

5 GRAND

BRAND DECK 2024



WELCOME TO THE **GRANDLIFE...**

From the streets of West Philly to center stage, GRANDLIFE is about finding balance, pursuing your passions, and making a positive impact on the world around you. Cemented in streetwise artistry, this lifestyle + brand began with a young, Black man's dreams of success through trap lyricism backed by nostalgic beats.

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5 GRAND, or GRAND as he prefers to be addressed, is a multifaceted entrepreneur turned MC who found self-expression through his pen at an early age. Growing up in West Philadelphia – the same streets that birthed the Fresh Prince, Will Smith and DJ Jazzy Jeff – the young rapper was surrounded by Hip Hop culture everywhere he went. He also received influence from his brother and cousin who rapped, which inspired him to tap into his own talent and develop a skill for lyrical impact quickly. This led to him joining forces with two childhood friends to form a Rap group, which would later manifest into their independent label Global Recording Group.

Born with an entrepreneurial mindset, GRAND has always combined his love for music and business together, as he launched his solo, independent career in High School. While honing his craft through the mentorship of local producers making waves in the city, he simultaneously continued his education and eventually made his way down south to Atlanta to attend Clark University. While studying engineering, and even making the Dean's List during his tenure, the entrepreneurial drive kicked in as he began building his business portfolio across investments, real estate and through his lifestyle brand, GRANDLIFE. Eventually though, he came back to Philly where he would receive another type of education that didn't come with a degree...the streets. He describes his cultural identity as being a college-educated, black, Muslim, male creative whose life experiences taught him the true meaning of hustle.

Over the years GRAND became known for his impactful bars and strong cadences, mixed over melodic beats, that would resonate from the streets of Philadelphia to commercial success, particularly in TV/Film. With a surgical creative process, he tapped into techniques from Hip Hop legends he looked up to over the years including Jay Z, Snoop Dogg and 50 Cent. This led to the 2016 release of his debut EP titled Visions of Grandeur and the following year, he went back into the studio to release one of his most personal records to date, "Changed My Life."

From listening to his favorite artist to kickin' it with his boys to relationships with women, GRAND takes every experience – even a drive through his city - and uses it as his creative muse. Through his authenticity, he was proud to release his first, full body of work as an independent artist titled SICARIO. The project's leading singles, "Dreamers and Believers" and "Woman Crush," placed the rising rapper back on the map, and are still getting licensed/streamed today. GRAND's broad knowledge of music and raw, unapologetic pen made waves through the industry which led to him working alongside legendary producer, Teddy Riley, Snoop Dogg, Ludacris, Pink \$weats, Don Cannon, DJ Drama, Brian Michael Cox and NeYo, to name a few.

After a brief hiatus and the world navigating a pandemic, GRAND tapped back into the street culture that raised him with the development of his sophomore project, S.B.N. The 2020 release included hood anthems such as "Trap, Trap, Trap, Trap" and "Typical N*gga," and further solidified his place as one of the top Rappers out of Philly. While the streets embraced him, GRAND always had a side that resonated with women and he knew exactly how to speak to his female audience, which he focused on in 2022 through the lyrically melodic single, "Tell Her Nothing."

Currently, GRAND has been back in the lab with an artistic rebrand and is excited to raise his artist profile and lifestyle brand coming into 2024. He's placing the finishing touches on his new album called Note to Self, a personal body of work that incorporates recent life experiences told through the lens of a seasoned rapper, serving as proof that authenticity will maintain relevant at any age. Outside of music he also plans to release new content, continue growing his business portfolio, tapping into his other passion - cooking - and spending time with his daughters/family, who continue to inspire him/his music.

5 GRAND





3.6K+ Followers
145K+ Views



1.5K+ Followers



10K+ Annual Listeners



2K+ Shazams

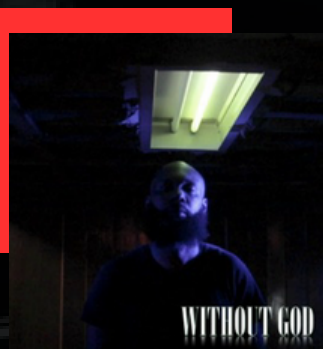
DICOGRAPHY



S.B.N (Deluxe)
2020



Tell Her Nothing - Single
2022



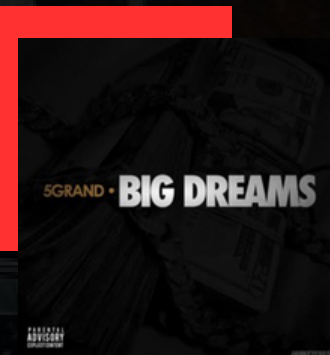
Without God - Single
2019



Sicario
2017



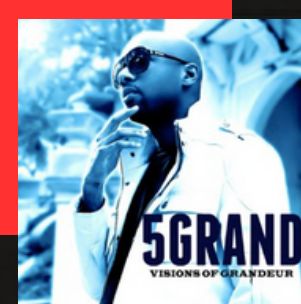
Change My Life - Single
2016



Big Dreams - Single
2015



Opening Bell - Single
2015



Visions of Grandeur - EP
2013



“DREAMERS AND BELIEVERS”

GRANDLIFE CONTENT:

MUSIC VIDEOS
5K+ VIEWS



“STILL GRAND” (Freestyle)

GRANDLIFE STYLE

THE MERCH

From the streets of Philly to the studio and beyond, GRANDLIFE is more than music, it's a global lifestyle brand. To live GRAND is to combine the opulence of success backed by the code of the streets.



grandlife
/noun/

A lifestyle embedded in feeling great. A person adopting a live long + prosper mentality, while being present in the moment + embracing every blessing.





GLOBAL RECORDING GROUP PRESENTS:

5 GRAND LIVE

2024 SHOWS COMING SOON.

THANK YOU

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