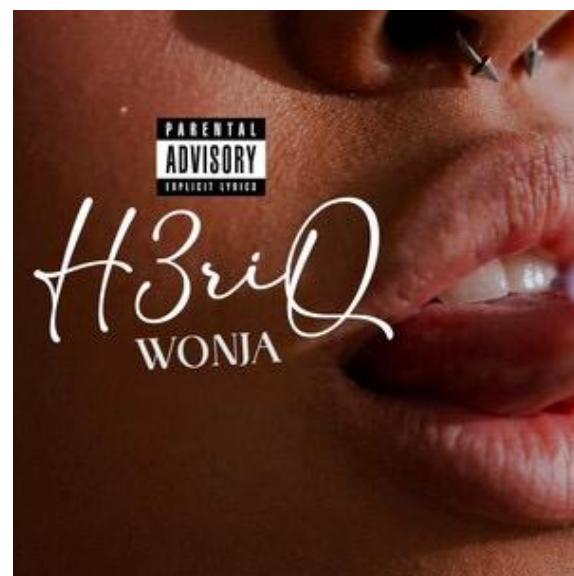
Dina Longo

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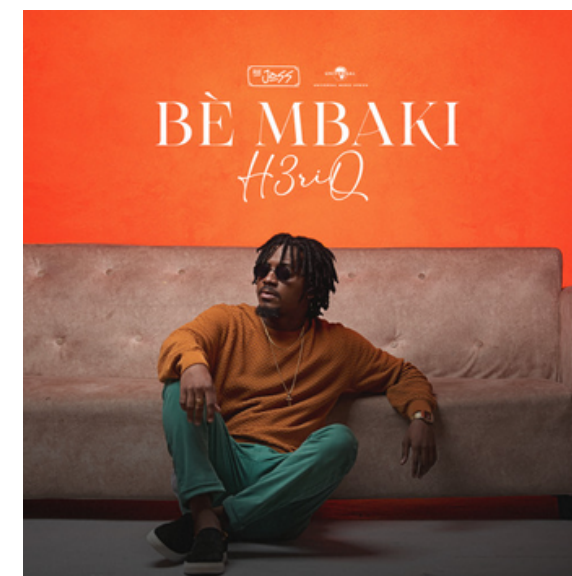
Uncertain

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Wonja

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Bè Mbaki

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Hella

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LAMBI, THE EP

H3riQ's latest EP "Lambi" is a musical tale of temptation and desire. Composed of 7 tracks including the singles "Bè Mbaki" and "Hella", "**Lambi**" which translates to "*bait*" in the Duala language, tells the story of a man who falls for the charms of a seductive woman named **Hella**. Hella, like a mermaid, uses her powers of seduction to obtain everything she needs to achieve her goals, leaving her prey between love and illusion.

In this project, **H3riQ** brings his unique sound that blends soulful melody, duala language, and various genres such as soul, R&B, hip hop, and funk, his signature Neo Soul Makossa.

"Lambi" showcases H3riQ's musical talents and storytelling abilities, weaving together an intimate and compelling narrative that will resonate with fans of all backgrounds.

Release Date : April 28th, 2023

Label : Rue Joss/Universal Music Africa



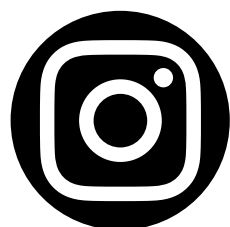
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UNDER 17 REQUIRES ACCOMPANYING
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GET IN TOUCH WITH H3RIQ

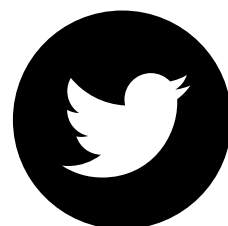
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