

PRESSKIT

REYAS

to watch



REYAS

BIOGRAPHY

Late-Night Club Vibes meet Melancholic Pop:

With TOUCH, Berlin-based newcomer REYAS follows up on the success of his singles HEARTS and YOU with a vibey pop track that captures the pulse of the city at night.

Between anonymous faces and flickering club lights, TOUCH tells the story of that moment when strangers turn into something more — when the first barrier falls and being in 'touch' suddenly becomes addictive.

"Empty faces, get lost in the dark of crowded places..." — TOUCH is about letting go, the fragile game of façades in city life, and the risk of losing control when attraction outweighs reason.

Blending addictive touch with raw honesty, REYAS creates an atmosphere reminiscent of Troye Sivan and The Weeknd, yet with a unique depth of his own. After the success of HEARTS — featured in several Spotify Editorial Playlists — and YOU, which gained further playlist adds and resonated strongly with his growing community, TOUCH marks the next bold step: a track that merges REYAS' melancholic pop sound with a driving, pulsating 80s-inspired club vibe.

With TOUCH, REYAS continues to establish himself as a voice for overthinkers — adding a fresh and exciting new layer to his artistic journey.

As a Berlin-based newcomer, REYAS crafts independent, honest "melancholic pop" with lyrical maturity, presented in a distinctly international sound aesthetic. A vibey production shaped by synths and vocoder textures frames deeply personal stories, left unfiltered and fragile. Sitting somewhere between Duncan Laurence, JP Saxe, Sam Smith, and Lauv, REYAS shares his truth with striking vulnerability, while his virtuosic voice sets him apart.

Even with his debut single Storm Around, REYAS made waves: receiving airplay on bigFM, Radio Hamburg, YouFm, and SWR1, and earning a nomination for Newcomer Song of the Year 2024 at the Listen to Berlin Awards.

Recurring themes in his lyrics include self-discovery, mental health, and emancipation from a world that is "open and LGBTQ-friendly" only at first glance. REYAS sees himself as a musical voice for those who often "feel too much" — and who learn to embrace this as their greatest strength. Growing up in a small 3,000-soul village in central Germany, REYAS was the only boy not playing for the local football club, always following his inner calling instead. He was never taught to trust his own feelings and desires. At the age of nine, he stepped onto a stage for the first time — later earning coveted spots at renowned music universities in Essen and New York. Since then, he has gained years of international stage experience with performances in Germany's and Europe's largest arenas, including as a lead soloist for Disney in Concert, as well as at Radio City Music Hall and Yankee Stadium in NYC, alongside appearances on numerous TV and radio shows.

Yet, driven by a need for artistic freedom amidst the machinery of the industry and countless shows, he eventually realized: It wasn't enough. His creativity needed MORE.

More self-direction. More space. More innovation.



SINGLE "TOUCH"

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SOCIAL MEDIA UND STREAMING LINKS:
[HTTPS://LINKTR.EE/REYAS.WAV](https://linktr.ee/reyas.wav)