

# IWELCOM

P R O M O T I O N A G E N C Y



Humbleness  
PRODUCTION

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## VARIOUS ARTISTS

« Boom Shell Riddim (EP) »

[www.facebook.com/jerome.mareuil](http://www.facebook.com/jerome.mareuil)

[www.instagram.com/jeh\\_lion](http://www.instagram.com/jeh_lion)

RELEASE DATE : NOV, 19, 2021  
(DIGITAL)

REGGAE | JAMAICA

It was at the end of 2020 that the young French label Humbleness Production started the Boom Shell Riddim adventure. In direct contact with veteran Leroy Sibbles - founder of The Heptones - Jeh Lion was organizing a European tour as the whole world shut down due to the pandemic. Leroy Sibbles then proposed an unprecedented riddim to the young Frenchman, prompting him to play it to various international singers. Listening to this exclusive riddim, composed by Leroy Sibbles himself, the artists were quick to wait. This is how Humbleness Production successively released 4 singles and comes to close the year 2021 with the release of the EP Boom Shell Riddim comprising 8 tracks in total, bringing together the 4 original singles and their dub versions, in the purest Jamaican Reggae tradition.

Each artist came to make a contribution and it was Leroy 'The Heptones' Sibbles who started the series with his single *Pretty Brown Eyed Girl*, paying homage to women and sweeping aside the cliché of a misogynist Jamaica. This riddim developed by the best Jamaican musicians - Leroy 'Heptones' Sibbles on bass, Kingsley Boyd on drums, Donovan Palmer on keyboard and the late Dalton Brownie on guitar - quickly established itself on specialty radio stations around the world. Particular care has been taken in its production, mixed and mastered at Studio Anchor (JA) by engineer Ras Zion. The seed was planted and then it was the inevitable Mykal Rose (former leader of Black Uhuru awarded a Grammy) who followed up with *Street's No More* in February 2021. A track in which he urges the youth to fight for a better world and to fight social inequalities. In May, it was the emerging Jamaican artist Young Garvey (protégé of Leroy Sibbles) who created the surprise with the versatile and more than convincing single *Use Weh She Got*, taking the riddim even further on the airwaves and opening the doors of France has a quality artist to discover. In search of an emblematic singer of new-roots, it will finally be Lutan Fyah who will respond to the call of Jeh Lion and will come to close the series of singles, invoking the golden age of Jamaican reggae in his single *Rub A Dub Style*.



01 - Leroy Sibbles  
*Pretty Brown Eyed Girl*  
+ Dub Mix

02 - Mykal Rose  
*Street's No More*  
+ Dub Mix

03 - Young Garvey  
*Use Weh She Got*  
+ Dub Mix

04 - Lutan Fyah  
*Rub A Dub Style*  
+ Dub Mix

· EP 8 titres ·

· Find all the Boom Shell Riddim releases on the Humbleness Production youtube channel ·

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P R O M O T I O N   A G E N C Y

LEROY SIBBLES  
YOUNG GARVEY  
LUTAN FYAH  
MYKAL ROSE

*Humbleness*  
PRODUCTION

**BOOM  
SHELL  
RIDDIM**



### Humbleness Production or passion above all :

Humbleness Production is a young independent label created in 2017 by **Jeh Lion**, passionate about reggae, its history as much as Jamaican culture. Among its first releases, the label based in the South of France offers from 2018 the *Rebel Warrior Riddim* series bringing together five singers: **Skarra Mucci**, **Black Omolo**, **Ilements**, **Lan Netty** and **Jah Bami**. A riddim which will have its effect since a year later, **Jeh Lion** receives the confidence of **Fireman Anthony B** and releases his single *Please My Selecta* on a riddim composed by the Marseille backing-band **Dub Akom**. **Humbleness** also plays a role in live performance since it has produced various concerts in Germany and France, including **Skarra Mucci** on the Duisburg stage (Germany) in 2017 or a female set in Dortmund in 2018 consisting of **Hempress Black Omolo** and **Lady Tasonia**, artists with little exposure that **Jeh Lion** is determined to install on the international reggae scene. Lately, it is the show of the singer **Ilements** that **Humbleness** produced, in Montpellier, before starting the adventure and the realization of the EP *Boom Shell Riddim*.



The EP *Boom Shell Riddim* features 4 original singles and 4 exclusive dub versions mixed by legend **Leroy Sibles**.  
Official release on all platforms on **November 19, 2021**

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