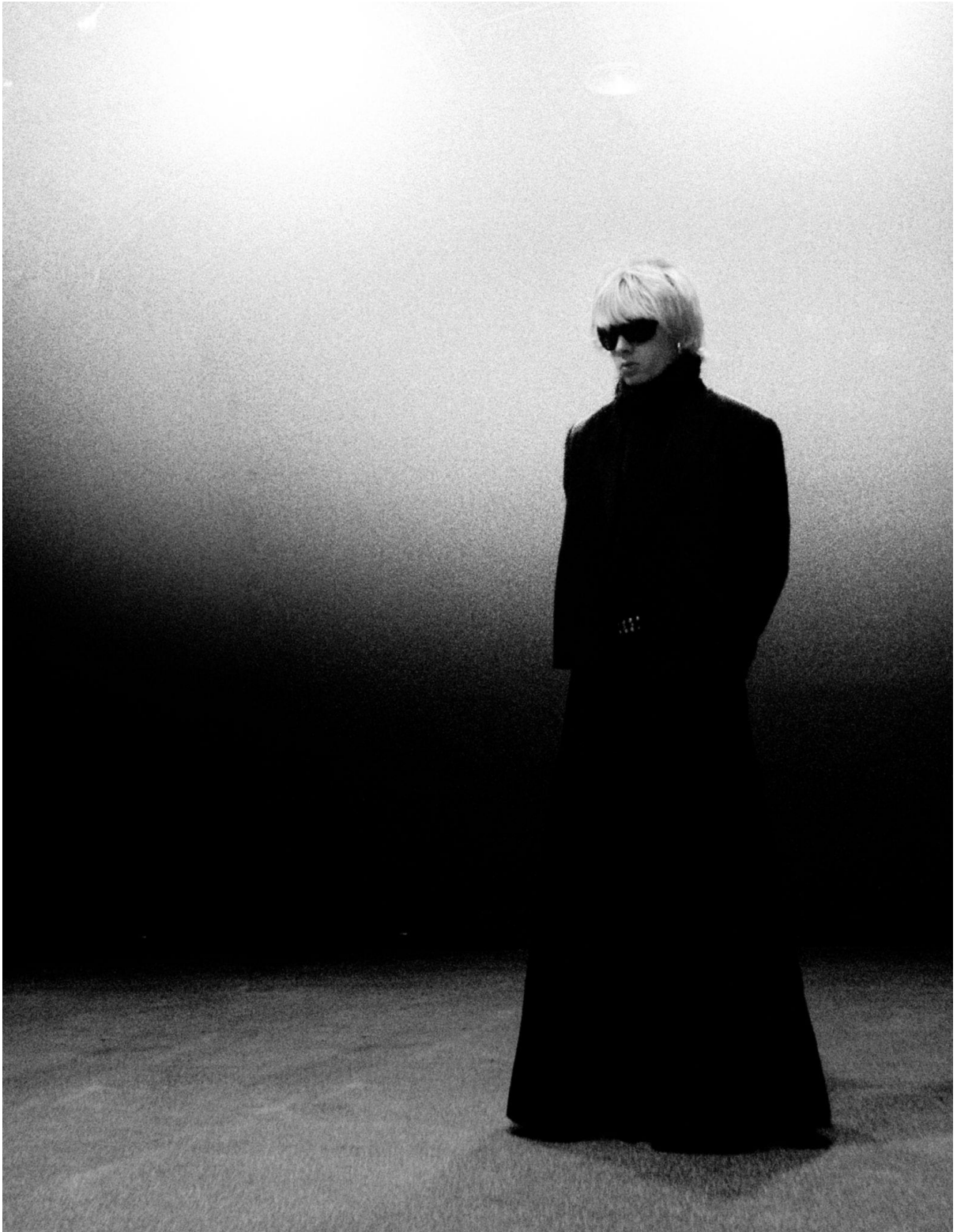


## Alx Romance EPK



Artist Bio:

Hailing from the deep lowlands of rural Dumfries and Galloway, [Alx Romance](#) is experiencing his breakout year. A unique talent with a genre defying style of alternative pop music, Alx's vulnerable yet fearless persona makes him a voice for the disgruntled youth of today.

Dubbed by BBC Introducing Scotland as one of the nation's brightest talents, Alx has represented Scotland at international showcase festivals such as [Tallinn Music Week](#) and [PITCH](#). Receiving rave reviews from industry professionals including conference manager of [Waves Vienna](#), [Paulina Parvanov](#) and German Tastemaker [Niko Backspin](#) who described Alx as the 'full package'.

In early 2024 Alx was officially signed by music manager [Joseph Ricketts](#), who rose to prominence as manager of global superstar [Jordan Adetunji](#), who's song '[KEHLANI](#)' recently peaked at [8](#) in the UK Charts and 26 in the Billboard Hot 100. This has led many to believe that Alx Romance is destined to be Scotland's next big breakout star.

In December 2024 Alx's social media exploded with over 5 millions views across all social media platforms and over 5000 followers gained in total. This led to a 1000% increase in streaming numbers and 10,000 streams in the first month for his latest release 'The Renegade'.

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