

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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Na Wodi Oa
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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

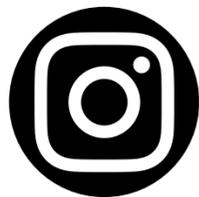


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